



THE INFLUENCE OF HEALTH CONSCIOUSNESS, RELIGIOSITY, PRODUCT REVIEWS, AND PRICE ON HNI HPAI PURCHASE DECISIONS

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Abstract: The rapid development of the halal industry in Indonesia has not been fully accompanied by consumer purchasing decisions for halal herbal products. The purpose of this study was to determine the influence of health consciousness, religiosity, product reviews, and price on product purchasing decisions. This type of research is quantitative research. The population in this study was Muslim consumers of HNI HPAI products in Pekanbaru City, with a sample size of 100 respondents obtained through purposive sampling. Data were collected through questionnaires and analysed using multiple linear regression with the help of SPSS software. This study shows that health consciousness, product reviews, and price partially have a positive and significant effect on purchasing decisions. Simultaneously, the four independent variables have a significant effect on purchasing decisions, with the four independent variables able to explain 50.5% of the variation in purchasing decisions, while the remainder is explained by other variables outside this study.

Keywords: Health Consciousness; Religiosity; Product Review; Price; Purchase Decision

Abstrak: Pesatnya perkembangan industri halal di Indonesia belum sepenuhnya diikuti oleh keputusan pembelian konsumen terhadap produk herbal halal. Tujuan penelitian mengetahui pengaruh health consciousness, religiusitas, ulasan produk, dan price terhadap keputusan pembelian produk. Jenis penelitian ini adalah penelitian kuantitatif. Populasi dalam penelitian ini adalah konsumen muslim produk HNI HPAI di Kota Pekanbaru dengan jumlah sampel sebanyak 100 responden yang diperoleh melalui teknik purposive sampling. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan regresi linear berganda dengan bantuan program SPSS. Penelitian ini menunjukkan bahwa health consciousness, ulasan produk, dan Price secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian. Secara simultan, keempat variabel independen berpengaruh signifikan terhadap keputusan pembelian, bahwa keempat variabel independen mampu menjelaskan 50,5% variasi keputusan pembelian, sedangkan sisanya dijelaskan oleh variabel lain di luar penelitian ini.

Kata Kunci: Kesadaran Kesehatan; Religiusitas; Ulasan Produk; Harga; Keputusan Pembelian

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Introduction

Indonesia is the country with the largest Muslim population in the world, with approximately 249.82 million people, or 87.13% of the total population in the first half of 2025.¹ This data shows that the majority of Indonesians are obliged to follow sharia principles in their daily lives, including when choosing consumer products. One sector that has experienced significant growth is the halal industry, particularly herbal and health products that are considered safe, natural, and sharia-compliant. In line with global trends, the halal industry is projected to continue growing, with an estimated value of USD 5.96 trillion by 2026.² In Indonesia itself, the trend of using herbal products is increasing along with public awareness of healthy lifestyles (health consciousness). According to the Indonesian Ministry of Health, consumption of traditional herbal medicines and herbs rose by up to 20% after the COVID-19 pandemic.³ This phenomenon is driven by the public's growing understanding of the importance of maintaining immunity with natural ingredients that have fewer side effects than chemical drugs.

Health consciousness is one of the psychological factors that drive consumer purchasing behavior. Michaelidou and Hassan state that health consciousness is an individual's attention and concern for maintaining and improving their quality of life through healthy eating habits, lifestyle, and consumption of healthy products. This is in line with a survey by the Katadata Insight Center, which found that 74.3% of urban Indonesians choose herbal products and health supplements because they are considered safer and more natural.⁴ Halal Network International Herba Penawar Alwahida Indonesia (HNI HPAI) products are herbal products made from natural ingredients. PT HNI HPAI, with its halal network concept, has a marketing network spanning various regions in Indonesia.

In the context of Sharia, religiosity is an important variable that influences purchasing decisions. Religiosity encompasses a person's beliefs, knowledge, worship, experiences, and appreciation of their religion.⁵ Religiousness is defined as an internalized religious attitude within a person that motivates them to act in accordance with their level of adherence to religion.⁶ Consumers with high levels of religiosity will consider halal-thayyib aspects before purchasing products, as emphasized in QS. Al-Baqarah verse 168:

¹ Kementerian Dalam Negeri, "Agregat Penduduk Berdasarkan Agama," <https://pelita.kemendagri.go.id/kemendagri/dataset/1203/tabel-data>, (04 August 2025).

² Iman Ali Liaqat, "State of the Global Islamic Economy Report," <https://www.dinarstandard.com/post/state-of-the-global-islamic-economy-report-2023>, (12 February 2026).

³ Kementerian Kesehatan RI, "Laporan Tahunan Konsumsi Jamu Nasional," (<https://www.kemkes.go.id/resources/download/info-terkini/laporan-jamu-2021.pdf>, 2021, (12 February 2026).

⁴ Katadata Insight Center, "Tren Konsumsi Herbal Di Masyarakat Urban," <https://katadata.co.id/berita/2022/04/25/tren-konsumsi-herbal>, (5 July 2025).

⁵ Rahmawati, "Religiusitas Dan Keputusan Pembelian Produk Halal," *Jurnal Ekonomi Syariah* 9, no. 2 (2021): 101.

⁶ Ahmad Muqorobin et al., "Fashion And Lifestyle Trends On The Purchase Of Muslim Women's Clothing With Religiosity As An Intervention Variable," *FINANSIA : Jurnal Akuntansi dan Perbankan Syariah* 8, no. 1 (2025).

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

“O mankind, eat from whatever is on earth that is lawful and good, and do not follow the footsteps of Satan. Indeed, he is to you a clear enemy.”

In this verse, we are encouraged to consume food that is halal and good.⁷ However, even though HPAI products have been certified halal by the National Sharia Council-Indonesian Ulema Council (DSN-MUI), the fact remains that there are still Muslims who do not fully prioritize product halalness in their purchasing decisions. HPAI products marketed through a network system or halal network have actually been certified halal since the issuance of the DSN-MUI decree on July 27, 2016, No. KEP-03/DSN-MUI/VII/2016, and updated with Decree No. 011.202.01/DSN-MUI/V/2025, which confirms that HPAI products comply with sharia principles. As a Muslim, religiosity requires one to always be selective and ensure that every item consumed is halal and thayyib in accordance with religious teachings. This raises the question of whether consumers' level of religiosity has truly influenced their decision to purchase halal products such as HPAI, or whether other factors are more dominant in determining their choices.

In addition to health consciousness and religiosity, another aspect that influences consumer purchasing interest is the availability of reviews of the product to be purchased. Reviews are assessments given by consumers regarding their experience or evaluation of a product, which play an important role in increasing the confidence of potential buyers. However, reviews can be positive or negative, so they serve as a reference for potential consumers in assessing the quality of the product they want to choose.⁸

Another factor that is no less important is price. According to consumer behavior theory, price is a variable that influences consumers' perceptions of quality and their intention to purchase. Firda Nuraini and Ivo Novitaningtyas explain that the suitability of the price to the quality of the product, the affordability of the price according to consumers' purchasing power, and the availability of discounts or promotions are the main considerations in purchasing decisions.⁹ Although HNI HPAI products are competitively priced in the market, consumers still evaluate prices before purchasing to ensure they are getting value for money. The product range and prices set by PT HNI HPAI for consumers are as follows:

⁷ Al-Qur'an Kemenag, “QS. Al-Baqarah: 168,.” n.d.

⁸ Musdalifa et al., “Pengaruh Review Produk Dan Affiliate Marketing Terhadap Keputusan Pembelian Dengan Minat Beli Sebagai Variabel Mediasi Di Shopee,” *JEMMA (Jurnal Of Economic, Management, And Accounting)* 8, no. 1 (2025): 79; Agus Alimuddin, Lisda Aisyah, And Risa Alvia, “Persepsi Santriwati Dalam Pembelian Kosmetik Berlabel Halal,” *Adzkiya: Jurnal Hukum Dan Ekonomi Syariah* 10, no. 01 (2022): 85.

⁹ Firda Nuraini And Ivo Novitaningtyas, “Pengaruh Harga Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Pada Mie Gacoan Cabang Magelang,” *Jurnal Nasional Manajemen Pemasaran & SDM* 3, no. 2 (2022): 50.

Table 1. Product Variations And Prices Of PT HNI HPAI

Product Variations	Number of products	Price
		Lowest - Highest
Herbs Products	36	Rp. 45.000-460.000
Healts Foods & Beverages	38	Rp. 35.000-250.000
Cosmetics & Home Care	47	Rp. 13.000-270.000
Fashion & Lifestyle	23	Rp. 75.000-255.000

Source: HNI.id (2025)

Based on Table 1, it can be seen that the prices of HPAI products are quite high, ranging from Rp 13,000 to Rp 460,000. However, when consumers decide to buy products at relatively high prices, there are certain considerations, one of which is the expectation that the price paid will be commensurate with the quality of the product obtained. The following data shows a comparison of HNI HPAI product prices with other brands:

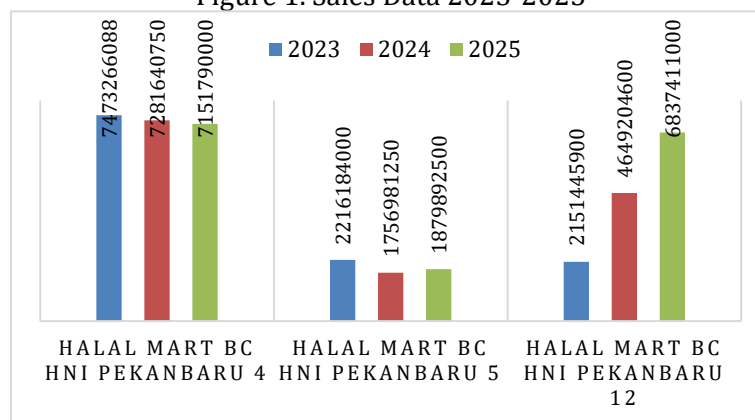
Table 2. Comparison Of HNI HPAI Product Prices With Other Products

Product Type	HNI-HPAI Brand	Other Brands
Massage Oil	45.000 (100 ml)	27.000 (100 ml)
Eucalyptus Oil	48.000 (100 ml)	47.000 (120 ml)
Telon Oil	53.000 (100 ml)	45.000 (150 ml)
Toothpaste	20.000 (120 gr)	15.000 (190 ml)
Sunscreen	65.000 (30 ml)	39.000 (30 ml)
Olive Oil	200.000 (250 ml)	143.000 (500 ml)

Source: Processed Data 2025

Based on Table 2, a comparison of prices between HNI HPAI products and products from other brands can be observed. However, based on the results of the observation, the prices of HNI HPAI products tend to be higher than those of other brands. In the decision-making process, consumers generally consider both price and product quality. When faced with two product options that have similar functions and benefits but differ in price and product content, consumers tend to choose the option with the lower price.

Figure 1. Sales Data 2023-2025



Source: Halal Mart BC HNI Pekanbaru 4,5 And12

Based on HNI product sales data in Figure 1 for 2023-2025, Halal Mart BC HNI Pekanbaru 4 experienced a decline in sales from 2023 to 2024, and the decline continued in 2025. Meanwhile, at Halal Mart BC HNI Pekanbaru 5, there was a sharp decline from 2023 to 2024, but then it rebounded in 2025. Meanwhile, at Halal Mart BC HNI Pekanbaru 12, there was a significant increase (surge) in sales consistently from 2023 to 2024 and continued in 2025. The sales data from the three BC HNI halal mart branches in Pekanbaru shows variations in sales volume. This raises the question of whether the marketed price influences purchasing decisions. This phenomenon is interesting to study further, particularly regarding the influence of health consciousness, religiosity, product reviews, and price on purchasing decisions for HNI HPAI products in Pekanbaru.

Conceptually, this study refers to consumer behavior theory, which views purchasing decisions as the result of interactions between an individual's internal and external factors. Consumer behavior is an examination that focuses on the processes and actions undertaken by individuals, groups, and organizations in selecting, purchasing, and utilizing ideas, products, or services to fulfill their needs and desires.¹⁰ According to Kotler and Armstrong, the purchase decision is a stage in the consumer decision-making process when individuals finally decide to buy a product. People who are directly involved in the process of purchasing and using a product are referred to as decision makers.¹¹

Health consciousness is a person's concern and care for self-improvement and the drive to maintain and preserve health and improve quality of life through the adoption of a healthy lifestyle.¹² The indicators used to assess health awareness according to Michaelidou and Hassan are: concern for health, high awareness that food intake affects health, appreciation of healthy foods, and efforts to choose healthy foods.¹³

Religiousness is the level of attachment and appreciation of a person towards religious teachings, which is reflected in their value system, attitudes, and daily behavior, including consumption activities. In the context of Islam, religiousness directs a person to comply with Sharia guidelines in choosing and using products in accordance with the values of faith.¹⁴ According to Schiffman & Kanuk in Sri Wahyuni et al, purchasing decisions are influenced by religious beliefs. In addition, the level of knowledge and understanding of religious beliefs can influence awareness of halal cosmetics. However, some people are

¹⁰ Kotler And Keller, *Manajemen Pemasaran*, (Pearson: Penerbit Erlangga, 2020), p. 179.

¹¹ Philip Kotler And Gary Armstrong, *Dasar-Dasar Pemasaran*, (Jakarta, Indonesia: PT Indeks, 2004), p. 224.

¹² Siti Marginingsih, *Pengaruh Health Consciousness, Halal Awareness, Dan Product Knowledge Terhadap Purchase Intention (Studi Konsumen Herba Penawar Alwahida Indonesia (HPAI) Di Kabupaten Kebumen)*, (Universitas Putra Bangsa, 2021), p. 3

¹³ Michaelidou And Hassan, "Role Of Health Consciousness, Food Safety Concern And Ethical Identity On Attitudes And Intentions Towards Organic Food," *International Journal Of Consumer Studies* 32, no. 2 (2008): 501.

¹⁴ Asmarannida Ari Faatihah, "Pengaruh Literasi Ekonomi, Status Ekonomi Orang Tua, Gaya Hidup Dan Religiusitas Terhadap Pola Konsumsi Islami Di Pondok Pesantren Darul Qur'an Kepulauan Riau," *Nomicpedia: Journal Of Economics And Business Innovation* 1, no. 2 (2021): 111.

unaware due to a lack of knowledge about religious beliefs.¹⁵ According to Yunus et al, a person's religious behavior is influenced by several factors such as social influence, experience, needs, and mindset.¹⁶ Family and social environment factors play a major role in shaping a person's religiosity. Religious values are usually taught from an early age through the family. In addition, social environments such as friends and religious communities also strengthen a person's religious beliefs and practices.¹⁷

A product review is an assessment of a product that explains its quality, advantages, and disadvantages. Through reviews, readers obtain information that helps shape their perceptions and considerations before making a decision.¹⁸ In the information gathering and alternative evaluation stage, product reviews become an important exogenous factor that can accelerate or hinder the decision-making process.¹⁹ According to Philip Kotler and Gary Armstrong, price is the amount of money that customers must pay for a product or service, or the value exchanged by customers in order to obtain the benefits of owning or using that product or service.²⁰

This study focuses on the influence of health consciousness, religiosity, product reviews, and price on purchasing decisions for HNI HPAI products in Pekanbaru. Based on the above statement, this study aims to analyze the influence of health consciousness, religiosity, product reviews, and price on the decision to purchase HNI HPAI products in Pekanbaru. This study is expected to provide contributions and input for business actors, especially HNI HPAI, to determine which factors are more dominant in determining the decision to purchase HNI HPAI products. The framework for this study is as follows:

¹⁵ Sri Wahyuni Hasibuan, Yasir Nasution, And Safaruddin Siregar, "The Effect Of Health And Religious Beliefs On Consumer Consciousness Of Using Halal Cosmetics," *Budapest International Research And Critics Institute Journal* 2, no. 3 (2019): 239.

¹⁶ Djubaedi Yunus et al, "Characteristics Of Islamic Financial Literacy Based On Demographic And Religiosity," *In Proceedings Of The 3rd International Colloquium On Interdisciplinary Islamic Studies, ICIIS 2020* (Jakarta, Indonesia.: ICIIS 2020, 2021).

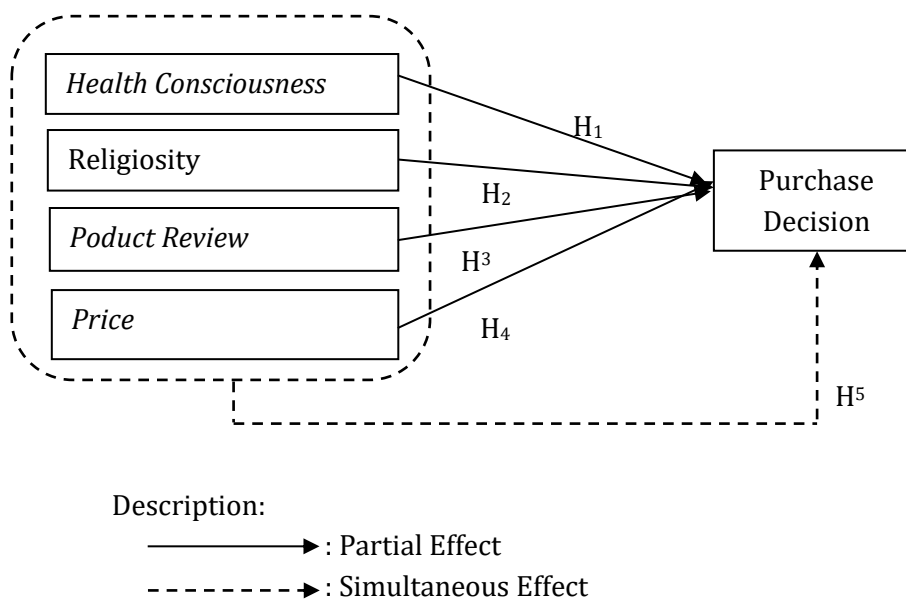
¹⁷ R. Patel And Sharma, "Family Socialization and Religious Commitment: Evidence from Muslim Communities," *International Journal of Sociology of Religion* (2021): 203.

¹⁸ Eko Putra, "Pengaruh Promosi Melalui Sosial Media Dan Review Produk Pada Marketplace Shopee Terhadap Keputusan Pembelian (Studi Pada Mahasiswa Stie Pasaman)," *Jurnal Apresiasi Ekonomi* 8, no. 3 (2020): 470.

¹⁹ Isaree Karnreungsiri And Nattaya Praditsuwana, "Factors Influencing Buying Behavior And Buying Decision Process Of Customers: An Examination On Relationship Using One-Way Analysis Of Variance," *PSAKU International Journal Of Interdisciplinary Research* 6, no. 2 (2018): 76.

²⁰ Philip Kotler And Gary Amstrong, *Prinsip-Prinsip Pemasaran*, (Jakarta: Erlangga, 2006).

Figure 2: Conceptual Framework



Based on the above framework, the hypotheses in this study are as follows H1: Health consciousness is hypothesized to have a positive and significant effect on the decision to purchase HNI HPAI products in Pekanbaru. H2: Religiosity is hypothesized to have a positive and significant effect on the decision to purchase HNI HPAI products in Pekanbaru. H3: Product reviews are suspected to have a positive and significant effect on the decision to purchase HNI HPAI products in Pekanbaru. H4: Price is suspected to have a positive and significant effect on the decision to purchase HNI HPAI products in Pekanbaru. H5: There is suspected to be a simultaneous effect between health consciousness, religiosity, product reviews, and price on the decision to purchase HNI HPAI products in Pekanbaru.

Methods

This study uses quantitative methods. The research was conducted in the city of Pekanbaru. The population in this study was consumers (members) of HNI HPAI products in Pekanbaru. The population size was not officially documented. Based on available information, it is estimated that the number of consumers ranges from 100,000 to 200,000 people and continues to grow over time. This estimate is used as an illustration of the population size, given the unavailability of accurate population data. In this study, the researcher used purposive sampling. The criteria for respondents were: First, respondents were Muslim consumers who used HNI HPAI products; Second, they resided in Pekanbaru; And third, respondents were willing to fill out the research questionnaire honestly and according to their personal experiences.

To determine the sample size, the researcher used the Lemeshow formula. Based on these calculations, 100 respondents were selected as the research sample. The data in this study was collected by distributing questionnaires to 100 respondents who had used HNI HPAI products. This study used quantitative data analysis methods, which are a combination of techniques and approaches to analyze numerical data or data that can be measured statistically (SPSS). In addition, classical assumption tests were used, namely

normality tests, multicollinearity tests, and heteroscedasticity tests. Then, t-tests and F-tests, as well as determination coefficients, were used.

Result And Discussion

This study focuses on purchasing decisions for HNI HPAI products in Pekanbaru as the dependent variable. To determine the sample size, the researcher used the Lemeshow formula. Based on these calculations, 100 respondents were selected as the research sample. The data in this study was collected by distributing questionnaires to 100 respondents who had used HNI HPAI products. The results of the questionnaire data processing provided a more in-depth picture of the influence of the variables of health consciousness, religiosity, product reviews, and price on the decision to purchase HNI HPAI products in Pekanbaru. The respondents were predominantly aged 21–30 years (55%), followed by those aged 31–40 years (24%), 17–20 years (11%), and above 40 years (10%), so that the majority were in the young productive age group with relatively high health awareness.

In addition, female participation was more dominant (76%) than male (24%). Most respondents had secondary and higher education, namely high school/equivalent (42%) and diploma/bachelor's degree (44%), followed by postgraduate (12%), while elementary education was very few (1%). In terms of income, the majority were in the range of IDR 0–IDR 3,000,000 per month (72%), so that respondents were generally in the low to middle income category. Based on length of use, respondents were dominated by long-term HNI HPAI users, namely more than two years (43%), followed by less than six months (37%), 6 months–1 year (9%), and 1–2 years (11%).

The respondents' responses show that all variables are in the high category. The health consciousness variable (X1) has a mean of 3.94–4.30, indicating a high level of concern for health and healthy food consumption. The religiosity variable (X2) is also high with a mean of 4.09–4.37, reflecting a strong awareness of the importance of halal products. The product review variable (X3) has a mean of 4.09–4.47, indicating that reviews are a major consideration before purchasing. The price variable (X4) is considered appropriate for the benefits and quality, with a mean of 4.09–4.17. Overall, the respondents' purchasing decisions are in the high category.

The validity test results show that all items in the variables of health consciousness (X1), religiosity (X2), product reviews (X3), price (X4), and purchase decision (Y) are valid because they meet the criteria of $r \text{ count} > r \text{ table}$ and $\text{sig} < 0.05$, so the instruments are suitable for use. The reliability test also showed that all variables were reliable with Cronbach's Alpha values of $X1 = 0.614$; $X2 = 0.643$; $X3 = 0.623$; $X4 = 0.608$; and $Y = 0.618$ (> 0.60), which means that the instrument has good internal consistency and can be trusted for further analysis.

Data Normality Test

Table 3. Data Normality Test Results

One-sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		93
Normal	Mean	0,000000
Parameters ^{a,b}	Std. Deviation	1,51509987
Most Extreme differences	Absolute	0,083
	Positive	0,059
	Negative	-0,083
Test Statistic		0,083
Asymp. Sig. (2-tailed)		0.122

Source: SPSS Processed Data, 2025

The Kolmogorov-Smirnov test showed a significance value of 0.122, which is greater than 0.05. This indicates that the residual data is normally distributed. During the testing process, seven outliers were identified through preliminary checks. These data were deleted to obtain a normal data distribution. After deletion, the number of data used in the analysis was 93 respondents, and the normality test results showed that the data were normally distributed and suitable for further analysis.

Multicollinearity Test

Table 4. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
Health Consciousness	0,974	1,027
Religiosity	0,959	1,043
Product Review	0,778	1,286
Price	0,773	1,293

Source: SPSS Processed Data, 2025

It is known that the Tolerance value for each variable is greater than 0.10, and the Variance Inflation Factor (VIF) value is less than 10. This indicates that there is no strong relationship between the independent variables. Thus, it can be concluded that there is no multicollinearity in this regression model, so all independent variables are suitable for use in further regression analysis.

Heteroscedasticity Test

Table 5. Results of the Heteroscedasticity Test

Model	Sig.
(Constant)	0,033
Health Consciousness	0,649
Religiosity	0,024
Product Review	0,365
Price	0,615

Source: SPSS Processed Data, 2025

Based on Table 5, the significance values obtained for the variables Health Consciousness, Product Review, and Price are 0.649, 0.365, and 0.615, respectively, all of which are greater than 0.05. This indicates that the three variables do not exhibit heteroscedasticity. However, the Religiosity variable has a significance value of 0.024 (< 0.05), which indicates a slight heteroscedasticity in this variable.

According to Gujarati and Porter, the presence of heteroscedasticity does not cause bias in the regression coefficient values, but only makes the variance inefficient so that the standard error can become inaccurate.²¹ This is also in line with Widarjono's opinion, who explains that mild heteroscedasticity is still tolerable, especially in social research that uses primary data from respondents' perceptions.²² Thus, although there is one variable (Religiosity) that shows indications of heteroscedasticity, in general, the regression model in this study still meets the classical assumptions and can be used for further multiple linear regression analysis, because the deviations that occur are minor and do not affect the direction of the relationship between variables.

Hypothesis Testing

Results Of The Coefficient Of Determination Test (R^2 Test)

In the coefficient of determination (R^2) test, the R^2 value is used to determine the extent to which the independent variable can explain the variation of the dependent variable. A small R^2 value indicates that the ability of the independent variable to explain the dependent variable is still limited. Conversely, an R^2 value close to 1 indicates that the independent variable can provide almost all the information needed to predict the variation in the dependent variable. The results of the coefficient of determination test can be seen in the following table.

Table 6. Results of the Coefficient of Determination Test (R^2 Test)

Model	R	R Square	Adjusted R Square
1	0,726	0,527	0,505

Source: SPSS Processed Data, 2025

²¹ D. N. Gujarati And D. C. Porter, *Basic Econometrics*, (New York: McGraw-Hill, 2009), p. 400.

²² Agus Widarjono, *Ekonometrika: Pengantar Dan Aplikasinya*, (Yogyakarta: UPP STIM YKPN, 2015), p. 113-136

Based on the results of the coefficient of determination test in Table 6, an Adjusted R Square value of 0.505 was obtained. This value indicates that the independent variable (X) in the regression model is able to explain 50.5% of the variation in the dependent variable (Y), while the remaining 49.5% is explained by other factors outside this research model that were not included in the analysis.

Partial Test Results (t-Test)

Partial test analysis (t-test) is used to test the extent to which each independent variable individually affects the dependent variable.

Table 7. Partial Test Results (t-Test)

Model	t	t-tabel	Sig.
(Constant)	-0,570	1,985	0,570
Health Consciousness	2,131	1,985	0,036
Religiosity	4,798	1,985	0,000
Product Review	5,345	1,985	0,000
Price	2,572	1,985	0,012

Source: SPSS Processed Data, 2025

Based on Table 7 above, it can be explained that the partial test results show the effect of each independent variable on the dependent variable as follows; 1) The effect of health consciousness on purchasing decisions, based on the statistical test results, the Health Consciousness variable has a t-value of 2.131, which is greater than the t-table (1.985) with a significance level of 0.036 (< 0.05). This indicates that there is a significant effect of the Health Consciousness variable on purchasing decisions. Thus, Ha1 is accepted, and Ho1 is rejected, which means that Health Consciousness has a positive and significant effect on purchasing decisions for HNI HPAI products in Pekanbaru. 2) The effect of religiosity on purchasing decisions, based on statistical test results, the Religiosity variable has a t-value of 4.798, which is greater than the t-table (1.985) with a significance level of 0.000 (< 0.05). This indicates that Ha2 is accepted and H02 is rejected, so it can be concluded that Religiosity has a positive and significant effect on the purchase decision of HNI HPAI products in Pekanbaru. 3) The effect of product reviews on purchasing decisions, based on statistical test results, the Product Review variable has a t-value of 5.345, which is greater than the t-table (1.985) with a significance level of 0.000 (< 0.05). This indicates that Ha₃ is accepted and H03 is rejected, so it can be concluded that Product Reviews have a positive and significant effect on the purchase decision of HNI HPAI products in Pekanbaru. 4) The effect of price on purchasing decisions, based on statistical test results, the Price variable has a t-value of 2.572, which is smaller than the t-table (1.985) with a significance level of 0.012 (< 0.05). This indicates that H04 is rejected and Ha4 is accepted, so it can be concluded that the Price variable has a positive and significant effect on the decision to purchase HNI HPAI products in Pekanbaru.

Simultaneous Test Results (F Test)

Based on the results of the simultaneous test in this study, it can be seen in the following table:

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	df	Mean Square	f	Sig.
Regression	235,091	4	58,773	24,490	0,000
Residual	211,189	88	2,400		
Total	446,280	92			

Source: SPSS Processed Data, 2025

Based on Table 8 above, it can be seen that the F-test result has a calculated f-value of 24.490 with a comparison value of the f-table of 2.48. So, the calculated f-value is greater than the f-table value, and the significance level of the F-test is 0.000, which is smaller than 0.05. Therefore, the variables of Health Consciousness, Religiosity, Product Review, and Price simultaneously influence the decision to purchase HNI HPAI products in Pekanbaru.

Correlation Coefficient

Correlation coefficient analysis was conducted to determine the degree of closeness between the independent and dependent variables, as well as to see the extent to which changes in the independent variable were followed by changes in the dependent variable. The results of the correlation coefficient analysis in this study can be seen in the following table.

Table 9. Correlation Coefficient Results

Model	R	R Square	Adjusted R Square
1	0,726	0,527	0,505

Source: SPSS Processed Data, 2025

Based on the analysis results in Table 9, a correlation coefficient (R) value of 0.726 was obtained, indicating a positive and strong relationship between the variables of Health Consciousness (X1), Religiosity (X2), Product Reviews (X3), Price (X4), and Purchase Decisions (Y). This means that an increase in these four independent variables will be followed by an increase in the purchase decision for HNI HPAI products in Pekanbaru. Thus, the relationship between the variables in this research model can be categorized as strong and unidirectional.

Multiple Linear Regression Equation

Table 10. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients	
	B	Std. Error
(Constant)	-1,129	1,981
Health Consciousness	0,161	0,076
Religiosity	0,256	0,053
Product Review	0,383	0,072
Price	0,242	0,094

Source: SPSS Processed Data, 2025

Based on Table 10 above, the multiple linear regression equation can be formulated as follows:

$$Y = a + b_1.x_1 + b_2.x_2 + b_3.x_3 + b_4.x_4$$

$$Y = -1,129 + 0,161x_1 + 0,256x_2 + 0,383x_3 + 0,242x_4$$

The equation shows that all independent variables have a positive relationship with the dependent variable. The constant value of -1.129 indicates that if all independent variables are zero, the purchase decision (Y) will be negative, which means that without the influence of the four independent variables, the purchase decision tends to be low.

The regression analysis results show that all variables (X₁, X₂, X₃, and X₄) have a positive effect on the purchase decision variable (Y). The regression coefficients are 0.161, 0.256, 0.383, and 0.242, respectively, indicating that a one-unit increase in each independent variable will increase the value of Y according to the coefficient. Variable X₃ has the most dominant effect because it has the highest coefficient (0.383).

Descriptive Statistics

Table 11. Statistical Test Results

	N	Min	Max	Mean	Std. Deviasi
Health Consciousness	100	6	20	16,78	2,561
Religiosity	100	8	25	21,08	3,555
Product Review	100	8	20	16,88	2,829
Price	100	6	15	12,50	2,082
Purchase Decision	100	7	20	16,22	2,880

Source: SPSS Processed Data, 2025

Descriptive statistics for 100 respondents show that all variables are in the positive category. Health consciousness has a mean of 16.78 with a standard deviation of 2.561, religiosity is highest with a mean of 21.08 with a standard deviation of 3.555, product review had a mean of 16.88 with a standard deviation of 2.829, price had a mean of 12.50 with a standard deviation of 2.082, and purchase decision had a mean of 16.22 with a standard deviation of 2.880. Overall, the variables showed positive responses from respondents.

The Influence Of Health Consciousness On Purchasing Decisions For HNI HPAI Products In Pekanbaru

Based on the results of multiple linear regression analysis, the Health Consciousness variable has a regression coefficient value of 0.161 with a significance value of 0.036, which is smaller than the significance level of 0.05. These results indicate that health awareness has a positive and significant effect on the decision to purchase HNI HPAI products in Pekanbaru. Thus, the higher the level of consumer health consciousness, the greater their tendency to purchase HNI HPAI products. This reflects that consumers who are highly concerned about health will be more selective in choosing products, especially those that are considered safe, natural, and beneficial to health.

From the perspective of consumer behavior theory, health consciousness is part of the internal psychological factors that influence the purchasing decision-making process. According to Kotler and Keller, consumer purchasing behavior is influenced by needs, motivations, perceptions, and attitudes toward a product. Consumers with a high level of health consciousness tend to have positive perceptions of products that are considered to support a healthy lifestyle. These perceptions then form positive attitudes towards the product, which in turn drive purchasing decisions. In the context of this study, consumers with high health consciousness believe that purchasing HNI HPAI products made from herbal and halal ingredients will provide positive health benefits, such as maintaining immunity and avoiding the side effects of chemicals. This belief reinforces consumers' positive attitudes towards the product and has a direct implication on purchasing decisions.

Soe et al. added in their research that health awareness encourages individuals to pay more attention to the content, quality, and long-term impact of the products they consume.²³ This finding is in line with research by Lela et al., which states that health awareness has a significant effect on consumer attitudes and indirectly increases the intention to purchase healthy food products.²⁴ Napitupulu et al. found that health consciousness influences the perceived value of organic food products, which in turn has a positive impact on purchase intention.²⁵ In the context of urban consumers, awareness of the importance of health is one of the main factors in the purchasing decision-making process. Therefore, the results of this study reinforce that HNI HPAI consumers in Pekanbaru purchase products not only based on price or promotion, but also based on the belief that these products can provide real health benefits.

²³ S. B. Soe, E. Listiana, N. Afifah, J. Juniwati, And B. B. Purmono, "Analysis Of Consumer Motivation On Purchase Intention Of Flimty Fiber: A Study On Flimty Fiber Consumers In West Kalimantan," *Journal Of Management And Digital Business* 5, no. 2 (2025): 415.

²⁴ G. N. Lela, V. Rahmawati, And S. V. Mettan, "Investigation For Mediating Customer Attitude Toward: Health Consciousness And Food Safety Concern To Purchase Intention Moriku Healthy Snack," *Indonesian Journal Of Management Science* 2, no. 2 (2023): 65.

²⁵ Simon Azriel Napitupulu et al, "Decoding Organic Food Buying Intention : The Interplay Of Health Consciousness And Perceived Value Among Urban Consumers In Malang," *HABITAT: Journal Of Agri-Sociopreneur And Rural Development* 36, no. 2 (2025): 166–180.

The Influence Of Religiosity On Purchasing Decisions For HNI HPAI Products In Pekanbaru

The results of multiple linear regression analysis show that the Religiosity variable has a regression coefficient of 0.256 with a significance value of $p = 0.000 (< 0.05)$. This indicates that religiosity has a positive and significant effect on the decision to purchase HNI HPAI products in Pekanbaru. In other words, the higher the level of consumer religiosity, that is, the extent to which they hold religious values and beliefs in their daily lives, the greater their tendency to choose and buy HNI HPAI products. This finding indicates that products associated with halal, Islamic, and ethical values from a religious perspective will have an advantage among religious consumers.

Within the framework of consumer behavior theory, religiosity is included in the cultural and social factors that play an important role in shaping individual consumption patterns. Kotler and Keller state that cultural values and religious beliefs influence consumer preferences, including in choosing products that are in line with the norms, ethics, and teachings they believe in. Religious consumers tend to make halal, Islamic, and ethical values a major consideration in their purchasing decisions.

Based on a study conducted by Mutmainah, religiosity can shape positive social norms towards halal products, which in turn strengthen Muslim consumers' purchasing intentions. Thus, religiosity not only influences individual beliefs but also creates social expectations that guide consumer behavior.²⁶ These results are reinforced by Djunaidi et al., who prove that religiosity is one of the significant factors influencing the decision to purchase halal products.²⁷ This is also reinforced by research conducted by Rafiki, Hidayat, and Nasution, which shows that religiosity plays a significant role not only in directly influencing purchasing decisions, but also in strengthening the influence of other factors on the purchase of halal products.²⁸

Thus, in the context of HNI HPAI consumers in Pekanbaru, the majority of whom have a Muslim background, the variable of religiosity is highly relevant in influencing their purchasing decisions. Therefore, it can be concluded that the variable of religiosity is a significant driving factor for purchasing decisions regarding HNI HPAI products in Pekanbaru. For practical strategies, HNI HPAI management needs to strengthen the image of products that reflect Islamic values, clearly present evidence of halal certification, and conduct marketing communications that emphasize the ethical and spiritual aspects of the products. This step can strengthen the relationship with religious consumers and directly support an increase in purchasing decisions.

²⁶ L. Mutmainah, "The Role Of Religiosity, Halal Awareness, Halal Certification, And Food Ingredients On Purchase Intention Of Halal Food," *Journal Of Islamic Economic, Finance, And Banking*, no. 1 (2018): 33.

²⁷ M. Djunaidi, C. B. Ayu Oktavia, And R. Fitriadi, "Perception and Consumer Behavior of Halal Product toward Purchase Decision in Indonesia," *Jurnal Teknik Industri* 22, no. 2 (2023): 179.

²⁸ Ahmad Rafiki, Sutan Emir Hidayat, And Muhammad Dharma Tuah Putra Nasution, "An Extensive Effect Of Religiosity On The Purchasing Decisions Of Halal Products," *Emerald Publishing* 8, no. 3 (2026): 898.

The Influence Of Product Reviews On Purchasing Decisions For HNI HPAI Products In Pekanbaru

The regression analysis results show that the Product Review variable obtained a regression coefficient of 0.383 with a significance value of $p = 0.000 (< 0.05)$. This indicates that product reviews have a positive and significant effect on the decision to purchase HNI HPAI products in Pekanbaru. In other words, the better or more positive the reviews that consumers receive about HNI HPAI products, the more likely they are to make a purchase. In practice, these reviews can take the form of consumer testimonials, positive ratings, or comments on social media that emphasize the advantages of the product.

In consumer behavior theory, product reviews are a form of external information and social influence that play an important role in the evaluation stage before a purchase decision is made. Consumers tend to rely on the experiences of other consumers as a source of information that is considered more objective and credible than company promotional messages. Positive reviews can increase consumers' perception of quality and trust in a product.

Based on research by Satwika & Budiarti, online consumer reviews have a positive influence on purchasing decisions on e-commerce platforms.²⁹ Thus, product reviews not only serve to convey previous consumer experiences, but also as a signal of product quality that influences subsequent consumer decisions. These results are supported by Nainggolan & Sitorus in their research on the Shopee marketplace in Batam City, which found that product reviews have a 24.1% influence on purchasing decisions.³⁰ Another study by Rahmadhannul Putri & Sukati found that customer reviews significantly influence purchasing decisions for fashion products on TikTok Shop Batam.³¹ This approach shows that product reviews can be an important variable in various digital sales platform contexts. In local situations such as Pekanbaru for HNI HPAI products, product reviews can play a major role in influencing consumers to choose these products over others.

Based on these results and findings, it can be concluded that the Product Review variable is a very significant factor in determining the decision to purchase HNI HPAI products in Pekanbaru. Thus, HNI HPAI management needs to strengthen its system for collecting and publishing positive reviews, facilitate real user testimonials, activate social media and marketplaces for reviews, and maintain consistent product quality so that reviews remain positive. This strategy will help build consumer trust and encourage purchasing decisions.

²⁹ F. R. Satwika And L. Budiarti, "Pengaruh Online Consumer Review Dan Iklan Terhadap Keputusan Pembelian," *Jurnal Aplikasi Bisnis*, no. 1 (2021): 141.

³⁰ R. A. Nainggolan And D. H. Sitorus, "Pengaruh Kualitas Produk Dan Review Produk Terhadap Keputusan Pembelian Secara Online Pada Marketplace Shopee Di Kota Batam," *Jurnal Ekonomi & Manajemen Indonesia* 23 no. 2 (2023): 49.

³¹ R. Rahmadhannul Putri And I. Sukati, "Pengaruh Promosi, Review Customer dan Persepsi Konsumen terhadap Keputusan Pembelian Fashion TikTok Shop di Batam," *Jurnal Ekonomi & Manajemen Indonesia* 24, no. 2 (2024): 96.

The Influence Of Price On Purchasing Decisions For HNI HPAI Products In Pekanbaru

The results of the multiple linear regression test show that the Price variable has a regression coefficient of 0.242 with a significance value of $p = 0.012 (< 0.05)$. This indicates that price has a positive and significant effect on the decision to purchase HNI HPAI products in Pekanbaru. This means that the better consumers' perception of the price offered, the more likely they are to make a purchase. Consumers who consider the price of a product to be in line with its quality, benefits, and value tend to be more trusting and loyal to that product.

In consumer behavior theory, price is an important element in shaping perceived value. Consumers tend to compare the price paid with the benefits and quality obtained. If the price is considered reasonable and commensurate with the health benefits and halal value of the product, consumers will be more inclined to make a purchase. These results are in line with Widyastuti & Maharani, who emphasize that the perception of fair pricing has a significant influence on purchasing decisions for herbal products in Indonesia, where consumers tend to make repeat purchases if they feel that the price is in line with the quality offered.³²

This finding is also in line with research by Febriani et al., who found that price has a positive and significant relationship with the decision to purchase Wardah halal cosmetic products in the city of Bandung.³³ This shows that in the context of Muslim consumers, price is not only viewed from a nominal perspective, but also from the spiritual value and moral quality of the product.

Based on these results, it can be concluded that positive price perception is an important factor in driving purchasing decisions for HNI HPAI products. Management needs to consider a pricing strategy that balances product value and consumer economic capacity, as well as strengthen marketing communications that emphasize product quality over price alone. Thus, consumers will not only view the product from a nominal perspective, but also from the functional benefits and moral value inherent in HNI HPAI's halal herbal products.

The Influence Of Health Consciousness, Religiosity, Product Reviews, And Price On Purchasing Decisions For HNI HPAI Products In Pekanbaru

Based on the results of the F test (simultaneous) analysis, a calculated F value of 24.490 was obtained with a significance value of $p = 0.000 (< 0.05)$. This shows that Health Consciousness, Religiosity, Product Reviews, and Price together have a significant effect on the decision to purchase HNI HPAI products in Pekanbaru. This means that these four marketing mix elements play complementary roles in shaping consumers' decisions to purchase HNI HPAI herbal products. When consumers' health consciousness levels are high, their religiosity influences how they assess the halal status and benefits of the product,

³² T. Widyastuti And A. Maharani, "Pengaruh Persepsi Harga dan Kualitas Produk terhadap Keputusan Pembelian Produk Herbal di Kota Yogyakarta," *Jurnal Ekonomi dan Bisnis Indonesia* 7, no. 3 (2022): 112.

³³ A. Febriani, I. Rachmawati, And S. Nurulita, "Pengaruh Citra Merek, Harga, Dan Kepercayaan Terhadap Keputusan Pembelian Produk Kosmetik Halal Wardah Di Kota Bandung," *Jurnal Manajemen Dan Pemasaran* 11, no. 1 (2023): 55.

product reviews provide additional assurance, and the price is perceived as commensurate with the value received, then consumers' tendency to decide to purchase HNI-HPAI products in Pekanbaru will increase significantly.

From a consumer behavior theory perspective, purchasing decisions are the result of interactions between psychological factors (health consciousness), cultural and social factors (religiosity and product reviews), and economic factors (price). These four variables complement each other in shaping consumer perceptions, attitudes, and preferences toward HNI HPAI products.

This finding is in line with research by Handayani & Rahmawati which shows that the marketing mix simultaneously has a significant effect on the decision to purchase traditional herbal products in Indonesia.³⁴ Another study by Lestari et al. also confirmed that integrated marketing strategies can increase the intention to purchase halal products among urban consumers, especially when the products have strong religious and health benefits.³⁵ In the context of Pekanbaru society, which is known for its preference for halal and natural products, these results reinforce the importance of implementing a holistic marketing strategy by HNI HPAI. Thus, it can be concluded that the combination of health consciousness, religiosity, product reviews, and price are the main determinants in shaping consumer purchasing decisions regarding HNI HPAI products in Pekanbaru.

Conclusion

Based on the results of the research and statistical analysis, it can be concluded that Health Consciousness, Religiosity, Product Reviews, and Price each have a significant effect on purchasing decisions for HNI HPAI products in Pekanbaru. Health Consciousness shows a regression coefficient of 0.161 with a significance value of 0.036 (<0.05), indicating that higher awareness of health increases consumers' likelihood of purchasing. Religiosity has a coefficient of 0.256 with a significance value of 0.000, demonstrating that stronger religious values influence consumption choices. Product Reviews have the strongest effect, with a coefficient of 0.383 and a significance value of 0.000, meaning positive reviews enhance trust and confidence in product quality. Price also significantly influences purchasing decisions, with a coefficient of 0.242 and a significance value of 0.012, suggesting that consumers perceive the price as proportional to the benefits received. Simultaneously, the four variables significantly affect purchasing decisions, as indicated by an F value of 24.490 and a significance level of 0.000 (<0.05). These findings confirm that higher health consciousness, religiosity, trust in reviews, and perceived price suitability collectively increase consumers' intention to purchase HNI HPAI products.

Based on the results and conclusions of the study, several suggestions are presented for practitioners, academics, and future researchers to improve understanding and practices related to factors that influence HNI-HPAI purchasing decisions in Pekanbaru. For HNI-HPAI, it is recommended to improve product quality, strengthen its healthy and halal

³⁴ D. Handayani And N. Rahmawati, "Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Produk Herbal Tradisional Di Indonesia." *Jurnal Ilmiah Manajemen Dan Bisnis* 8, no. 2 (2021): 97.

³⁵ E. Lestari, R. Fadilah, And D. Pratama, "The Effect Of Marketing Mix On Purchase Intention Of Halal Products In Urban Muslim Consumers," *Jurnal Ekonomi Dan Bisnis Islam* 10, no. 1 (2023): 33.

image, and optimize digital promotion and the use of customer reviews. Based on the variables, the company needs to strengthen health consciousness education, emphasize halal and sharia values (religiousness), prioritize consumer review management, and maintain competitive prices that are commensurate with quality. For future researchers, it is recommended to expand the research area and add other variables to make the results more comprehensive.

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Author Contributions Statement

SRD was responsible for designing the research framework, collecting and analyzing data, and writing the manuscript. MM provided guidance, conceptual direction, and scientific corrections during the research process. NS contributed to refining the methodology, interpreting data, and reviewing the final manuscript. NFB gave permission and supported this research by facilitating access to the necessary information. All authors contributed to this research and approved the final manuscript

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