# Halal Food Consumption in The New Normal Era: An Analysis of Muslim Preferences

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#### Abstract

Halal is the foundation of Islamic values that is part of the lifestyle of modern society. Moreover, halal food is also the most important part of every Muslim's life because consuming halal food affects the behavior of Muslims. In addition, after the COVID-19 pandemic, Muslims are more aware of the halal consumption, that is consuming permiaaiblw foods according to Islamic law, and tayib or healthy foods. The purpose of this study is to analyze the influence of social, cultural, psychological, and personal community preferences on halal food after the COVID-19 pandemic. This research uses quantitative methods with multiple regression analysis. The population of this study was the residents of Semarang City with a research sample of 100 respondents. The results of this study showed that personal, social, psychological, and cultural factors influenced 54.1% of halal food consumption.

Keywords: Covid-19 pandemic; Halal food; Muslim preferences

## INTRODUCTION

Halal is the foundation of Islamic values which are part of the lifestyle of modern society. Modern society has not abolished Islamic values. On the contrary, the halal lifestyle is used as a foothold in modern life today. The halal lifestyle is not only applied in countries with a majority Muslim population, even in countries with a majority of non-Muslims have also implemented a halal lifestyle. Perry Wajiyo as Deputy Governor of Bank Indonesia stated that halal lifestyle is not only related to consuming halal food products, halal cosmetics, and halal fashion, but halal lifestyle also includes hygiene in production, fairness, and comfort when consuming (Kompas, 2017).

Lifestyle according to Solomon, it is a pattern of consumption that reflects individual choices in terms of how they spend their money and time. Lifestyle influences a person in choosing products and services from various options that exist when choosing alternatives in one category of existing product types and their effects on consumers (Tatik, 2013). So, lifestyle is something that shows a person's behavior in life, work, use time and allocate money. Halal in Arabic comes from the word *halla yahillu*, which means loose or unbound. In halal language it can be interpreted as everything that is free from worldly dangers and ukhrawi (Asy'ari, 2011). In addition, Halal is something that is allowed by the Shari'a to be done, used and cultivated, because it has been detached from the rope or bond that prevents it or the elements that harm it with attention to how to obtain it (Ali, 2016). So, halal does not only consist of food and drinks, but halal covers all aspects of life.

Halal lifestyle is defined as a person's lifestyle where every activity is allowed by Islam to be done, such as spending on food, drinks halal, products consumed are halal products, using time also halal, and so on. Halal lifestyle includes several things that are able to define an Islamic pattern, such as fashion, food-drink, halal tourism, cosmetics and medicine.

Based on data from the Global Islamic Economic Report, the potential of the world halal industry was recorded at USD 2.2 billion in 2018. Then, for the development of halal lifestyle potential. Indonesia ranks fifth after Bahrain and Saudi Arabia. This sequence is calculated based on the Global Islamic Economy Indicator (GIEI) which describes the current state of development of the Islamic economic ecosystem with indicators that include halal food, halal tourism, Islamic finance, halal fashion, halal media, halal cosmetics and pharmaceuticals.

Although Indonesia is ranked fifth globally, in the field of halal food, Indonesia is ranked 12th. This shows that the halal food industry in Indonesia is still unable to compete with other countries where most of the population is non-Muslim. Even though the potential and opportunities of the halal food industry in Indonesia are very large because most Indonesian people are Muslim.

Muslims are obliged to consume halal food with a toyyiban and clean nature as stated in Surah Al-Baqarah verse 168:

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تُتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ ۚ إنَّهُ لَكُمْ عَدُقٌ مُبِينٌ

It means: "O man! Eat of the lawful and good (food) found on earth, and do not follow the steps of Satan. Truly, Satan is a real enemy to you."

The verse explains that Allah calls people to eat food that is halal which means good things and qualities such as delicious and delicious. Later in this verse also calls for eating thayib food with the intention of something good for the body and tastes delicious and does not harm the body and mind. And let man not follow the steps of Satan in the establishment of lawfulness and haram, heresy and immorality because indeed Satan is clear and clear in his hostility to man.

Halal certification on food in Indonesia is given by the Indonesian Ulema Council (MUI) with an official halal logo on the packaging and the Food and Drug Supervisory Agency (BPOM) also checks the halal element so that the Muslim community is sure to consume the food, as well as the non-Muslim community is sure that the food is safe for the body (Jaelani, 2017). Similarly, Mutmainah's (2018) research concluded that religiosity, halal awareness, halal certification a significant positive influence on the purchase of halal food because halal food consumption is a primary need for Muslims.

Moreover, Yasid, Farhan, & Andriansyah (2016) concluded that the factors that influence Muslim consumers' awareness of halal food are self-awareness, religiosity and media exposure. While Kamaruddin, Ibrahim, & Shabudin (2012) stated that consumer consumption trends are not only towards halal products but on halal logistics, namely the product value chain or the entire system of raw materials, processes, packaging, labeling, transportation, finance and product delivery must be based on the halal concept.

Research conducted by Agustina, Afriadi, Pratama, & Lestari (2019) focuses on halal lifestyle with SWOT approach analysis stating that the strength of halal lifestyle in Indonesia is the halal lifestyle market share and the high population of the country, while one of the weaknesses is resources that are not well explored. Even so, (Adinugraha, Sartika, &; Asy'ari, 2019) concluded that the practice of halal lifestyle can guarantee and maintain self-esteem, dignity and honor of human individuality.

In a case study in Pontianak, Samsul (2019) explained that religiosity seen from five dimensions, namely belief, religion, experience, knowledge and appreciation the decision to purchase halal products by Muslim consumers. Meanwhile, according to Wahyuningsih (2020), the factors that have a significant influence on the decision to purchase halal products are: religiosity, product knowledge and trust.

Based on the background previously described, the researcher intends to carry out research on "Halal Food Consumption in the New Normal Era: An Analysis of Muslim Preferences"

# METHOD

The research method used in this study is quantitative method. Quantitative research attempts to break down and limit phenomena into measurable ones so that general categories can be applied to all broader and similar subjects or situations (Silalahi, 2017, p. 24). This study was used to analyze people's preferences towards halal food.

Population according to Sudaryono, (2019: 174) is the number of all objects that have characteristic qualities set by researchers in a generalization area. A population is also a group of individuals, individuals, objects, or items from which samples will be taken for measurement (Silalahi, 2017, p. 372). The population used in this study is the Muslim community in Semarang City.

A sample is a portion of the number and characteristics shared by that population. (Sugiyono, 2014) until a portion of the population has characteristics that have been determined by researchers. With sampling, researchers can conclude which will then be generalized to the population. The sample selection technique used in this study is purposive sampling where in sample selection, researchers select sample members based on criteria determined by researchers (Sudaryono, 2019, p. 182). The reason for using purposive sampling techniques is that each sample has different thoughts and circumstances in the problem under study even though it is in the same criteria. The criteria in this study sample are Semarang City people who are 15 years old and have used halal food products.

In determining the number of samples in this study using calculations with the Slovin formula, which is as follows:

 $n = \frac{N}{1 + Ne^2}$ Where: n = Number of samples N = Population size e = percent allowance

Based on the Central Bureau of Statistics of Semarang City (2022), the number of people in Semarang City who are over 15 years old is 1,292,807 people, so the number of samples based on the slovin formula is 9.99 people and rounded up to 100 people. The method of data collection in this study is by direct observation to the people of Semarang city by distributing questionnaires or direct questionnaires and documentation techniques.

The questionnaire was prepared by researchers with a closed questionnaire, which is a questionnaire consisting of structured questions including respondent data, cultural factors, social factors, personal factors, psychological factors, and factors in the use of halal food and tourism products. This questionnaire is measured using the Likert scale to measure attitudes, opinions and perceptions of a person or group about social events or symptoms (Sudaryono, 2019, p. 200).

Variables are measurements measured by various kinds of shape values to provide a more real picture of phenomena this study using two variables, namely independent variables and dependent variables.

- 1. Dependent variable, dependent variable is also called the output variable or dependent variable. Dependent variables are variables that are influenced or that are the result of independent variables (Sugiyono, 2014, p. 3). The dependent variable in this study is the preference for the use of halal products (Y)
- 2. Independent variables are often referred to as predictor, stimulus or independent variables. Independent variables are variables that affect or cause changes or arise dependent variables (Sugiyono, 2014, p. 3). The independent variables in this study were cultural (X1), personal (X2), social (X3) and psychological (X4).

Analysis for this study was carried out using SPSS, a computer program that helps speed up statistical numbers such as generating frequency tables, descriptive statistics and others stages of data analysis of this research are as follows:

1. Validity Test is a measuring tool to test and prove the true level of data accuracy in the research instrument. An indicator will be said to be valid if it is able to achieve the measurement objectives of the right latent structure (Sudaryono, 2019, p. 421).

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- 2. Reliability Test is a process to test real or real on a research instrument so that the data is in accordance with reality (Aminuddin, 2013). The results of a measurement can be reliable if in several times the implementation of measurements on the same subject obtained relatively the same results (Sudaryono, 2019, p. 421).

Regression Analysis is an analytical technique that aims to study the influence of independent variables on non-free (bound) variables (Sudaryono, 2019, p. 444). The regression method also aims to find out the relationship between the two variables (Santoso, 2018).

#### **RESULT AND DISCUSSION**

The results of this research analysis include descriptive analysis, validity tests, reliability tests, and classical assumption tests.

	Ν	Minimum	Maximum	Mean	Std.
					Deviation
Gender	100	1	2	1.63	.485
Age	100	1	4	1.54	.731
Education	100	1	5	1.67	1.083
Work	100	1	4	1.27	.649
Income	100	1	3	1.54	.834
TOTAL of Culture	100	10	15	13.51	1.521
TOTAL of Social	100	3	15	9.96	2.538
TOTAL of Personal	100	8	15	13.48	1.403
TOTAL of Psychology	100	8	15	12.79	1.805
TOTAL of Preferences	100	18	30	25.58	3.179
Valid N (listwise)	100				

#### A. Descriptive Analysis

Tabel 1	. Descriptiv	e Statistics
Iuveri	·Descriptiv	e otatiotico

- 1. The sex indicator with the amount of data (N) of 100 respondents had an average value of 1.68 with a minimum value of 1 and a maximum value of 2, while the value of Std. Deviation was 0.485.
- 2. An indicator based on age with a total of data (N) of 100 respondents has an average value of 1.54 with a minimum value of 1 and a maximum value of 4, while the value of Std. Deviation is 1.382.
- 3. Indicators based on education with the amount of data (N) of 100 respondents have an average value of 1.67 with a minimum value of 1 and a maximum value of 5, while the value of Std. Deviation is 1, 083.

- 4. Indicators based on work with a total data (N) of 100 respondents have an average value of 1.27 with a minimum value of 1 and a maximum value of 4, while the value of Std. Deviation is 0.649.
- 5. The income-based indicator with the amount of data (N) of 100 respondents had an average value of 1.54 with a minimum value of 1 and a maximum value of 3 while the Std. Deviation value was 0.834.
- 6. The Cultural variable indicator (X1) with the amount of data (N) of 100 respondents has an average value of 13.51 with a minimum value of 10 and a maximum value of 15, while the value of Std. Deviation is 1.521.
- 7. The Social variable indicator (X2) with the amount of data (N) of 100 respondents has an average value of 9.96 with a minimum value of 3 and a maximum value of 15, while the value of Std. Deviation is 1.403.
- 8. Indicator Pesicological variable (X3) with the amount of data (N) of 100 respondents has an average value of 12.79 with a minimum value of 8 and a maximum value of 15, while the value of Std. Deviation is 12.79.
- 9. Decision / preference variable indicator (Y) with the amount of data (N) of 100 respondents has an average value of 25.58 with a minimum value of 18 and a maximum value of 30, while the value of Std. Deviation is 3.179.

# B. Validity Test

The criteria set for testing the validity of respondent items is that r count (correlation coefficient) is greater than r table (critical value) at a significance level of 5% or 0.05. When the correlation coefficient is greater than the critical value, the measuring instrument is valid. Whether or not a questionnaire is valid is calculated using the n-2 formula (n is the number of samples). With the number of samples n = 100 with a significance level of 5%, the r table in this study is 0.196. For more details of validity test results can be seen in table 2:

Table 2. Validity Test										
Variable	Item	r count	r table 5% df N-2 100- 2 = 98	Information						
Culture	X1.1	0,544	0,196	VALID						
	X1.2	0,865	0,196	VALID						
	X1.3	0,859	0,196	VALID						
Social	X2.1	0,767	0,196	VALID						
	X2.2	0,806	0,196	VALID						
	X2.3	0,894	0,196	VALID						
Personal	X3.1	0,731	0,196	VALID						
	X3.2	0,699	0,196	VALID						
	X3.3	0,708	0,196	VALID						
Psychology	X4.1	0,848	0,196	VALID						
	X4.2	0,919	0,196	VALID						
	X4.3	0,846	0,196	VALID						
Preference	Y1.1	0,823	0,196	VALID						
	Y1.2	0,719	0,196	VALID						

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Y1.3	0,822	0,196	VALID
Y1.4	0,631	0,196	VALID
Y1.5	0,804	0,196	VALID
Y1.6	0,821	0,196	VALID

Based on table 2 data, it can be seen that each indicator in every variable has a calculated r value greater than table r 0.196. This shows that all indicators of each variable in this study are suitable to be used as data collectors.

# C. Reliability Test

The reliability test in this study used internal consistency reliability, namely the Cronbach Alpa technique. According to Ghozali (2005) each variable is said to be reliable if it has a Cronbach Alpa > 0.60. Based on table 3 data, it is known that the Croncbach Alpa value of each variable shows a number of more than 0.60 so that the instrument used is reliable.

NO	Variable	Croncbach Alpa	Information
1	Culture	0,651	Relaible
2	Social	0,759	Relaible
3	Personal	0,701	Relaible
4	Psychology	0,841	Relaible
5	Preferences	0,864	Relaible

Table 3. Reliability Test

# D. Classical Assumption Test

The normality test can be performed using the One Sample Kolmogorov-Smirnov Test. Testing data is normally distributed if the resulting Asymp Sig (2-tailed) value is greater than the Alpha value which is 0.05 and vice versa if the Alpha value is less than 0.05 then the variable is not normally distributed. The results of the data normality test can be seen in table 4:

	Table 4. One-Sample Ronnogorov-Simmov Test							
			Unstandardized Residual					
Ν			100					
		Mean	.0000000					
Normal Paran	neters <sup>a, b</sup>	Std.	2.15367973					
		Deviation						
Most	Extreme	Absolute	.099					
Differences	Extreme	Positive	.063					
Differences		Negative	099					
Kolmogorov-	Smirnov Z		.987					
Asymp. Sig. (	2-tailed)		.284					

 Table 4. One-Sample Kolmogorov-Smirnov Test

a. Test distribution is Normal.

b. Calculated from data.

Based on table 4, the value of Asymp Sig (2-tailed) in the One Sample Kolmogorov-Smirnov Test test table shows a value of 0.284 which means that the value is more than the value of  $\alpha$  0.05 specified as a measurement. So, it can be concluded that the data used as research in this study is normally distributed.

A good regression model is regression that is independent of autocorrelation or does not occur due to autocorrelation. To find out by comparing the value of D-W with the value of d from the Durbin Watson table:

- 1. If D-W < DI or D-W > 4 DI, the conclusion is that there is an autocorrelation with the data.
- 2. If Du < D-W < 4 Du, the conclusion is that there is no autocorrelation in the data.

Model	R	R	Adjusted	Std. Error		Change Statistics					
		Square	R Square	of the Estimate	R Square	F Change	df1	df2	Sig. F Change	Watson	
					Change	Change			Change		
1	.736 <sup>a</sup>	.541	.522	2.199	.541	27.990	4	95	.000	1.916	

Table	5.	Model	S	ummary	7b
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a. Predictors: (Constant), TOTAL PSYCHOLOGY, TOTAL SOCIAL, TOTAL PERSONAL, TOTAL CULTURE

b. Dependent Variable: TOTAL PREFERENCE

Based on the autocorrelation test table above, the DW value can be known as 1.916, this value will be compared with the value of the significance table si 5% with a sample number of 100 (n) and the number of independent variables 4 (k = 4), then obtained a du value of 1.758, and a DW value of 1.916, DW value greater than the upper limit (du) which is 1.813 and less than (4-du) or 4-1.916 = 2.084. Finally, it can be concluded that the data in this study did not occur autocorrelation.

To detect the presence or absence of multicollinearity in the regression model, it can be seen from the magnitude of VIF (Variant Inflation Factor) and tolenace as:

- 1. If the VIF < 10 and the tolerance value > 0.10, then the level of collinearity can be tolerated (multicollinearity does not occur).
- 2. If the VIF > 10 and the tolerance value < 0.10, then multicollinearity occurs.

_				Co	efficie	nts <sup>a</sup>	5				
Model		Unstanda Coeffic		Standardized Coefficients	t	Sig.	С	orrelatio	ns		nearity istics
		В	Std. Error	Beta			Zero- order	Partial	Part	Tole ranc e	VIF
	(Constant)	5.032	2.517		1.999	.048	-	-	-		
1	TOTAL CULTURE	.061	.173	.029	.355	.724	.406	.036	.025	.707	1.415

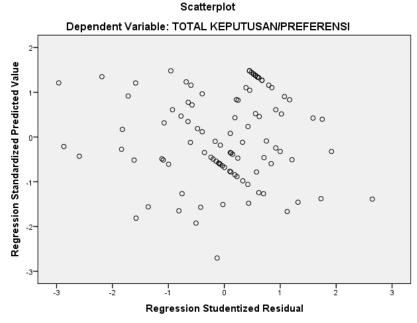
#### Table 6. Multicollinearity Test

TOTAL SOCIAL	.083	.092	.066	.901	.370	.272	.092	.063	.903	1.108
TOTAL PERSONAL	.385	.179	.170	2.147	.034	.453	.215	.149	.771	1.297
TOTAL PSYCHOL OGY	1.072	.152	.609	7.039	.000	.713	.585	.489	.646	1.547

## a. Dependent Variable: TOTAL PREFERENCE

Based on the results of the analysis of the multicollinearity test 6, the value of the variables of presence, responsiveness, confidence, empathy and tangibleness has a VIF value smaller than 10 and tolerance above 0.1, it can be concluded that the proposed regression model does not occur symptoms of multicollinearity.

The heterokedasticity test is carried out to determine whether in the regression model there is a difference in variance and residuals or other units of observation. To see the symptoms of heteroscedasticity can be seen with a scatterplot. In this study to detect the presence or absence of heterokedasticity is by looking at the plot graph with the basis of decision making is as follows: If there is a certain pattern, such as points that form a certain pattern that is regular (wavy, widened then narrowed) then heteroscedasticity occurs. If there is a certain pattern, and the point spreads up and down the value of the number 0 on the Y axis, then it is said that heteroscedasticity does not occur.



#### Picture 1

Based on the heteroscedasticity results of the scatteplos graph in figure 1, the points spread randomly, not forming a certain clear pattern. And spread either above or below the number 0 on the Y axis. So, it can be concluded that there is no heteroscedasticity in the regression model.

#### E. Discussion

Data analysis using multiple linear regression to determine the influence of independent variables (cultural, social, personal, psychological), on the dependent variable (decision / preference) which can be seen from the magnitude of t count against t table with a two-way test. In this study it is known that n = 100 with a significance level of 5%. At the error rate ( $\alpha$ =0.05) using a two-way test, a table t of 1.983 was obtained, while the calculation of the related variable was as follows:

	Tabel 7. T Test Coefficientsª									
Model		Unstandardized Coefficients		Standardize d Coefficients	Т	Sig.				
		В	Std. Error	Beta						
	(Constant)	5.032	2.517		1.999	.048				
	TOTAL CULTURE	.061	.173	.029	.355	.724				
	TOTAL SOCIAL	.083	.092	.066	.901	.370				
1	TOTAL PERSONAL	.385	.179	.170	2.147	.034				
	TOTAL PSYCHOLOGY	1.072 .152		.609	7.039	.000				

a. Dependent Variable: TOTAL PREFERENCE

Hypothesis testing using t tests is used to determine the influence of independent variables individually culturally, socially, personally, psychologically on the dependent variable (decision / preference). With the number of samples n = 100 with a significant level ( $\alpha$ ) of 5%, the t table in this study is 1.983. The decision-making criteria used in this study are as follows:

- a. If t counts > t table, or significance value <  $\alpha$  (0.05) then Ho is rejected Ha is accepted
- b. If t counts < t table, or significance value is >  $\alpha$  (0.05) then Ho is accepted Ha is rejected.

Based on the T test table above, it is known that partial hypothesis testing carried out in this study to determine the influence of each independent variable on the dependent variable is carried out as follows:

- a. Testing the hypothesis of cultural influence (X1) on the decision to use halal products obtained a t-count value table (0.355 < 1.983) and a significance level of 0.724 > 0.05, meaning that Ho was accepted, and Ha was rejected. So, it can be concluded that cultural variables are proven not to have a significant effect on the decision to use halal products.
- b. Testing the hypothesis of the influence of social variables (X2) on the decision to use halal products obtained a calculated t value of < from t table (0.901 < 1.983) and a significance level of 0.370 > 0.05, because Ho was

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accepted Ha was rejected. Thus, it can be concluded that social variables do not have a significant effect on the decision to use halal products.

- c. Testing the hypothesis of personal influence (X3) on the decision to use halal products obtained a calculated t value of > t table (2.147 > 1.983) and a significance level of 0.034 < 0.05 meaning that Ho was rejected Ha accepted. Hence, it can be concluded that personal variables have proven to have a significant influence on the decision to use halal products.
- d. Testing the hypothesis of psychological influence on the decision to use halal products obtained t-value count > t table (7,039 > 1,983) and level significance of 0.000 < 0.05 means Ho rejected Ha accepted. So, it can be concluded that psychological variables have proven to have a significant effect on the decision to use halal products.

To determine F table known number of samples n = 100 k = 4 then DF1=4-1=3 and DF2=100-4= 96 then known F table in this study is 2.69 with significance ( $\alpha$ ) 5%. The decision-making criteria in test F are as follows:

- a. a. If Fcalculate > Ftabel and the significance value is < α, then Ho is rejected Ha is accepted
- b. If Fcalculate is < Ftable and the significance value is >  $\alpha$ , then Ho is accepted Ha is rejected.

After the simultas test (F test) is carried out, the calculation results of the F Test can be seen in the following table:

	ANOVA <sup>a</sup>										
Model		Sum of Squares	Df	Mean Square	F	Sig.					
	Regression	541.165	4	135.291	27.990	.000 <sup>b</sup>					
	Residual	459.195	95	4.834							
	Total	1000.360	99								

Table 8. F Test

a. Dependent Variable: TOTAL PREFERENCE

b. Predictors: (Constant), TOTAL PSYCHOLOGY, TOTAL SOCIAL, TOTAL PERSONAL, TOTAL CULTURE

Based on the results of the data processing above, it is known that the calculated F value is greater than the table F which is 27.990 > 2.69, with a significance level of 0.000 then Ho is rejected and Ha is accepted. Therefore, it can be concluded that cultural, social, personal and psychological variables together influence the decision to use halal products.

The coefficient of determination (R) test is used to determine the percentage level of closeness of the influence of the independent variable on the dependent variable with other factors that are not studied. A small R2 value means the ability of independent variables (cultural, social, personal and psychological) to explain the dependent variable (decision to use halal

Model Summary <sup>b</sup>						
						Model
			Square	the	Estimate	
1	.736ª	.541	.5	522	2.199	
a. Pred	lictors:	(Constant),	TOTAL	PSYCH	HOLOGY,	
TOTAL	SOCIA	AL, TOTA	L PERSO	ONAL,	TOTAL	
CULTU	RE					

products). The results of the processing of the coefficient of determination test can be seen in table 9.

Table 9. Coefficient Test

b. Dependent Variable: TOTAL PREFERENCE

Based on the results of the determination test analysis (R2) in the table above, an R2 value of 0.541 was obtained. This shows that the independent variables in the study are cultural, social, personal, and psychological on the decision to use halal products by 54.1%, while the rest is influenced by other variables outside the research variables.

#### CONCLUSION

The results of the Hypothesis Test show that cultural and social variables are proven not to have a significant effect on the decision to use halal products while personal and psychological variables are proven to have a significant effect on the decision to use halal products. The results of the determination test analysis (R2 showed that the independent variables in the study were cultural, social, personal, and psychological on the decision to use halal products by 54.1%, while the rest were influenced by other variables outside the research variables. The finding of this research give recommendations as follows: First, stakeholders should ensure that their products meet the established halal standards to build consumer trust and open up wider market opportunities for stakeholders. Second, government can support the promotion and marketing of halal products, both domestically and in the international market.

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#### AUTHOR CONTRIBUTION STATEMENT

The article of this study is contributed by 3 parties from 3 Universities which from 2 different countries. First Party contributed in the data, method

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and first draft of the article, second party contributed for extended discussion and translation, third party also contributed with the analysis and additional discussion as well as language advisor. The process of the article on the current journal carried out jointly

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