

HALAL AWARENESS ANALYSIS OF PURCHASING DECISIONS IN RIDE-HAILING APPLICATION IN MEDAN CITY

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ABSTRACT

Introduction\Main Objectives: Halal poduk is a profitable business sector for companies because it has its own. competitive advantage. Halal awareness or awareness of halal products greatly. influences consumer purchasing decisions in Indonesia. Halal labeling is al determinant for the success of a business, the Role of Halal Certification is an alternative or consideration for potential consumers to get consumer purchase. decisions in the Ride-Hailing application. This study aims to test and analyze more. deeply whether Halal Awareness is proven to affect Purchasing Decisions, especially on Ride-Hailing applications. This study aims to test and analyze more deeply whether Halal Awareness is proven to affect Purchasing Decisions, especially on Ride-Hailing applications. This research method is a quantitative method with a simple linear regression analysis research model. The population in this study is all people who live in Medan City. This study took samples using purposive sampling techniques. Thus, the sample obtained by 200 people is a sample that is in accordance with several categories, namely: 1). consumers have ordered products in the Ride-Hailing application more than 2 times, 2). The consumer has turned > 17 years old. Data collection techniques using questionnaires or questionnaire distribution. To reduce data errors, SPSS version 25. The results showed that the halal awareness variable proved to have a positive and significant influence on purchasing decisions by 76.5%. For future research, it should use variables, populations and other objects that are more diverse so that more specific results are obtained and able to enrich findings related to halal awareness in the ride hailing sector.

ARTICLE INFO

Keywords:
Halal Awareness, Halal Certification, Purchase Decision, Ride-Hailing

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1. Introduction

Daily life has been facilitated by very rapid technological advances (McCarthy and Wright, 2018). One of them is in the field of transportation, namely ride-hailing services. This service can significantly increase passenger efficiency in ordering online transportation and reduce waiting times and vacancy rates of online transportation when compared to traditional transportation (Feng et al. 2017). The convenience and benefits of ride-hailing services, this service is easy to accept worldwide. In Indonesia, ride-hailing services began to be known in 2015 and are growing until now (Ichsan Salim, 2021).

Indonesia is a country with the largest Muslim population in the world. Based on Tempo.co data (2021), the Muslim population in Indonesia in 2021 reached more than 200 million people from the total Islamic population in the world. Indonesia is also a country with a high amount of halal product consumption, Indonesia's consumption of halal products in 2020 reached US\$ 184 billion (katadata.co.id, 2022). In addition to coming from Muslims, the demand for products and services labeled halal also comes from non-Muslims (Warta Ekspor, 2013). The number of Muslim population in Indonesia will have an impact on the increasing need for halal products. This is due to Muslim consumers' awareness regarding halal standards and halal certification. So it should be noticed by businesses targeting Muslim customers.

Halal food is becoming a profitable business both among Muslim countries and non-Muslim countries (Ahmad, Abaidah, & Yahya, 2013). Indonesia Halal Watch (IHW) recorded that there are 48 restaurants in Indonesia that have been certified halal in 2017. This figure is still not comparable to the total restaurants in Indonesia, which is 3,081 restaurants. Seeing the increasing growth of Muslim consumers in Indonesia, the halal food industry must continue to be developed. Thus, it is necessary to conduct further in-depth studies to determine the factors that influence consumer purchasing decisions related to halal food products so that the results can encourage Indonesia's position as a global producer of halal products. Muslim consumers' awareness of the importance of halal products is increasing, especially in terms of food that will influence their purchasing decisions on a product. This makes producers must strive to provide confidence to consumers that the products sold are guaranteed halal to influence purchasing decisions. According to Aulia's research (2018) related to halal awareness, the results show that halal awareness has an influence on consumer purchasing decisions on packaged food products labeled halal. In other words, halal awareness plays an important role in determining halal food consumption.

Medan City is one of the promising food markets in Indonesia, so there will be a lot of food in the application (ride-hailing) which contains serving typical food from Medan City itself. Medan is a multiethnic city where the population consists of residents with diverse cultural and religious backgrounds. According to Bappenas, Medan is one of the four major growth centers in Indonesia after Jakarta, Surabaya and Makassar. Not only that, the existence of various types of culinary in every corner of the city causes the city of Medan is also known as a culinary tourist spot. Medan City is known as one of the regions in Indonesia that is dominated by the Muslim community. The majority of the population in Medan City adheres to Islam reaching 1,641,401 people (Central Bureau of Statistics of North Sumatra Province, 2021). This situation makes the people of Medan City predominantly consume halal products. But even in the category of areas dominated by Muslim communities, this does not make Medan City solely an area that adheres to the concept of sharia in the social constellation of its community. The heterogeneity of the community in their social activities does not always have a positive impact on the Muslim community in Medan City, because this heterogeneous association can cause some Muslim communities to lose awareness in consuming products not labeled halal. Milhan's research (2020), states that Law Number 33 of 2014 concerning Halal Product

Assurance which has not been effectively enforced has resulted in the Muslim community of Medan City not being protected from haram food.

2. Literature review

Halal Awareness

Halal awareness or halal awareness is an awareness arising from one's understanding of halal concepts, processes, and principles that make consumers prioritize halal products or services for consumption (Pambudi, 2018). Halal awareness means that consumers have awareness in considering sharia principles in making purchasing decisions or when consuming an item. Halal awareness or halal awareness in consuming food can be started when Muslim consumers pay attention to halal or not the food before making a purchase. Aulia's (2018) research on halal awareness found that halal awareness has a significant influence on consumers' decisions to buy halal-labeled packaging products. This shows that halal awareness has an important role in encouraging customers to consume halal food.

The term "awareness" has a meaning as knowledge or understanding of a particular situation or subject. However, literally, the term "awareness" in the context of halal (halal awareness) means a special interest or experience of something or capable and having adequate knowledge of the current conditions regarding halal food, beverages and products. In Nurcahyo & Hudrasyah, (2017) states that "halal awareness is the level of understanding of a Muslim in knowing issues related to the concept of halal. Consciousness has been hypothesized as an important role in determining interest in choosing things, even things to consume".

According to Sharia law, food is categorized as halal if it meets the following Sharia laws:

- 1) Foodstuffs do not contain animals that are haram in Islamic law that are slaughtered not according to the rules of Shari'a;
- 2) Food ingredients do not contain unclean elements under Sharia law;
- 3) Does not contain harmful elements and is safe for consumption;
- 4) The means of production used are not contaminated with impurities under Sharia law;
- 5) The composition and food do not contain elements of living things that are not permitted under Sharia law.
- 6) Physically, food is separated from other foods or anything that is defined as unclean based on sharia law both in the preparation, process, packaging, and storage stages, (Suryowati, Budi and Nurhasanah, 2020).

a. Halal Awareness Dimension

Based on the explanation above, there are several dimensions of halal awareness referring to research conducted by Ambali and Bakar (2014) in Talisa and Indah (2017), namely:

1) Religious Belief

Among the things that influence the purchasing decisions of religious groups are their religious identity, orientation, knowledge and beliefs. Therefore, this shows that religion and belief are the origin of consumer awareness. According to Ambali and Bakar (2014) in Talisa dan Indah (2017), religious knowledge or belief is one of the main determining factors in the avoidance of products / services prohibited by sharia.

2) Role of Halal Certification

According to the Decree of the Minister of Religious Affairs of the Republic of Indonesia Number 518 states that halal certification is a written fatwa stating the halality of a food product issued by the Institute for the Assessment of Food, Drugs and Cosmetics of the Indonesian Ulema Council (LPPOM MUI).

3) Exposure

According to Peter & Olshon (2014) in Talisa and Indah (2017), exposure to information is a process of consumers being exposed to information in their environment, such as marketing strategies, especially through their own behavior. It is important for a consumer to be exposed to information for the interpretation process.

4) Health Reason

According to Ambali and Bakar (2014) in Talisa and Indah (2017), in addition to religious motives, health problems related to religious identity and the level of acculturation can determine consumer awareness of any halal food or product used daily. In other words, halal products should be recognized as a symbol of hygiene, safety and high quality.

b. Halal Awareness Indicators

Yunus, et al (2014: 151) revealed that halal awareness indicators are divided into two, namely:

1. Intrinsic Halal Awareness

- a) Looking for reference sources related to the concept of halal;
- b) Always consume halal products because of their beliefs;
- c) Avoid products that contain elements of syubhat (unclear / doubtful of halal).

2. Extrinsic Halal Awareness

- a) Pay attention to the halal logo before consuming the product;
- b) Ensuring the halal composition of the product;
- c) Consume halal products to show their religious commitment;
- d) Feel calm and safe if you consume products that are clearly halal.

Purchasing Decision

Purchasing decisions are defined as consumer behavior related to the way individuals, groups, and organizations carry out the process of selection, purchase, use and disposition of products in the form of goods, services, ideas, or experiences to meet consumer needs and desires (Kotler and Keller, 2016).

a. Stage or Process of Purchasing Decision

According to Morissan (2015: 86), the stages of purchasing decisions are:

1. Problem Recognition: Simply put, before a purchase occurs, customers must have reason to think that what they want, or what they aspire to is different from what they already have.
2. Information Search: once the customer knows the problem he has, he will start to search for information because they want to get a solution to the problem he has.
3. Evaluation of Alternatives: This stage consists of two stages: setting a purchase goal and assessing purchase alternatives based on that purchase goal.
4. Decision to buy: The customer must make a decision after performing the previous steps.
5. Purchase: Customers will experience a level of satisfaction or dissatisfaction after purchasing the product.

b. Purchasing Decision Dimensions

Kotler & Armstrong (2016: 188) explained that purchasing decisions consist of several dimensions as follows:

1. Product selection: Customers can choose to use their money for other purposes or purchase goods. In such a situation, companies should focus their attention on individuals interested in purchasing a product and also consider other options.
2. Brand choice: Customers should choose which brand they will buy; Each brand has unique characteristics, so the company must know how customers choose the brand.

3. Reseller choice: Customers must choose which service provider they will use. How each customer chooses a dealer can be influenced by various factors, such as close location, low prices, complete inventory, convenience in shopping, and location area.
4. Time of purchase: Consumers can choose to buy something periodically, such as every day or once a week, once every two weeks and so on.
5. Purchase Amount: Customers can choose a number of products to purchase. There may be more than one purchase made. In this case, the company has to prepare various products to meet different needs.
6. Payment method: When they buy goods or services, consumers can choose how they pay.

c. Purchase Decision Indicators

Purchasing decisions have three indicators, namely (Kotler, 2012), :

- a. The steadiness of a product
During the buying process, customers choose one of many options based on quality, quality, and other factors, which gives them the confidence to buy the items they need. High-quality products will foster customer morale, which in turn will result in customer satisfaction.
- b. Product buying habits
When people choose to buy the same product and feel that it is already stuck in their mind and they even start to feel the benefits, this is referred to as a habit. Consumers will not feel comfortable if they buy other goods.
- c. Speed of purchase of a product
Consumers often use simple choice rules (heuristics). Heuristics are the way a person uses general guidelines to make quick decisions with little data.

Ride-Hailing

Ride-hailing is something that makes it easy for someone in the form of an app to "call" or ask a local driver to pick them up and take them directly to a specific location. Services provided by companies such as Uber and Lyft in the United States, Cabify in South America, and Didi in China can be called ride-hailing, ridesourcing, or transportation network companies (Henao & Marshall, 2019). With the ride-hailing industry growing over time, the impact caused by the industry is important to understand.

3. Methods, Data, and Analysis

Data analysis technique is the process of collecting data systematically to Make it easier for researchers to reach conclusions. Data analysis according to Bogdan in Sugiyono is the process of systematically searching and compiling data obtained from interviews, field notes, and other materials so that they can be easily understood and the findings can be informed to others.

Meanwhile, data analysis according to (Sujarweni, 2020: 121) is defined as a collection of data that is already available and then processed with statistics and can be used to answer the formulation of problems in the research.

The initial stage carried out is the tabulation of data that has been obtained through questionnaires, then the data will be processed. Data processing in this study uses SPSS 25.0 (Statistical Program for Social Sciences) software to make it easier for researchers to manage data and reduce error rates.

4. Result and Discussion

a. Validity Test

The validity test is used to measure whether or not a questionnaire is valid. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire (Ghozali, 2018). This validity test is done by comparing the r-count with the r-table

significant for degree of freedom (df) = n-2 which in this case is the number of samples, and alpha = 0.05 (with a double-sided test).

Table. 1

		Correlations											
		X1.1	X1.2	X1.3	X1.4	X1.5	TOTAL X	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	TOTAL Y
X1.1	Pearson Correlation	1	.793**	.588**	.704**	.658**	.852**	.602**	.643**	.628**	.576**	.670**	.693**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	200	200	200	200	200	200	200	200	200	200	200	200
X1.2	Pearson Correlation	.793**	1	.562**	.616**	.569**	.813**	.580**	.651**	.700**	.601**	.649**	.708**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	200	200	200	200	200	200	200	200	200	200	200	200
X1.3	Pearson Correlation	.588**	.562**	1	.515**	.727**	.846**	.772**	.760**	.721**	.721**	.609**	.798**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	200	200	200	200	200	200	200	200	200	200	200	200
X1.4	Pearson Correlation	.704**	.616**	.515**	1	.742**	.829**	.603**	.717**	.581**	.532**	.699**	.696**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	200	200	200	200	200	200	200	200	200	200	200	200
X1.5	Pearson Correlation	.658**	.569**	.727**	.742**	1	.881**	.748**	.822**	.615**	.588**	.634**	.759**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	200	200	200	200	200	200	200	200	200	200	200	200
TOTAL X	Pearson Correlation	.852**	.813**	.846**	.829**	.881**	1	.800**	.862**	.777**	.729**	.767**	.876**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	200	200	200	200	200	200	200	200	200	200	200	200
Y1.1	Pearson Correlation	.602**	.580**	.772**	.603**	.748**	.800**	1	.905**	.796**	.736**	.635**	.908**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	200	200	200	200	200	200	200	200	200	200	200	200
Y1.2	Pearson Correlation	.643**	.651**	.760**	.717**	.822**	.862**	.905**	1	.787**	.727**	.731**	.924**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	200	200	200	200	200	200	200	200	200	200	200	200
Y1.3	Pearson Correlation	.628**	.700**	.721**	.581**	.615**	.777**	.796**	.787**	1	.911**	.705**	.936**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	200	200	200	200	200	200	200	200	200	200	200	200
Y1.4	Pearson Correlation	.576**	.601**	.721**	.532**	.588**	.729**	.736**	.727**	.911**	1	.656**	.898**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	200	200	200	200	200	200	200	200	200	200	200	200
Y1.5	Pearson Correlation	.670**	.649**	.609**	.699**	.634**	.767**	.635**	.731**	.705**	.656**	1	.826**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	200	200	200	200	200	200	200	200	200	200	200	200
TOTAL Y	Pearson Correlation	.693**	.708**	.798**	.696**	.759**	.876**	.908**	.924**	.936**	.898**	.826**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	200	200	200	200	200	200	200	200	200	200	200	200

** Correlation is significant at the 0.01 level (2-tailed).

From the table can be seen Valid or Not by:

- There were 200 respondents with a significance level of 5%, then the r table was 0.138.
 - If the table r value > 0.138 then VALID
 - If the table r value < 0.138 then INVALID
- Looking at the significance value:
 - If the significance value < 0.05 then VALID
 - If the significance value > 0.05 then it is INVALID

From the table above, it can be seen that the Sig. (2-tailed) value of each question item is 0.000 which means that each question item is valid because the value of Sig. (2-tailed) < 0.05.

b. Reliability Test

Table. 2

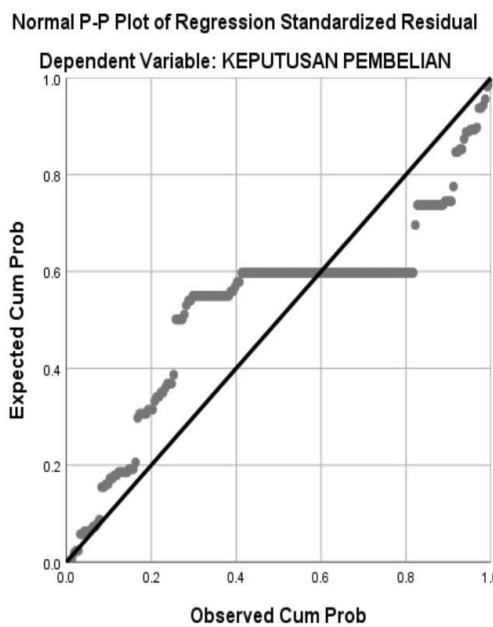
Case Processing Summary			
		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability test is a tool to measure a questionnaire which is an indicator of variables. A questionnaire is said to be reliable if each question is answered consistently. Reliability measurement is done by means of one shot or measurement once (Ghozali, 2018: 45-46). SPSS provides facilities for measuring reliability with the Cronbach Alpha (α) statistical test. A construct or variable is said to be reliable if it gives a Cronbach Alpha value of > 0.70 (Ghozali, 2018: 46).

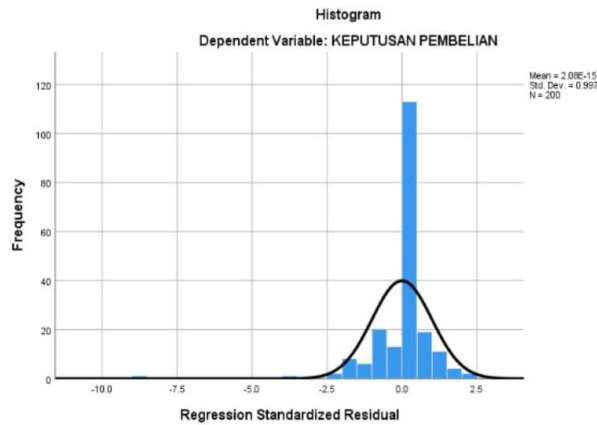
c. Normality Test

Table. 3.1



The Normality Test can be seen from the P-plot where the results show that the points spread along the diagonal line, this shows that the data is normally distributed.

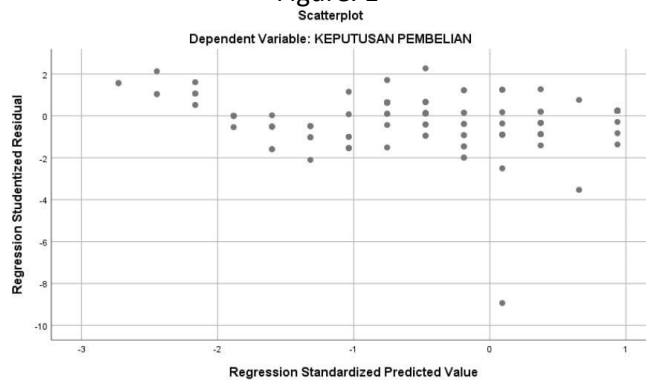
Table. 3.2



Based on the histogram graph, it can be concluded that the data is normally distributed because it has characteristics shaped like a bell and does not deviate to the right or left.

d. Heterokedasticity Test

Figure. 1



Based on the heterokedasticity test, it is known that the plot spreads randomly and does not form a certain pattern and heteroscedasticity does not occur.

e. Multicollinearity Test

Table. 4

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Its	Tolerance	BRIGH T
1	(Constant)	.679	.822		.826	.410		
	HALAL AWARENESS	.954	.037	.876	25.506	.000	1.000	1.000

a. Dependent Variable: PURCHASE DECISION

Based on the multicollinearity test, it can be seen that the VIF value of the Halal Awareness variable (x) worth 1 is smaller than 10, then the data qualifies, (VIF < 10).

f. Autocorrelation Test

Figure. 2

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R	F	Sig.	F	Du	
					Change in R	Change in F	Change in Sig.	Change in F	Change in Du	
1	.876	.767	.716	1.160	.761	61.11	.000	10.08	1.694	1.694

a. Predictors: (Constant), HALAL AWARENESS
b. Dependent Variable: PURCHASE DECISION

It can be seen from the table that the statistical test value of Durbin-Watson is 1,694. With a sample of 200 respondents. So it can be said that there is no autocorrelation problem.

g. Simple Linear Regression Test

Table. 5

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error				Beta	Tolerance
1	(Constant)	.679	.822		.826	.410		
	Halal Awareness	.954	.037	.876	25.506	.000	1.000	1.000

a. Dependent Variable: Purchase Decision

Test the hypothesis

1. Adjusted R Square

Table. 6

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.876 a	.767	.765	1.87160
a. Predictors: (Constant), HALAL AWARENESS				
b. Dependent Variable: PURCHASE DECISION				

Adjusted R Square = 0,765 = X = Y= 76,5%

While the remaining 23.5%.

Based on the table above Adjusted R Square A total of 0.765 thus means that variable X affects variable Y 76.5%, while the remaining 23.5% that affects variable Y is explained by other variables outside the study.

2. F Test (Simultaneous)

Table. 7 ANOVA

Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	2278.783	1	2278.783	650.544	.000 b
	Residual	693.572	198	3.503		
	Total	2972.355	199			

a. Dependent Variable: PURCHASE DECISION

b. Predictors: (Constant), HALAL AWARENESS

In the ANOVA table, the Sig. value listed at 0.000 can be concluded that Halal Awareness (X) simultaneously affects the Purchase Decision. This means that if the significant value is below 0.05, then the independent variable (X) simultaneously affects the non-free variable (Y).

3. T Test (Partial)

Table. 8

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	.679	.822		.826	.410
	HALAL AWARENESS	.954	.037	.876	25.506	.000

a. Dependent Variable: PURCHASE DECISION

In the Coefficients table can be seen a significant value of 0.000, by looking at the value of Sig. in variable X, if the value of Sig. < 0.05 then it can be concluded that Halal Awareness has a significant effect on Purchasing Decisions.

Next in the Coefficients table, in column B the constant value (b0) is 0.679 and the Halal Awareness value (b1) is 0.954 so that the regression equation can be written

$$Y = a + b_1X_1 + e$$

$$Y = 0.679 + 0.954 + e$$

Meaning it can be estimated that if there is no value on Halal Awareness then the purchase decision is 0.679. In addition, the additional value of 1 on Halal Awareness, then the value of the Purchase Decision is 0.954.

5. Conclusion and Suggestion

Based on the results of data analysis and discussion that has been described, it can be concluded that:

1. Halal Awareness has a positive and significant effect on Purchasing Decisions
2. Purchasing Decision has a positive and significant effect on Halal Awareness

There is a positive influence of the halal awareness value variable on purchasing decisions which is indicated by a significant value of $0.000 < 0.05$. This shows that there is a partial positive and significant influence. Simultaneous testing (F test) shows that the variable value of Halal Awareness has a positive and significant effect on Purchase Decisions in the Ride-Hailing application in Medan with a significant level of 0.000.

Limitations in this study there are obstacles experienced by researchers, namely the data used is primary data obtained through questionnaires, so that the choice of answers is based on the perception of respondents. So this study cannot fully control the sincerity and honesty of respondents in choosing answers that are in accordance with actual reality.

As a suggestion, we summarize it in several points:

1. Companies need to maintain and improve halal products because this has proven to have a significant effect on purchasing decisions. In addition, companies need to include halal logos on the packaging of each product, also facilitate consumers with guidelines through teaching and exposure to information related to purchasing the right product because a consumer gets exposure to information for the interpretation process. As well as other factors that may influence purchasing decisions such as, Religious Belief, Health Reason.
2. For further researchers, it is recommended to be able to examine variables and other objects that may also play a role in influencing purchasing decisions, so that they can be useful for the development of science.

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