

# THE EFFECT OF HALAL CERTIFICATION, HALAL AWARENESS AND PRICE ON MUSLIM CONSUMER PURCHASE INTENTION IN MIXUE PRODUCTS

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**Abstract:** This research aims to determine the effect of halal certification, halal awareness and price on consumer purchasing interest in Mixue products. This research uses a quantitative approach with a binary logistic regression method using primary data. The population in this study is the Muslim community in Malang aged 17-65 years who know or have consumed Mixue products. The sample was determined using a side purposive technique. The data collection method was carried out by distributing questionnaires which were measured using a Likert scale for the independent variable and a Guttman scale for the dependent variable. The results of the analysis show that when the number of halal certifications increases, consumer interest in buying Mixue will also increase. Then halal awareness is a very crucial variable to encourage an increase in interest in buying Mixue and when prices increase, consumers' demand to buy Mixue products will decrease. It is hoped that this research can become a reference for governments and industry players as evaluation material in increasing consumer buying interest in halal food and beverage products.

**Keywords:** Halal Certification, Halal Awareness, Price, Purchase Interest, Mixue

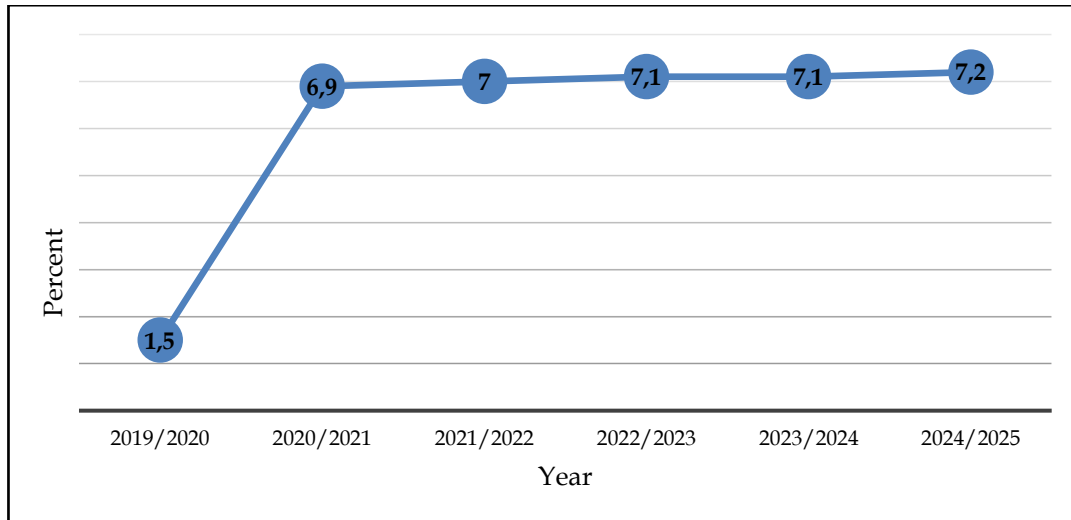
**Abstrak :** Penelitian ini bertujuan untuk mengetahui pengaruh sertifikasi halal, kesadaran halal dan harga terhadap minat beli konsumen pada produk Mixue. Penelitian ini menggunakan pendekatan kuantitatif dengan metode regresi logistik biner menggunakan data primer. Populasi pada penelitian ini yakni masyarakat muslim di Malang yang berusia 17-65 tahun yang mengetahui atau pernah mengonsumsi produk Mixue. Sampelnya ditentukan melalui teknik purposive sampling. Metode pengumpulan datanya dilakukan dengan penyebaran kuesioner yang diukur menggunakan skala likert untuk variabel independen dan skala guttman untuk variabel dependen. Hasil analisis nya menunjukkan bahwa ketika jumlah sertifikasi halal meningkat maka minat beli konsumen untuk membeli Mixue juga akan bertambah. Kemudian kesadaran halal merupakan salah satu variabel yang sangat krusial untuk mendorong peningkatan minat beli mixue dan ketika harga meningkat maka minat beli konsumen untuk membeli produk Mixue akan menurun. Penelitian ini diharapkan dapat menjadi referensi bagi pemerintah dan pelaku industri sebagai bahan evaluasi dalam meningkatkan minat beli konsumen terhadap produk makanan dan minuman halal

**Kata kunci:** Sertifikasi halal, Kesadaran Halal, Harga, Minat Beli, Mixue

## Introduction

Indonesia has a great opportunity to advance the halal industry, this is supported by the large number of Muslim population in Indonesia. The Royal Islamic Strategic Studies Centre (2023) states that the Muslim population in Indonesia reaches 237.55 million. This large Muslim population can increase demand for halal products so as to improve the economy in Indonesia (Fathoni, 2020). The halal industry in Indonesia is currently providing good development from year to year.

Bank Indonesia projects that the domestic Halal Value Chain (HVC) priority sectors such as agriculture, halal food and beverages, Muslim fashion, and Muslim-friendly tourism are expected to experience growth of 4.5 to 5.3% by 2023. With this forecast, these sectors are expected to contribute more than 25% to the national economy (Kementrian Perindustrian, 2023). State of the Global Islamic Economy Report (2022) states that Indonesia is one of the countries that has the largest consumer of halal products, accounting for 11.34% of global halal expenditure and Indonesia is ranked second as the country with the largest consumer of halal food in the world.



**Figure 1.** Projected Growth in Spending on Halal Food by the Muslim World (2019-2024) (In percent)

Source: DataIndonesia.id (2022)

State of the Global Islamic Economy Report (2022) states that the total expenditure of the Muslim population on halal food and beverages will be US\$ 1.27 trillion in 2021, a 7% increase compared to the previous year's period. This indicates that Indonesia has very promising potential in developing the halal industry, especially in the halal food and beverage sector. However, with this great potential, it turns out that there are still obstacles, namely there are still many food and beverage products that have not been certified halal. The Halal Product Guarantee Agency (BPJPH) states that as many as 30 million business products require halal certification, but until now there are only 725 thousand products that have obtained halal certification, with 405 thousand of them coming from the MSME sector. This number is still very small, so efforts are needed to increase the awareness of business actors to apply for halal certification (CNN Indonesia, 2023).

The small number of halal-certified products is caused by obstacles from business actors who have not been educated and complicated regulations for applying for halal certification (Gunawan et al., 2020). As is the case with the Gacoan noodle restaurant, which does not yet have halal certification because there are menu names with elements that are not in accordance with MUI regulations. The President Director of the Assessment Institute for Food, Drugs and Cosmetics of the Indonesian Ulema Council (LPPOM MUI), said that the Gacoan Noodle restaurant does not yet have halal certification, to obtain halal certification it is not allowed to use names or symbols that lead to falsehood (Sulistya, 2023).

Indonesia is one of the countries with the largest Muslim majority in the world. The Muslim population in Indonesia reaches 11.92% of the total Muslim population in

the world (The Royal Islamic Strategic Studies Centre, 2021). The food industry in Indonesia currently produces various types of food and beverages, one of which is experiencing positive growth is the ice cream market. There are various types of ice cream, both local and imported from abroad. One of the imported ice cream products that is popular in Indonesia is Mixue ice cream products originating from China, an ice cream company that began to mushroom in various regions with a total of 20,000 outlets in Asia (Laili, 2023). Mixue began entering the Indonesian market in 2020 with the first outlet located in Bandung, West Java. The advantages of Mixue products are that they have affordable prices, delicious flavors and an iconic logo that attracts consumer buying interest. However, at the beginning of the product being sold in Indonesia, there was no halal certification so that the Muslim community was still hesitant to consume the product.

Halal certification is the provision of halal information on a product which indicates that the product meets safety standards and is in accordance with Islamic provisions. Halal certification is important because it can convince someone to choose halal food products that have been tested for halalness (Ginting, 2022). As emphasized in Qs Al Baqarah verse 172 that Muslims are required to eat halal and pure food. With halal certification on a food or beverage product, it will have an impact on increasing public interest in buying the product (Sri & Jalil, 2019).

The increasing public interest in Mixue products has caused more and more business actors to open Mixue branches in various regions in Indonesia, until now there are 2,000 Mixue outlets in Indonesia (MixueIndonesia, 2023). Recorded in January 2023, the third most Mixue outlets in Indonesia were in the East Java region (Putri, 2023). Malang City as one of the cities with a large distribution of mixue and has a population with diverse social and economic backgrounds so that consumers have various preferences regarding things that influence buying interest in buying Mixue products.

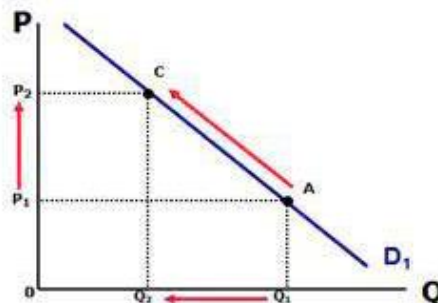
In research conducted by Ainiyah (2023) states that halal certification and price have a positive and significant effect on purchasing decisions for Mixue ice cream in Serang City. This research is in line with Oktavia & Samboro (2022) that halal certification and product quality have a positive and significant effect on purchasing decisions for Soekarno-Hatta Malang ice cream & tea products. Then the research of Hamdani et al. (2021) which states that halal awareness and halal certification have a positive and significant effect on consumer buying interest in KFC in Banda Aceh City. However, there are differences in the results of research by Muslimah et al. (2018) states that halal certification has no effect on customer buying interest in Bogor supercake. Then in Pramana & Mayasari (2023) which states that price has no effect on Mixue purchasing decisions in Singaraja City. Various previous studies have found that there are research results on the variables of halal certification and price that have a significant positive effect and have no significant effect so that with the differences in the results of these studies, this study was conducted to fill the gap in the results of previous studies and to confirm this phenomenon in the following year period.

Based on descriptions, facts, data and various previous studies, the researcher examines and examines further through several influences on the factors used as independent variables in this study including Halal Certification, Halal Awareness and Price which will affect consumer buying interest in Mixue products. The results of this study are expected to be used as an additional reference for the government to be able to increase halal awareness for the public regarding the importance of consuming halal products so that this can support an increase in the halal food and beverage industry.

## **Literature Review**

## **Demand Theory**

In general, demand is the amount of goods desired in a particular market at a certain price and income level (Muhammad, 2005). Demand describes the relationship between the amount of goods demanded and the price (Sugiarto, 2010). So it can be concluded based on the demand theory from Marshall (2013) that demand can be interpreted as the activity of buying a number of goods and services at various price levels with certain incomes.



**Figure 2: Demand Curve**

Source: Mankiw (2012)

The curve reflects the principle of the law of demand stating that “If the price of a good increases, the demand for that good will decrease, on the contrary, if the price of the good falls, the demand for that good will increase”. In the context of demand for halal goods, it still uses the same principle as the law of demand in economics in general, which is inversely proportional to price. If prices increase, the demand for halal goods will decrease and vice versa while maintaining the assumption of *ceteris paribus* (Mankiw, 2012). Suprayitno (2008) explains that there are factors that affect the demand for goods, one of which is the price factor of the goods themselves, the rise and fall of the price of goods will affect the number of goods desired by consumers.

## **Theory of Consumer Behavior**

Keller (2008) explains that consumer behavior is the study of individual, group, or organizational actions and the activities they carry out to select, purchase, use, and place goods and services with the aim of meeting their needs. Consumer behavior can reflect how individuals make decisions in utilizing available resources to purchase goods related to consumption.

Setiadi in (Arief, 2017) explains that consumer behavior is influenced by several factors including social factors, cultural factors, personal factors and psychographic factors. Based on the above understanding, it can be concluded that consumer behavior is a framework used to understand the processes and stages of consumers before, during and after making a purchase on a product.

## **Consumption Theory from an Islamic Perspective**

Keynes has an absolute consumption theory (absolute income hypothesis). Keynes said that consumption by households depends on the income earned (Mankiw, 2012). Keynes used the term Marginal Propensity to Consume (MPC) to describe the relationship between the amount of consumption and income. In Keynes' theory, it is assumed that the marginal propensity to consume in each additional income is between zero and one, which describes the ratio of consumption to income, the average propensity to consume will fall when income rises. Based on Keynes' theory, it can be concluded that consumption is strongly influenced by the amount of income. Likewise, in consumption carried out by students, the student income earned each month will determine that the higher the income earned, the greater the consumption expenditure, and vice versa.

The difference between consumption in Islamic economics and conventional economics is in the goals to be achieved through consumption, which must be carried out in accordance with Islamic law (Rahim & Bahari, 2018). The form of consumption in Islam is the recommendation to consume halal and leave the haram and avoid waste (ishraf), namely excess in consumption. A Muslim consumer must be more careful about the products to be consumed so that they can avoid something haram (Sitepu, 2017).

### **Purchase Intention**

Durianto (2013) purchase interest is something related to consumer plans to buy certain products and how many products are needed in a certain period. Purchase interest will generate motivation which becomes a strong desire to encourage the realization of consumer desires so that their needs are met (Ginting, 2022). Kotler, Bowen & Makens (2014) purchase interest is the stage of consumers in making decisions among several available options and then finally making a purchase from the alternative that best suits consumer preferences. Purchase interest is also an action that arises when consumers want to buy or choose certain products based on their experience in choosing, using and consuming these products based on their desires (Kotler et., al 1996). Meanwhile, another opinion states that purchase interest is the tendency of consumers to buy a brand of product or take actions related to purchases as measured by the level of likelihood of consumers making purchases (Assael, 1998).

### **Halal Certification**

Halal certification is a form of halal assurance to emphasize that production materials, production processes, and the Halal Assurance System (SJH) have complied with the guidelines set by LPPOM MUI. As an order in Islam that requires its people to consume halal products because every food that enters a person's body will become flesh and blood if a Muslim eats haram food, it will cause the rejection of worship and prayer (Slamet Rusydiana & Marlina, 2020). This Halal Certificate is issued in writing by MUI through the halal status of a product obtained from decisions taken in the MUI Fatwa Commission session and after going through the audit process by LPPOM MUI (Hamdani et al., 2021).

Halal certification is used to provide security guarantees for a Muslim that the product to be consumed has gone through a series of inspection processes in accordance with Islamic law so that there is no doubt about consuming the product and will have a positive impact on increasing consumer buying interest in a product (Fauzan, 2019). This is supported by research (Cupian et al., 2023), (Ummah et al., 2023) and (Sri & Jalil, 2019) which state that halal certification has a positive and significant effect on consumer buying interest. By analyzing if more and more entrepreneurs have halal certification on their products, the greater consumer buying interest in halal food. Based on the previous research that has been described, it can be concluded that the hypothesis is:

**H1:** Halal certification has a significant positive effect on consumer buying interest in Mixue products.

### **Halal Awareness**

Halal awareness is the level of understanding of Muslims regarding the concept of halal which includes understanding the products that are allowed for consumption and how the production process is carried out. (Nofianti, A. Rofiqoh, 2019). Halal awareness is recognized based on a Muslim's understanding of the definition of halal, knowledge of the proper slaughter process, and priorities in consuming halal food (Izzuddin, 2018). In the hadith of the Prophet Muhammad said that "No meat grows

from haram food, except hell is preferable for him” (HR At-Tirmidzi). Currently, halal awareness is a very important thing to be known by the public, especially in the Muslim community. It is an obligation for a Muslim to know the requirements of halal food.

In Islamic law, products that comply with Islamic law are: (1) Does not contain haram animals such as pigs and dogs; (2) Does not contain other haraam ingredients such as blood, carrion and other impurities; (3) All ingredients used come from animals slaughtered according to Islamic law; (4) All storage, sales, management and transportation equipment must not be used for non-halal animals and goods; (5) All food and drinks do not contain alcohol (Izzuddin, 2018). With the awareness of the importance of consuming halal products, it can increase consumer buying interest in a product. This is supported by research by Hamdani et al. (2021), (Izzuddin, 2018) and Danurwenda et.al (2022) which state that halal awareness has a positive and significant effect on consumer buying interest. With the results of the analysis, namely the higher the level of halal awareness, the higher the buying interest in a product. Based on the previous research that has been described, it can be concluded that the hypothesis is:

**H2:** Halal awareness has a significant positive effect on consumer buying interest in Mixue products.

### **Price**

Price is an important element in marketing a product. Every company tries to compete by offering affordable prices so that consumers are interested in buying the products they offer (Irdhayanti, 2020). Kotler dan Armstrong (2015) price is “The amount of money charged for a product or service, the sum of the values that customers exchange for the benefits of having or using the product or service”. Which means the amount of money that must be paid by customers to obtain or use a product or the amount of value exchanged by customers to own or consume the product. According to Kotler, P dan Armstrong (2012) there are indicators that can explain the price, namely: price affordability, price compatibility with product quality and price competition.

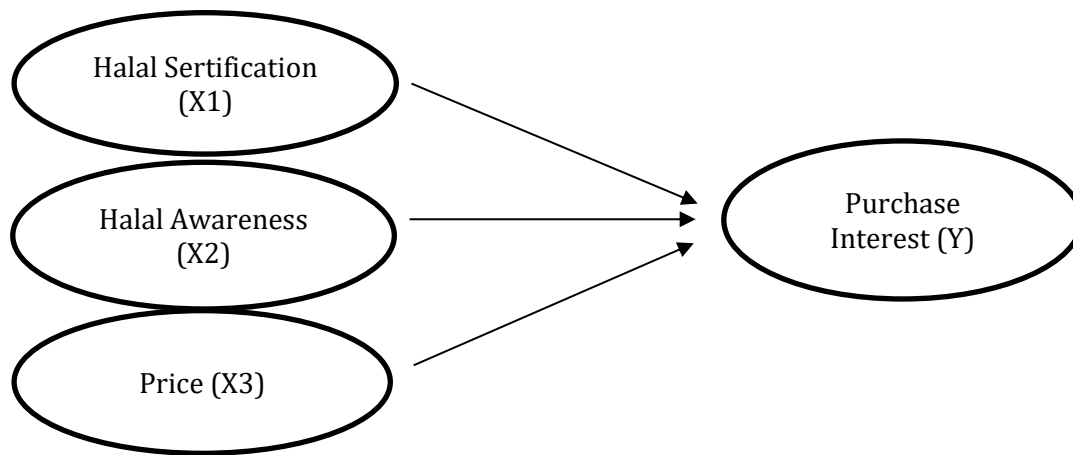
Price will be a consideration for consumers to buy a product, consumers will identify whether the price of the product is equivalent to the benefits they receive (Ginting et al., 2022). This is supported by research by Zahro & Sampeliling (2021) explaining that price has a significant positive effect on buying interest with conditions when the price offered by a service provider or product can cause increased consumer buying interest. Then in the research of Hervina et al. (2021) that price has a significant positive effect on Gofood consumer purchasing decisions. This shows that the more affordable the price of a product, it will increase consumer buying interest. Based on the previous research that has been described, it can be concluded that the hypothesis is:

**H3:** Price has a significant positive effect on consumer buying interest in Mixue products.

### **Research Framework**

Based on the explanation in the previous discussion, the following is a framework that explains the course of the research framework relating to the relationship between variables, namely explaining the relationship between purchase intention which is interpreted by the variables of halal certification, halal awareness and price. Based on the independent variables and the dependent variable which have been supported by the theoretical basis and the researcher's paradigm, below is the

framework of this study.



**Figure 3.** Thinking framework

Source: Data processed by researchers (2023)

## Research Methods

### Type of research

The quantitative approach aims to identify whether there is an effect of halal certification, halal awareness and price on consumer buying interest in Mixue products. The quantitative approach aims to test the hypothesis that has been determined (Sugiyono, 2017).

### Operational Definition of Variables

The variables and their operational definitions are described in the table as follows:

**Table 1.** Operational Definition of Variables

No	Research Variables	Variable Definition		Variable Indicator	Source
1.	Purchase Intention (Y)	The condition when consumers have the desire to choose and buy Mixue products.	0. 1.	No interest in buying Mixue products Interest in buying Mixue products	(Zahira & Salamah, 2022)
2	Halal Certification (X1)	A guarantee of halalness from MUI for a product that is in accordance with Islamic law.	X1.1. X1.2. X1.3.	Ensuring halal certification of a product Halal-certified products are free from unclean and forbidden elements Halal-certified products have passed a series of	(Setyaningsih & Marwansyah, 2019)



			X1.4.	rigorous halal tests Pay attention to the authenticity of the halal certificate logo.	
3	Halal Awareness (X2)	The understanding and awareness that a Muslim has regarding the concept of halal according to Islamic law on Mixue products.	X2.1. X2.2. X2.3. X2.4.	Knowing halal product information Comply with Islamic religious rules regarding halal consumption Avoiding products that are syubhat or doubtful of their halalness Ensuring halalness through product composition and production process	(Danurwenda Ismaya, 2022)
4	Price (X3)	The Rupiah spent by consumers to obtain and benefit from Mixue products.	X3.1. X3.2. X3.3.	Price affordability Appropriateness of price and taste quality Price competition	(Kotler, P dan Armstrong, 2012)

Source: Data processed by researchers (2023)

### Participants/Samples

The population in this study is the Muslim community of Malang city. The sampling technique in this study uses purposive sampling method to obtain samples that represent the objectives of the research being conducted and meet certain criteria to provide information when filling out the research questionnaire. The criteria for these respondents are as follows:

1. Respondents are Muslim people in Malang city
2. Age 17-65 years
3. Know or know Mixue products

The criteria for these respondents were determined with the consideration that at that age a person is considered an adult and can be responsible for himself so that he can spend his money properly (Danan & Dharma, 2015). Stanley et al. (1997) explains the sample calculation using the lemeshow formula is useful for calculating the total sample with an unknown population with the following formula:

$$n = \frac{Z^2 \cdot P (1 - P)}{d^2}$$



**Description:**

n = Number of samples

z = Standard value = 1.96

p = Maximum estimate of 50% = 0.5

d = Alpha (0.10) 10% error rate = 0.1

From the formula above, the withdrawal of the number of samples uses the Lemeshow formula with a maximum estimate of 50% and an error rate of 10%.

$$n = 1,962. 0,5 (1-0,5) / 0,1$$

$$n = 3,8416. 0,25 / 0,01$$

$$n = 0,9604 / 0,01$$

$$n = 96,04$$

Based on the results of these calculations, the number of samples was rounded up to 100 respondents.

### **Data collection method**

The data collection method in this study was carried out by distributing questionnaires to respondents through google forms to the Muslim community of Malang city by sending questionnaire link links through social media such as whatsapp, telegram and instagram applications. Then measured using a Likert scale for the independent variable and a guttman scale for the dependent variable. Munshi (2014) states that a seven-point Likert scale can reduce measurement error and provide more accurate results compared to the use of a five-point Likert scale. Therefore, this study uses a Likert scale of 1-7 with the following classification: strongly disagree = scale 1, disagree = scale 2, quite disagree = scale 3, neutral = scale 4, quite agree = scale 5, agree = scale 6, and strongly agree = scale 7. The Likert scale is used as an indicator for a starting point in explaining the variables to be assessed before making instrument items in the form of statements. Then the dependent variable uses a guttman scale which only has two intervals, namely "interest" or "no interest". Besides being able to be made with multiple choices, the guttman scale can also be made in the form of a checklist. Respondents' answers can be scored with the assessment provisions "interest" scale = 1 and "no interest" = scale 0 (Sugiyono, 2017).

### **Data analysis method**

Testing in this study was carried out using SPSS version 24 software. Testing was carried out through several stages, including:

#### **1. Instrument Test**

In the instrument test using the data quality test, namely the validity test and reliability test. Sugiyono (2017) the validity test is used to measure what should be measured and evaluate the degree of accuracy between the actual data and what is reported by the researcher. If  $r_{count} > r_{table}$  then the question item on the instrument is valid. Meanwhile, the reliability test is used to measure the consistency of the instrument so that the measurement results can be trusted and if repeated measurements are made, they will have the same results.

#### **2. Binary Logistic Regression**

This study uses a binary logistic regression analysis approach with the aim of finding the relationship between the dependent variable (Y) and one or more independent variables (X) which are binary (dichotomous). In this variable there are only two possibilities of the dependent variable (Y), namely 1 = interest or 0 = no interest. The form of the binary logistic regression equation is as follows:

$$\pi(x) = \frac{\exp(\beta_0 + \beta_1 x_1 + \beta_2 x_2 + \dots + \beta_k x_k)}{1 + \exp(\beta_0 + \beta_1 x_1 + \beta_2 x_2 + \dots + \beta_k x_k)}$$

To get a linear form in logistic regression, it is necessary to determine the logit transformation as follows:

$$g(x) = \ln \left[ \frac{\pi(x)}{1 - \pi(x)} \right] = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \dots + \beta_k x_k$$

In this study, the authors intend to examine the factors that influence consumer buying interest in Mixue products. Therefore, binary logistic regression analysis is suitable for use in this study.

### 3. Parameter Estimation

Hypothesis testing begins with estimating parameters using the Maximum Likelihood Estimation (MLE) method to obtain an estimate of the regression coefficient ( $\beta$ ) of the logistic regression model.

### 4. Simultaneous Test

The simultaneous test is used to determine the significance of parameter  $\beta$  on the dependent variable (y) as a whole by using the likelihood ratio test using the G statistical test with the following hypothesis.

$$G = -2 \ln \frac{L_0}{L_1}$$

Notes:

G = Likelihood ratio test

L0= Likelihood for a model that has parameters equal to zero

L1= Likelihood for a complete model

### 5. Partial Test

This partial test is used to determine the effect of each  $\beta$  partially. Partial test results will prove whether a predictor variable is feasible or not in a model. Partial tests are carried out with the wald test model with the following hypothesis.

$$W^2 = \frac{\hat{\beta}_j^2}{SE(\hat{\beta}_j)^2}$$

H0 will be rejected if  $W > \chi^2_{\alpha;1}$  or p-value  $< \alpha$

### 6. Model Fit Test

The model fit test is used to determine the effect of the independent variables on the dependent variable together using the chi-square method through the Hosmer and Lameshow Test. The H0 condition is rejected if, P value  $< \alpha$  and  $\hat{C} > \chi^2$  with the following hypothesis.

$$\hat{C} = \sum_{j=1}^j \frac{(o_j - n'_j \bar{\pi}_j)^2}{n'_j \bar{\pi}_j (1 - \bar{\pi}_j)}$$

Notes:

j = Number of groups (combined categories in the simultaneous model)

n'j = Total observations in the jth group

oj = Observation in the jth group

$\pi_j$  = Average estimated odds

### 7. Classification Accuracy Test

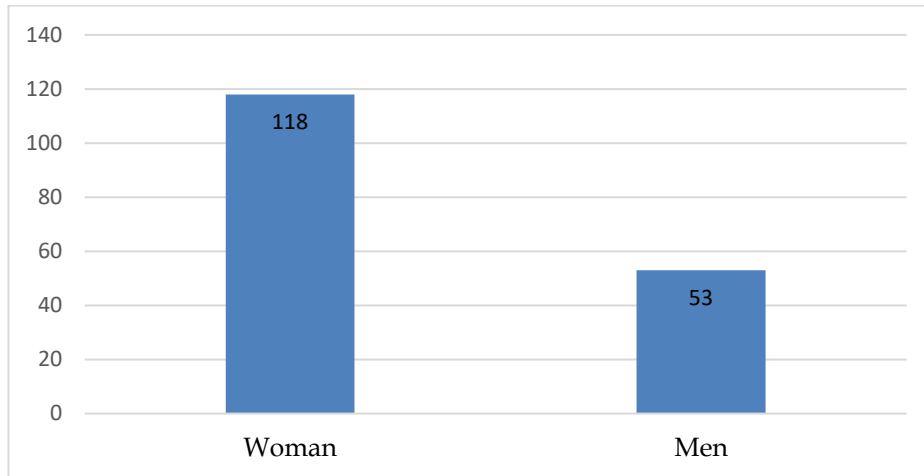
The classification accuracy test is an evaluation that can determine the chances

of errors made in a classification function.

## A. Results and Discussion

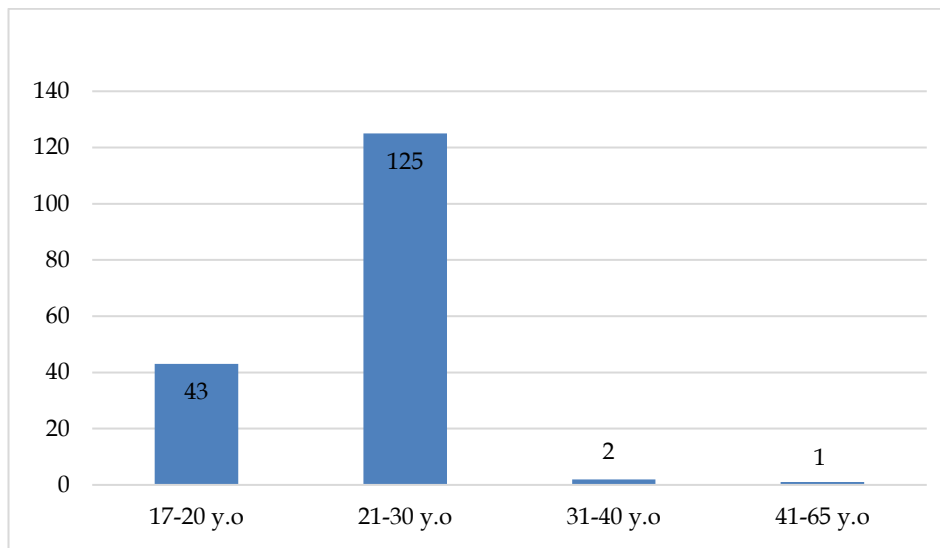
### L Characteristics of Respondents

The questionnaire was distributed online by distributing google form links to Muslim communities in Malang city through social media. The survey was attended by 171 respondents with the characteristics of respondents in terms of gender, age, occupation, income and the amount of buying interest of Muslim consumers to consume Mixue products as follows:



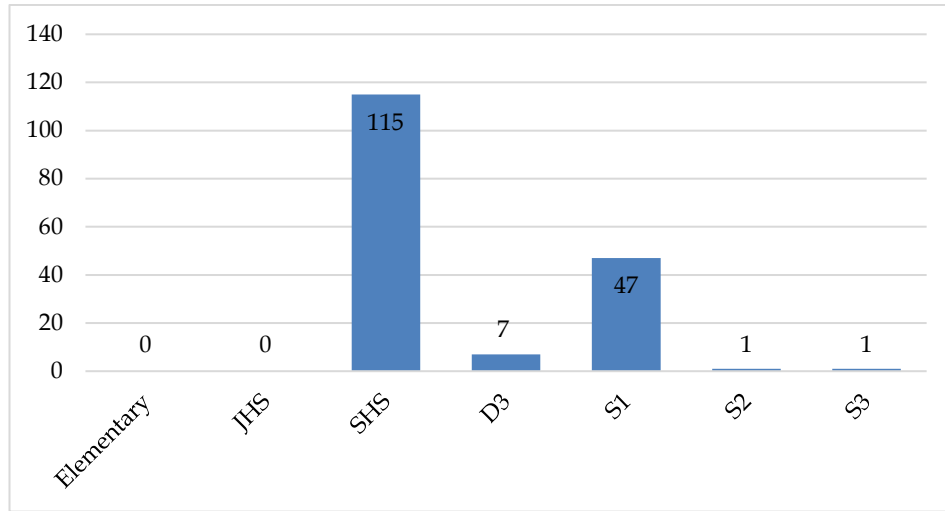
**Figure 4.** Characteristics of Respondents Based on Gender

Source: Data processed by researchers (2023)

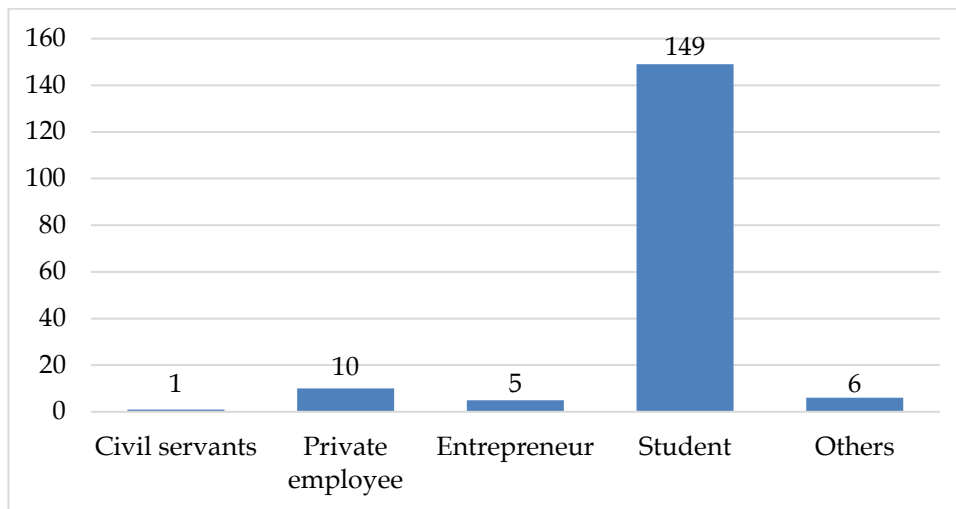


**Figure 5.** Characteristics of Respondents by Age

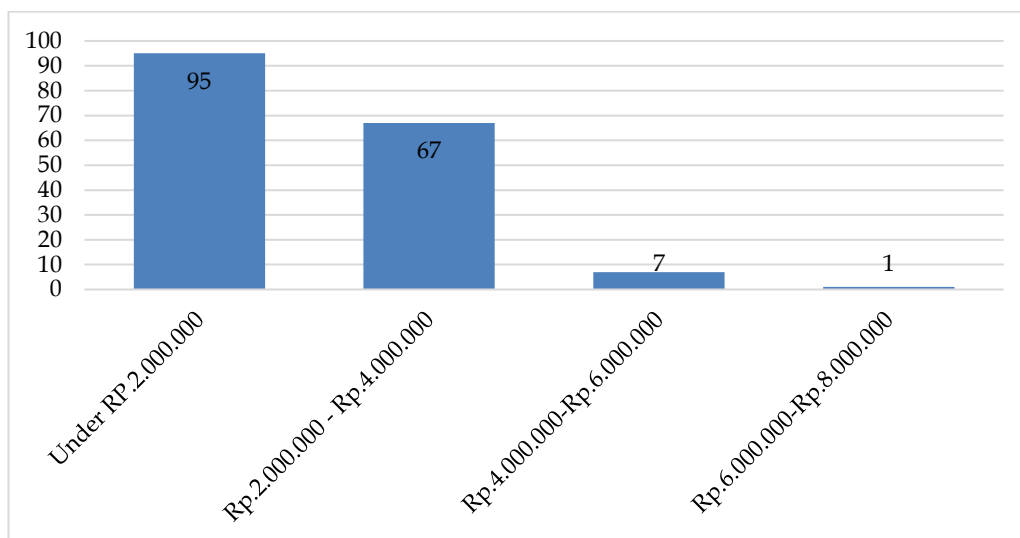
Source: Data processed by researchers (2023)



**Figure 6.** Characteristics of Respondents Based on Last Education  
Source: Data processed by researchers (2023)



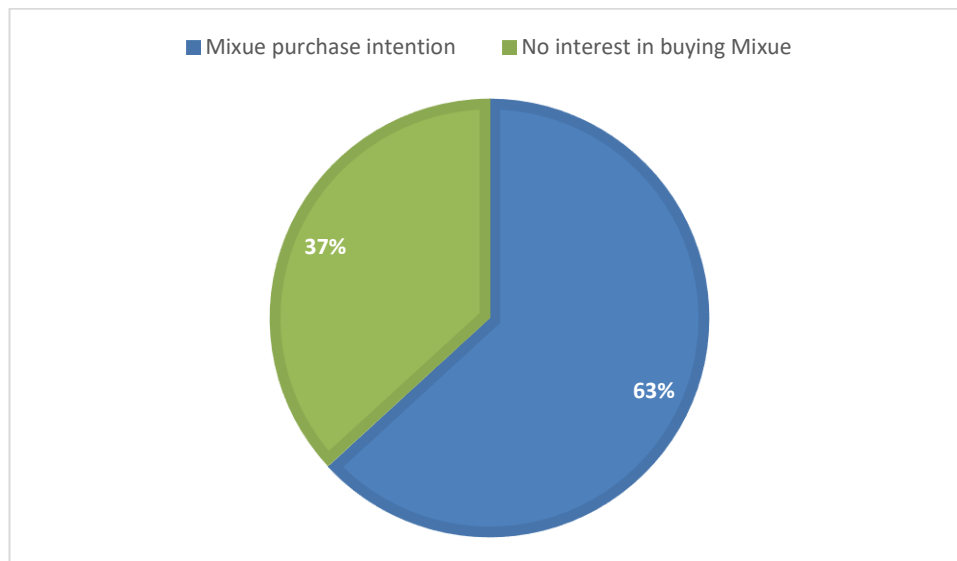
**Figure 7.** Characteristics of Respondents Based on Occupation  
Source: Data processed by researchers (2023)



**Figure 8.** Characteristics of Respondents Based on Monthly Income  
Source: Data processed by researchers (2023)

The criteria for respondents in this study are the majority of the Muslim

community as much as 100% and there are no non-Muslim respondents. Based on Figure 4, the gender of the majority of respondents is female as many as 118 respondents while men are 53 respondents. Then in Figure 5, based on the age of the respondents, the majority consisted of the age range 21-30 years with 125 respondents. This happens because most respondents in that age are students and workers. Furthermore, Figure 6 shows the criteria for respondents based on their latest education and is dominated by respondents who have a high school / equivalent educational background as many as 115 respondents. Next in Figure 7 shows the occupation of respondents with the majority being students with 149 respondents. The last criterion in Figure 8 shows monthly income, more than half of the respondents have an income below Rp.2,000,000 with 95 respondents.



**Figure 9.** Diagram of Respondents' Purchase Interest Data  
Source: Data processed by the author (2023)

From the results of the demographics of respondents, the results of respondents' buying interest in Mixue products were 63% or as many as 108 respondents who were interested in buying Mixue products, while those who were not interested in buying Mixue products were 37% or 63 people.

### Validity and Reliability Test

Testing the validity of the research instrument totaling 17 statement items is done by linking the correlation if the person correlation coefficient ( $r$ ) has a value of  $\geq 0.3$  then the item is said to be valid as described in the following table.

**Table 2.** Validity Test

Variabel	Items	Pearson Correlation ( $r$ )	r-tabel (alpha 0,05)	sig	Notes
Halal Sertification	X1.1	0,609	0,1262	0.000	Valid
	X1.2	0,553		0.000	Valid
	X1.3	0,643		0.000	Valid
	X1.4	0,511		0.000	Valid
	X1.5	0,574		0.000	Valid

	X1.6	0,583	0.000	Valid
	X1.7	0,525	0.000	Valid
	X1.8	0,694	0.000	Valid
Halal Awareness	X2.1	0,701	0.000	Valid
	X2.2	0,670	0.000	Valid
	X2.3	0,616	0.000	Valid
	X2.4	0,628	0.000	Valid
	X2.5	0,684	0.000	Valid
Price	X3.1	0,478	0.000	Valid
	X3.2	0,529	0.000	Valid
	X3.3	0,498	0.000	Valid
	X3.4	0,478	0.000	Valid

Source: Data processed by researchers (2023)

The Cronbach Alpha coefficient is used to assess reliability after performing instrument validity. If Cronbach alpha shows a value higher or equal to 0.6, it can be said that the instrument is reliable and suitable for research according to the following table:

**Tabel 3.** Reliabilitas Test

Variabel	Cronbach Alpha	Keterangan
Sertifikasi Halal (X1)	0.813	Reliabel
Kesadaran Halal (X2)	0.819	Reliabel
Harga (X3)	0.852	Reliabel

Source: Data processed by researchers (2023)

### Logistic Regression Result Equation

The first stage in modeling binary logistic regression analysis is to estimate the parameters according to the coefficient values shown in the following table:

**Table 4.** Regression Parameter Estimation Value

Variabel	B
Sertifikasi Halal (X1)	0.459
Kesadaran Halal (X2)	0.694
Harga (X3)	-0.562
Konstanta	-3.061

Source: Data processed by researchers (2023)

Based on the table above, a binary logistic regression model can be formed in the following formula.

$$Y = \ln \left( \frac{\pi(x)}{1 - \pi(x)} \right) = -3.061 + 0.459X_1 + 0.694X_2 - 0.562X_3$$

The regression parameter estimation analysis obtained from the effect of the independent variable on the dependent variable above is as follows: (1) The negative constant value of 3.061 means that if the independent variable is constant (fixed) then the value of buying interest is -3.061; (2) The halal certification variable has a positive coefficient of 0.459 which means that if everyone increases awareness

of their halal certification assuming that the value of other variables is fixed / constant, then buying interest will increase by 0. (3) The halal awareness variable has a positive coefficient of 0.694, which means that if the value of halal awareness increases with the assumption that the value of other variables is constant, then buying interest will decrease by 0.694 (4) The price variable has a negative coefficient of 0.562, which means that if the price increases assuming that other variables remain constant, buying interest will decrease by 0.562. This is in accordance with the law of demand, namely if the price increases, the demand for an item will decrease and vice versa.

### Overall Simultaneous Test (Simultaneous Test)

Simultaneous tests are used to assess the importance of factors in the model as a whole or collectively as in the following table:

**Table 5.** Simultaneous Test Value

G	df	Chi-Square	p-value
23.075	3	7.815	0.003

Source: Data processed by researchers (2023)

The simultaneous test results in logistic regression are expressed in the form of a p-value. The p-value is a probability measure that indicates the extent to which the results of the test are consistent significance p-value  $< 0.05$ . It can be seen in the table above that the p-value is  $0.003 < 0.05$  so that it can be stated that the variables as a whole have a simultaneous effect.

From the data presentation in table 6 above, the statistical value of  $G = -2 (L0 / L1)$  is 23.075, while the chi-square value in the table with a significance of alpha 0.05 and degree of freedom 3 is 7.815. The value of  $G > df$  or  $23.075 > 7.815$  which means that the null hypothesis is rejected and it can be concluded that the logistic regression model of variable X has met the overall test requirements and makes a significant contribution to the dependent variable of buying interest of the Muslim community in Mixue products in Malang city.

### Partial Test (Wald Test)

The wald test is carried out through checking the significance of individual parameters partially using the wald test to determine the individual meaning of each regression coefficient in the model, and the wald statistical values are described in table 7 below. The null hypothesis ( $H_0$ ) is accepted if the t-count value  $< t$ -table and p-value  $> 0.05$ , meaning that the dependent variable is not influenced by the independent factors partially (separately). The null hypothesis ( $H_0$ ) is rejected if the t-count value  $> t$ -table and p-value  $< 0.05$ , which means that each independent variable has a significant but not too large impact on the dependent variable described in table 6 as follows:

**Table 6.** Partial Test Value

Variabel	Wald	p-value	Chi-Square	Keterangan
Halal Certification (X1)	1.392	0.238	3,841	Accept $H_0$
Halal Awareness (X2)	6.694	0.010		Reject $H_0$
Price (X3)	5.963	0.015		Reject $H_0$

Source: Data processed by researchers (2023)



Based on table 6 above, it can be seen that if there is a wald test t-count statistical value > alpha 5% chi-square and p-value < 0.05, it means that H0 is rejected. So it can be concluded that the variable X2 Halal Awareness and the variable X3 Price have a partially significant effect on the dependent variable of consumer buying interest in Mixue products in Malang city.

### Model Fit Test

In this model fit test using the Hosmer and Lameshow formula to determine the impact of the combined x variable and y variable. The statistical test results can be seen in table 7 as follows:

**Table 7.** Model Fit Test Value

HL	df	Chi-Square
11.775	8	15.507

Source: Data processed by researchers (2023)

The Hosmer and Lameshow test is used to determine whether the model created is accurate or not. If there is no difference between the model and its observations, the model is said to be accurate / correct. From the presentation of the results of the model fit test value above, it can be seen that the calculated Chi-Square value of HL is 11.775. The Chi-Square value of the degree of freedom = 8 value is 15.507 with an alpha significance of 5%. From the table it can be seen that the HL value < df or 11.775 < 15.507 means that H0 is accepted, which means that this model can be used to predict the observation value because there is no difference between the model and the data so it can be concluded that the independent variables on the buying interest of the Muslim community in Mixue products using the Hosmer and Lameshow formula are appropriate for use.

### Classification Accuracy Test

The classification accuracy test is used to measure how accurate the classification model is by comparing the classification results of the regression model with the actual data. The following are the results of the classification accuracy of the buying interest of the Muslim community to buy Mixue products described in table 8 as follows:

**Table 8.** Classification Accuracy Value

Observasi Preferensi	Prediksi Preferensi		Persentase
	Tidak Minat	Minat	
Tidak	23	40	36.5%
Ya	10	98	90.7%
Ketepatan Klasifikasi			70.8%

Source: Data processed by researchers (2023)

Based on the table above, it can be seen that the classification accuracy obtained is 70.8% and is included in the good category for the classification of public buying interest to buy Mixue products using logistic regression analysis.

## 5. DISCUSSION

Currently, halal awareness in the Muslim community to consume halal products is an important thing to study amid the many cases of food and beverage

products that contain non-halal ingredients, especially food originating from abroad. As we know that Mixue products come from China so that many people still question the halalness of these products when they first enter Indonesia. This study was conducted to provide a quantitative analysis of the effect of halal certification, halal awareness and price on buying interest in Mixue products in the Muslim community in Malang.

### **The Effect of Halal Certification on Consumer Purchase Interest in Mixue products**

The first hypothesis (H1) states that the halal certification variable has a significant positive effect on consumer buying interest in Mixue products, the hypothesis analysis is rejected so that it accepts H0. This is explained in table 7 through the partial test value that the halal certification variable has a wald test t-count < chi-square t-table ( $1.392 < 3.841$ ) and a probability value greater than the significance value, namely ( $0.238 > 0.05$ ) so that H0 is accepted and H1 is rejected. Based on these results, it can be said that the halal certification variable has no partial effect and shows positively correlated results on consumer buying interest in Mixue products. This happens because many Muslim people still pay little attention to whether the food and drinks they consume have halal certification or not (Galuh & Eko, 2022).

This research is reinforced by the research of Muslimah et al. (2018) states that halal certification has no significant effect on customer buying interest in Bogor superkue. Then Kholil et al. (2021) state that the halal label has no significant effect on buying interest in naf'a bread in Kediri. This is in line with research Budiman (2020) which states that the need to consume halal-certified products has not become an urgent need, provided that the food / beverage products consumed clearly do not contain unclean elements and ingredients that contain prohibited elements. Furthermore, Widiawati & Ahmad (2020) state that Muslim consumers pay less attention to halal certification on a product because of their perception that even though halal certification is important, it does not matter to consume food products that are not halal certified as long as they believe that the products consumed are halal in their perception. Then if it is related to the respondents in this study with the majority of students, it can be said that these students do not pay much attention to halal certification but prioritize something that is trending in society.

### **The Effect of Halal Awareness on Consumer Purchase Interest in Mixue Products.**

The second hypothesis (H2) states that the halal awareness variable has a significant positive effect on consumer buying interest in Mixue products, the hypothesis analysis is accepted which rejects H0. This is explained in table 7 through the partial test value which states that the wald test value of halal awareness has a wald test t-count > t-table chi-square ( $6.694 > 3.841$ ) and the probability value is smaller than the significance value, namely ( $0.010 < 0.05$ ) so that H0 is rejected and H2 is accepted. Based on these results, it can be said that the halal awareness variable partially affects consumer buying interest in Mixue products which shows positively correlated significance results. The results of this study support previous research conducted by Nofianti, A. Rofiqoh, (2019) that halal awareness has a significant positive effect on the buying interest of UMKM in Gresik. Then in the research of Hendradewi et al. (2021) states that people are starting to realize that consuming halal food and drinks is important for personal health.

This is also reinforced research by Ginting, (2022) that the more they understand the concept and principles of halal, the more selective Muslims will be in choosing the products they will consume. Awareness of consuming halal food / drinks

is very important for Muslims, especially when buying imported products originating from abroad, most of which are produced by non-Muslim producers so as to encourage Muslim awareness of the importance of consuming halal products which will increase the halal food & beverage industry (Ahmad Kholil et al., 2021).

### **The Effect of Price on Consumer Purchase Interest in Mixue Products.**

The third hypothesis (H3) states that the price variable has a significant positive effect on consumer buying interest in Mixue products, the hypothesis analysis is accepted so that H0 is rejected. This is explained in table 7 through the partial test value, that the price variable has a t-count wald test > t-table chi-square ( $5.963 > 3.841$ ) and the probability value is smaller than the significance value, namely ( $0.015 < 0.05$ ) so that H0 is rejected and H3 is accepted. Based on these results, it can be said that the price variable has a partial effect on consumer buying interest in Mixue products which shows significant negative correlated significance results. The negative sign indicates that the price direction is opposite to consumer buying interest in Mixue products. This is in accordance with the law of demand, namely if the price increases, the demand for an item will decrease and vice versa.

Based on research by Kotler, P dan Armstrong (2012) which states that price can be measured using indicators of price affordability, price compatibility with quality and price competition, so it can be said that this can affect the high and low buying interest of Muslim consumers to consume Mixue products. The results of this study are supported research by Pramana & Mayasari (2023) which states that the price of a product has a big influence on consumers who will buy something, when prices increase, consumer demand to buy a product will decrease. This is in line with the research of Citra et.al. (2021) which states that price has a significant negative effect on buying interest in medical device products. Thus, if the Mixue company wants to have high buying interest, the company is expected to make the right policy regarding prices, namely by implementing affordable prices compared to other ice cream products.

## **CONCLUSION**

This study aims to determine the effect of halal certification, halal awareness and price on consumer buying interest in Mixue products. This research method is quantitative with logistic regression analysis method. The number of samples in this study were 171 respondents with the data collection method using google forms.

The results of this study partially on the halal certification variable do not have a significant influence on the buying interest of Muslim consumers in Mixue products. However, Mixue companies are expected to pay attention to halal certification because halal certification is a guarantee to declare that food / beverage products avoid elements that are prohibited in Islam. Then the halal awareness variable and the price variable proved to have a significant effect on the buying interest of Muslim consumers in Mixue products. Simultaneously, the variables of halal certification, halal awareness and price have a significant effect on the buying interest of Muslim consumers in Mixue products

### **Suggestion**

Researchers' recommendations to the government are expected to focus on increasing public awareness to consume halal products so that in the future the

consumption of halal products can become a lifestyle for the general public. Then increase public understanding of halal consumption orientation and halal product priorities so that the halal industry can optimally utilize the existing market potential. With the increasing demand for halal products, it can increase the amount of performance for halal product businesses and will have a positive impact, namely reducing the number of unemployed so that it has a big impact on the economy in Indonesia. Then suggestions for Mixue ice cream companies are expected to be able to provide affordable prices and can also provide discounts in order to increase buying interest in Mixue products.

For future researchers if they are interested in research that focuses on discussions related to halal certification, it is hoped that they can examine other factors such as food ingredients, social branding, product quality, service quality, income and other relevant factors that have an influence on consumer buying interest and are also expected to add more research respondents so that they can obtain more varied data besides that they can also have a more comprehensive understanding.

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