



# The 1<sup>st</sup> International Conference on Islamic Economic



## FACTORS INFLUENCING DECISION TO BUY OF HALAL PRODUCT WITH RELIGIOUS AWARENESS OF HALAL LABELLING AS INTERVENING VARIABLE

**By : Sri Lestari Prasilowati, Suyanto, Idham Maulana Oktora**  
**Sekolah Tinggi Ilmu Ekonomi IPWI Jakarta**

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## Research Baground

Religion is part of human belief. One of the religions is Islam, which means submitting to the will of God and followers of Islam are called Muslims (Wikipedia). The Muslim population grew by around 24% or reached almost 1.8 million in 2015 and is predicted to increase to 2.7 million in 2050 (Juniwati, 2020). The impact of the growth of the Muslim population will increase their need and demand for halal products and services.

The awareness of Muslims about halal products is increasing all the time which makes entrepreneurs, especially in the food and beverage industry, have to ensure that their products are allowed to be consumed by Muslims. When Muslims believe that the product is safe, they will make a decision to buy and consume the product. Religious awareness of halal labeling can be expressed as a variable that influences buying or not buying decisions for Muslims.

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## Literature Review

### Product Quality

Something that can be offered to a market for attention, possession, use, or consumption that can satisfy wants and needs. Kotler dan Armstrong (2019:349)

### Service Quality

Expected level of excellence and control over that level of excellence to satisfy customer desires. Tjiptono (2019:59)

### Brand Quality

A brand is a name, term, symbol, design, or a combination to characterize the products or services of one seller and to differentiate them from those of competitors. Febriyana (2019)

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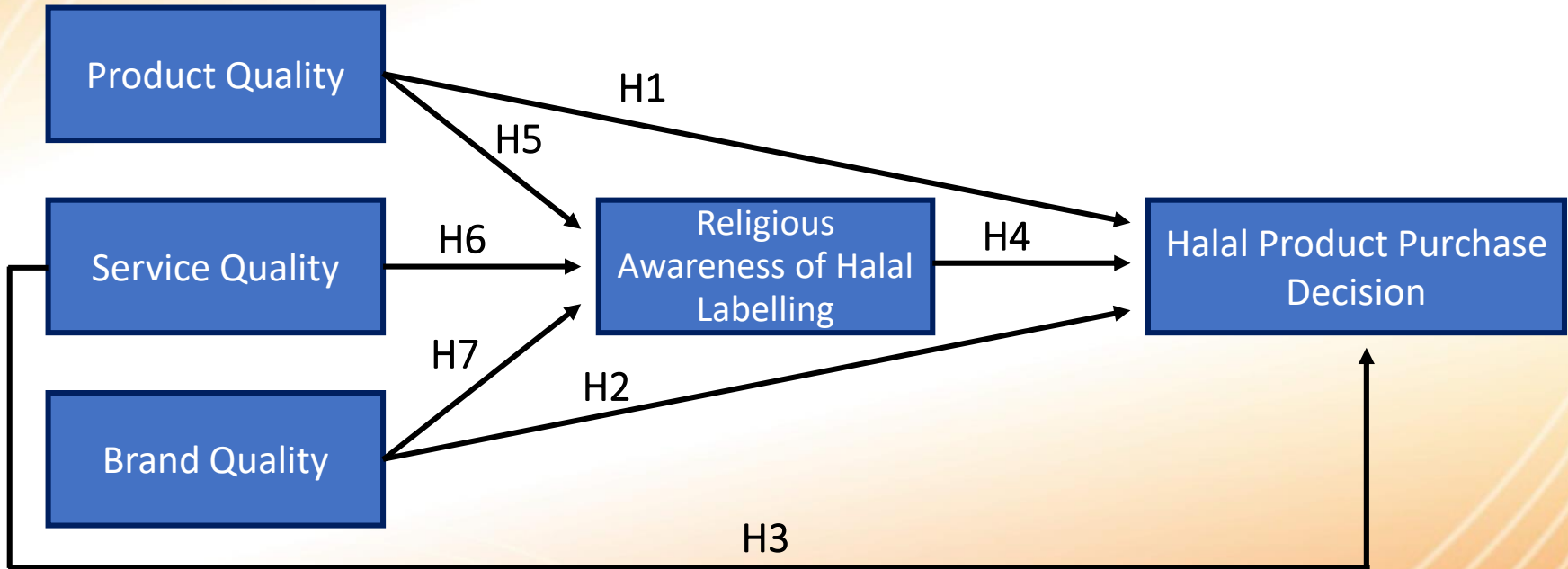
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## Hypothesis

- H1 : Product Quality has a direct effect on the Decision to Purchase Halal Products
- H2 : Service Quality has a direct effect on Halal Product Purchase Decision
- H3 : Brand Quality has a direct effect on Halal Product Purchase Decision
- H4 : Religious Awareness of Halal Labeling has a direct effect on Halal Product Purchase Decision
- H5 : Product Quality affects the Halal Product Purchase Decision through Religious Awareness of Halal Labeling
- H6 : Service Quality affects the Halal Product Purchase Decision through Religious Awareness of Halal Labeling
- H7 : Brand Quality affects the Halal Product Purchase Decision through Religious Awareness of Halal Labeling

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