

Halal Label Perception Towards Purchase Decision of Imported Processed Food Products for Muslim Generation Z

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ABSTRACT

Indonesia is presently experiencing a growing influx of imported processed food products distributed within its borders. However, not all of these products are labeled, which has led to a situation where Muslim consumers must exercise increased caution during purchase to ensure their adherence to halal standards and suitability for consumption. This study examined the effect of religiosity, reference groups, income, lifestyle, and perception of halal label on the purchasing decision of Muslim. Data were collected from 100 respondents of Muslim Generation Z residing in Bogor Regency. Descriptive analysis methodology was employed, and the data was analyzed through the application of Structural Equation Modeling-Partial Least Square (SEM-PLS). The result showed that the reference group, income, lifestyle, and perception of halal label positively and significantly affected purchasing decision for imported processed food.

Abstrak: Indonesia saat ini mengalami peningkatan arus masuk produk makanan olahan impor yang didistribusikan di dalam negeri. Namun, tidak semua produk tersebut diberi label, sehingga menyebabkan konsumen Muslim harus lebih berhati-hati saat membeli untuk memastikan kepatuhan mereka terhadap standar halal dan kesesuaian untuk dikonsumsi. Penelitian ini menguji pengaruh religiusitas, kelompok referensi, pendapatan, gaya hidup, dan persepsi label halal terhadap keputusan pembelian umat Islam. Data dikumpulkan dari 100 responden Muslim Generasi Z yang berada di Kabupaten Bogor. Metodologi analisis yang digunakan adalah deskriptif, dan data dianalisis melalui penerapan Structural Equation Modeling-Partial Least Square (SEM-PLS). Hasil penelitian menunjukkan bahwa kelompok referensi, pendapatan, gaya hidup, dan persepsi label halal berpengaruh positif dan signifikan terhadap keputusan pembelian pangan olahan impor.

Kata kunci: persepsi label halal, keputusan pembelian, pangan olahan impor, generasi muslim z

INTRODUCTION

Indonesia, with a population of 229 million, is known as the country with the largest Muslim population globally. As the Indonesian population steadily increases yearly, there is a corresponding rise in the consumption level of its people. In order to manage the growing demand for goods and services, Indonesia continues to rely on imports from foreign countries. This strategic reliance on imports is crucial for maintaining stability across various economic activities, including production, consumption, and distribution¹.

The Qur'an offers comprehensive guidance for all aspects of life, including consumption practices. According to Surah Al-Baqarah verse 168, Allah specifically commands humans to consume *halal* (permissible) and wholesome food (*thoyyib*). In order to ensure *halalness* of products circulating in the country as well as prioritize public attention and protection, the government issued Law Number 33 of 2014 concerning Halal Products Guarantee or 'Undang-undang Jaminan Produk Halal (UU JPH)'. This law establishes a clear legal framework certifying *halalness* of products through issuing halal certificate. The UU JPH Law further mandates producers to include halal label on the packaging of both domestic and foreign products, thereby reinforcing its commitment to these principles².

Imported food products are increasingly circulating in Indonesia and are perceived as integral to every community. In addition, this includes a variety of imported processed food items. The Central Statistics Agency or 'Badan Pusat Statistik (BPS)' data stated that steady growth of 2.34% was witnessed in importing processed household food and beverages from 2016 to 2020. In 2020, it was reported that the import value reached approximately 3,047.3 million USD. With such a wide array of food choices, Muslim need to be more discerning when purchasing products that align with their dietary preferences and observances.

Processed food products, specifically those imported from countries with a predominantly non-Muslim population, are categorized under the *syubhat* group (containing an element of ambiguity). This is usually the case even when the raw materials used in manufacturing these food items are halal. However, this concept does not solely pertain to the substance itself, it encompasses the entire process of production and procurement³.

Imported food products vary in terms of having halal label, even though its presence significantly enhances consumer confidence in verifying *halalness* of

¹ Luh Gede Meydianawati and Putu Suryandanu Willyan Richart, 'Faktor-Faktor Yang Berpengaruh Terhadap Impor Barang Konsumsi Di Indonesia', *Jurnal Ekonomi Pembangunan Fakultas Ekonomi Dan Bisnis Universitas Udayana*, 3.12 (2014), 613-23.

² Undang-Undang Republik Indonesia Nomor 33 Tahun 2014 Tentang Jaminan Produk Halal, 2014.

³ Lukmanul Hakim, *Sertifikasi Halal MUI Sebagai Upaya Jaminan Produk Halal*, 1st edn (Jakarta: Majelis Ulama Indonesia, 2009).

the item. Regrettably, there is an ongoing circulation of illegally imported food products within Indonesia, which raises substantial doubts about the safety and *halalness* of these items. Given the continuous existence of these illicit imports, it becomes increasingly essential for Muslim to be more vigilant in assessing *halalness* of imported processed food products.

The need for stringent attention to *halalness* of products is particularly pronounced in Bogor Regency. This area is the most populous in West Java, with 5,427,068 people, constituting approximately 11.24% of the entire West Java population. In Bogor Regency, most residents, relatively 4,867,370 individuals, are Muslim. This region is predominantly inhabited by individuals aged 21 to 24 years, accounting for a population of 493,535⁴.

The demographic constituent of Bogor Regency underscores the prevalence of Generation Z. Furthermore, Generation Z consumers exhibit certain traits such as impulsiveness, brand dependence, perfectionism, and a distinct emphasis on affordability⁵.

The large population in Bogor Regency presents considerable potential and opportunities for food products. BPS data shows an import value of 188.7 billion was recorded in 2019. This figure underscores the substantial economic importance of this region due to its significant import value⁶.

With the large number of Generation Z, the significant value of imported products in Bogor Regency, and the potential risk of illegal consumption of such items, it is imperative for consumers, especially the Muslim Generation Z demographic in this region, to exercise heightened discernment when making purchasing decisions. Therefore, it is essential to pay more attention to the purchasing behavior of these groups in relation to imported processed food. Consumer behavior patterns in terms of consuming certain imported processed food products are influenced by knowledge and understanding of *halalness* of these items.

Gaining insights into consumer behavior patterns also helps to uncover the determinants of purchasing decision. The act of making purchase is inherently linked to the behavioral tendencies of the consumer. However, consumer behaviors are shaped by multiple factors, including cultural, social, personal, and psychological influences, each encompassing distinct subfactors. Perception of halal label is a part of consumer discernment and plays a pivotal role in reflecting psychological factors⁷.

The purpose of this study is to examine the factors that influence decision to purchase imported processed food products and the effect of halal label. It endeavors to offer valuable insights for producers, specifically importers of

⁴ BPS, *Provinsi Jawa Barat Dalam Angka 2021*, 2020.

⁵ Santoso, Giovani, and Anna Triwijayati. "Gaya Pengambilan Keputusan Pembelian Pakaian Secara Online Pada Generasi Z Indonesia". *Jurnal Ilmu Keluarga & Konsumen* 11, no. 3 (November 19, 2018): 231-242. Accessed October 12, 2022. <https://jurnal.ipb.ac.id/index.php/jikk/article/view/21348>

⁶ BPS, *Kabupaten Bogor Dalam Angka 2020*, 2020.

⁷ Philip Kotler, *Manajemen Pemasaran Edisi Milenium*, 1st edn (Jakarta: Prenhallindo, 2002).

processed food, by encouraging the prompt implementation of halal guarantees through certification and label. This, in turn, aims to motivate consumers to prioritize halal products, specifically those imported and processed. Ultimately, these efforts are geared toward fostering an integrated and sustainable halal ecosystem.

Previous studies have explored the dynamics of consumer purchasing decision for halal products through various perspectives. For instance, Nurhasah et al. examined the factors that influence the interest in buying halal processed food products⁸. Mujiono and Puspitasari investigated the intricate relationship between halal label, income levels, and products prices in shaping consumer preferences when it comes to purchasing imported food products.⁹ Similarly, Nurrahmi et al. focused on the interplay of religiosity, trust, and satisfaction in influencing decision to repurchase halal products¹⁰.

In contrast to previous studies, the present focuses on scrutinizing consumer purchasing decision, particularly among Generation Z in Bogor Regency. The methodology used is Structural Equation Modeling-Partial Least Square (SEM-PLS). The variables used are religiosity, reference group, income, lifestyle, and perception of halal label. These variables were intricately examined to understand their collective impact on shaping decision-making process.

Literature Review

As stipulated by Law Number 33 of 2014, halal products are those that have been declared halal in accordance with Islamic law. These products undergo a manufacturing process that excludes any *haram* or forbidden elements. This applies to all stages, from sourcing raw or main materials to additional and auxiliary components, as well as production items used during processing. In addition, the entire process adheres strictly to the regulations and principles outlined in Islamic law.¹¹

Halal certificate is an official acknowledgment and confirmation of halal status of products. Halal Products Assurance Organizing Agency or 'BPJPH' issued and granted this certification based on a written halal fatwa obtained from the Indonesian Ulema Council or 'MUI'.

⁸ Saniatun Nurhasah, Jono M Munandar, and Muhammad Syamsun, 'Faktor-Faktor Yang Mempengaruhi Minat Beli Produk Makanan Olahan Halal Pada Konsumen', *Jurnal Manajemen Dan Organisasi*, 8.3 (2017), 250-60 <<https://doi.org/https://doi.org/10.29244/jmo.v8i3.22473>>.

⁹ Fitria Vega Sylvania Mujiono and Ajeng Wahyu Puspitasari, 'Analisis Pengaruh Label Halal, Pendapatan Dan Harga Produk Terhadap Preferensi Konsumen Dalam Keputusan Pembelian Produk Makanan Impor', *Jurnal Ilmiah Mahasiswa FEB Universitas Brawijaya*, 6.10 (2018).

¹⁰ Intan Nurrachmi and Setiawan Setiawan, 'Pengaruh Religiusitas, Kepercayaan, Dan Kepuasan Terhadap Keputusan Pembelian Ulang Produk Halal', *Iqtishadia: Jurnal Ekonomi Dan Perbankan Syariah*, 7.2 (2020), 126-37 <<https://doi.org/DOI:10.1905/iqtishadia.v7i2.3521>>.

¹¹ Undang-Undang Republik Indonesia Nomor 33 Tahun 2014 Tentang Jaminan Produk Halal.

In accordance with Article 25 Paragraph A of the JPH Law, business actors who have obtained halal certificates are mandated to attach label to the certified products. This label acts as a tangible representation or proof of *halalness* of products. It typically features the term halal written in Arabic script, alongside other languages, and incorporates a unique code. This label guarantees halal legitimacy of products granted by the minister after it has been inspected.¹²

According to preliminary studies, purchase decision is the choice of the consumer among several available options when buying products. The stages involved in this process commence with recognizing a problem or need. This is followed by seeking relevant information, evaluating different alternatives, making the ultimate purchase decision, and finally, observing the behaviors and responses that occur after purchase¹³.

In Islam, consumer behavior is viewed as a reflection of the relationship with Allah SWT. This perspective underscores the importance of worshipping through conscientious choices, which entails abstaining from purchasing haram products, guarding against greed, and avoiding undue stinginess¹⁴. Individuals show their devotion and adherence to religious principles by aligning consumer conduct with these values.

METHODS

This study adopted a two-fold methodology, encompassing primary and secondary data sources. Primary data is sourced from filling out questionnaires, ensuring direct engagement. In contrast, secondary data is culled from diverse sources, encompassing existing studies, the BPS, scholarly journals, books, online repositories, and other relevant materials on the studied topic. The study achieves a synergistic analysis by fusing primary and secondary data, presenting a comprehensive and nuanced understanding of the studied topic.

1. This study focuses on Generation Z population in Bogor Regency. Samples were gathered using a purposive side technique. The criteria for selecting respondents are stated as follows: Residents of Bogor Regency
2. Born between 1997 to 2012
3. Muslim
4. Have bought imported processed food products

The total population of Generation Z in Bogor Regency is 1,427,210 people¹⁵. Employing the Slovin formula with a 10% confidence level (e), 100 respondents were selected. This number was determined by applying the aforementioned formula to the population data.

¹² Ian Alfian and Muslim Marpaung, 'Analisis Pengaruh Label Halal, Brand Dan Harga Terhadap Keputusan Pembelian Di Kota Medan', *Jurnal At-Tawassuth*, 2.1 (2017), 122–45 <<https://doi.org/http://dx.doi.org/10.30821/ajei.v2i1.777>>.

¹³ Philip Kotler and Kevin Lane Keller, *Manajemen Pemasaran Jilid 1* (Jakarta: Erlangga, 2009).

¹⁴ Muhammad Muflih, *Perilaku Konsumen Dalam Perspektif Ilmu Ekonomi Islam* (Jakarta: RajaGrafindo Persada, 2006).

¹⁵ BPS, *Provinsi Jawa Barat Dalam Angka 2021*.

This study employed both qualitative and quantitative data analysis methods. The qualitative method was used for the descriptive analysis of the respondents. The quantitative method involved the application of the SEM-PLS method. Unlike other techniques, such as factor analysis and multiple regression, SEM allows for the simultaneous evaluation of the measurement and structural models. This capability enables it to encompass factor analysis, measurement error assessment, and hypothesis testing within a single framework. The primary objective of using SEM-PLS is to analyze the relationships between latent variables and their corresponding indicators¹⁶.

SEM analysis using Smart PLS was carried out with two tests, namely the measurement (outer) and the structural (inner) models. The outer model is used to measure the validity and reliability of the model, encompassing factors such as convergent and discriminant validity as well as composite reliability. Conversely, the inner or structural model aims to unveil the causal relationship between latent variables.

The present study adopted six variables, namely religiosity, reference group, income, lifestyle, perception of halal label, and purchasing decision. These latent variables were represented by reflective indicators to describe their nature effectively.

RESULT AND DISCUSSION

Measurement Model Analysis (*Outer model*)

The analysis of the measurement or outer model in the reflective framework is used to determine its validity and reliability. Additionally, it assesses the suitability of the measuring instrument for accurate measurement. This assessment involves several stages, including convergent and discriminant validity, as well as composite reliability.

a. Convergent validity

Convergent validity assesses the extent to which indicators can clarify latent variables. A higher convergent validity value indicates a greater capability of indicators to elucidate latent variables. The initial model of this analysis is shown in Figure 1:

¹⁶ Imam Ghozali and Hengky Latan, *Partial Least Squares Konsep, Teknik Dan Aplikasi Menggunakan Program SmartPLS 3.0 Untuk Penelitian Empiris* (Semarang: Badan Penerbit Universitas Diponegoro, 2015).

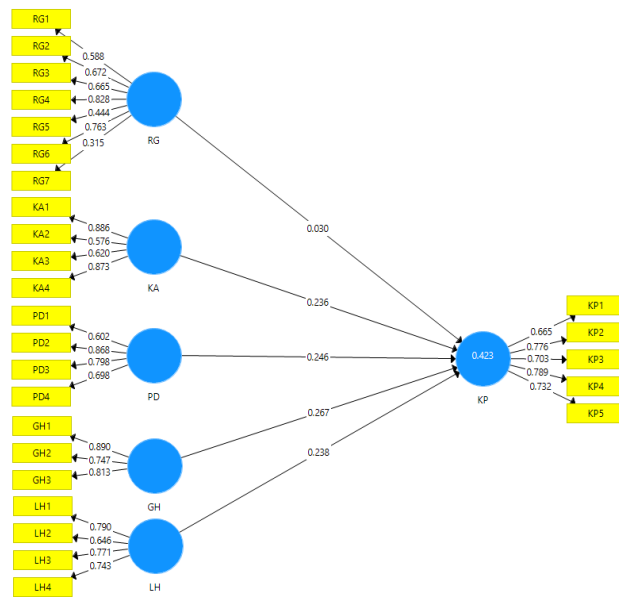


Figure 1 Initial model loading factor value

In order to get a valid model, the loading factor value <0.5 must be removed and then recalculated sequentially, starting with the smallest. However, in this dataset, two indicators that do not meet the criteria with loading factors of <0.5 necessitate their removal from the SEM model. These indicators pertain to the latent variable of religiosity (RG), namely RG5 and RG7, with loading factors of 0.444 and 0.315, respectively. The loading factor model for the final measurement after these indicators were removed is shown in Figure 2.

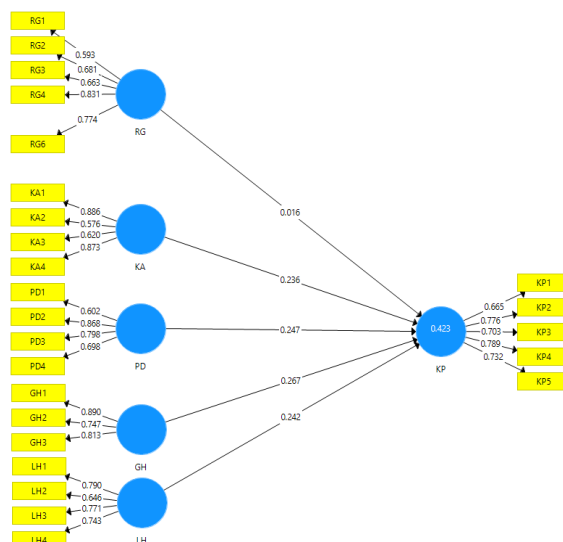


Figure 2 Final model loading factor value

Average Variance Extracted (AVE) is an alternative method of measuring convergent validity. A reliable model is typically characterized by each

construct with an AVE value of > 0.5 . The test results show that the AVE value for all variables is > 0.5 , indicating a good level of validity. The AVE value for all variables is shown in Table 1.

Table 1 AVE value

Latent Variables	AVE
Religiosity	0,509
Reference Group	0,566
Income	0,560
Lifestyle	0,670
Halal Label Perception	0,547
Purchasing Decision	0,539

b. Discriminant validity

Discriminant validity, or validity test, shows the correlation between the indicators of each variable. This evaluation is determined by the cross-loading results. An indicator group is deemed to have passed the test, assuming its cross-loading value surpasses that of the measured latent variable. Based on the analysis results, the cross-loading value of all indicators aligns with the predefined discriminant validity criteria.

c. Composite reliability

The model undergoes a construct reliability test to showcase the accuracy and consistency of the measuring instrument. The test was further evaluated using composite. A construct is declared reliable assuming its composite reliability value is $> 0.7^{17}$. Table 2 shows all variables have composite reliability values and Cronbach alpha of > 0.7 . This simply means that all the latent variables are reliable.

Table 2 Composite reliability value

Latent Variables	Construct Reliability	
	Composite Reliability	Cronbach's Alpha
Religiosity	0,836	0,844
Reference Group	0,834	0,761
Income	0,833	0,756
Lifestyle	0,859	0,755
Halal Label Perception	0,828	0,721
Purchasing Decision	0,854	0,789

¹⁷ Imam Ghozali, *Structural Equation Modeling Metode Alternatif Dengan Partial Least Square (PLS)*, 4th edn (Semarang: Universitas Diponegoro, 2014).

Structural Model Analysis (*Inner model*)

The inner model is used to explain the relationship between latent variables based on substantive theory.¹⁸ The model was evaluated by observing the bootstrapping values in the SmartPLS output. The R-square (R2) value is useful in assessing the overall effect of exogenous latent variables on endogenous ones.

a. R-square

The R-square (R2) value plays a pivotal role in assessing the impact of exogenous latent variables on the endogenous ones¹⁹. Table 3 shows the R-square value for the purchasing decision variable.

Table 3 R-square value

Variable	R-square
Purchasing decision	0,423

The variables Religiosity (RG), Reference Group (KA), Income (PD), Lifestyle (GH), and Perception of Halal Label (LH) collectively elucidated 42.3% of their influence on Purchase Decision (KP). The remaining 57.7% of the effect is attributed to other variables beyond the scope of this study model. The value of 0.423 indicates that the structural model in this study is categorized as moderate because it has a value of > 0.33 ²⁰.

b. Path Coefficient

The path coefficient test aims to establish statistical significance when testing hypotheses. This is realized by comparing the t-table value with the calculated t-statistics. During the data analysis procedure, the path coefficient value, also known as T-statistics, is obtained through bootstrapping. The outcomes of this procedure are shown in Figure 3.

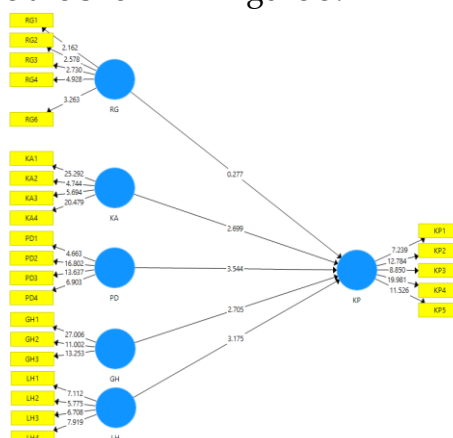


Figure 3 Bootstrapping output model

¹⁸ Ghozali

¹⁹ Ghozali.

²⁰ Ghozali.

The T-statistics value shows the significance of the model in assessing the impact of the hypothesis across the pathways connecting exogenous and endogenous variables. The original sample value denotes the nature (positive or negative) of the relationship between latent variables. An exogenous latent variable tends to impact the endogenous one assuming the t-statistics value is > t-table. In addition, with $\alpha = 5\%$, the t-table value is 1.96. The hypothesis is accepted, assuming the t-statistic value is > 1.96. As for the p-value, the hypothesis is also accepted when it is <0.05.

Based on the results of the SEM-PLS analysis, it was proven that four attributes have a significant positive effect on purchasing decision. These include reference group variables, income, lifestyle, and perception of halal label. The religiosity variable positively impacts purchasing decision, although this effect does not hold statistical significance.

Tabel 4 Patch coefficient result

Hypothesis	Original sample	T-stat	P-values	Hypothesis
Religiosity	0,016	0,277	0,782	Not significant
Reference Group	0,236	2,699	0,007	Significant
Income	0,247	3,544	0,000	Significant
Lifestyle	0,267	2,705	0,007	Significant
Halal Label Perception	0,242	3,175	0,002	Significant

The Effect of Religiosity on Purchasing Decision

The path coefficient values in Table 4 are used to decipher the relationship between variables. Religiosity has an insignificant positive influence on decision to purchase imported processed food. This is indicated by the original sample value of 0.016, suggesting a favorable link between religiosity and purchasing decision. The t-statistic value of 0.277 is less than the threshold of 1.96 (t-statistic > 1.96). The p-values at 0.782 exceed the significance level of 0.05 (p-value <0.05). These results indicate that the influence of the religiosity variable on purchasing decision lacks statistical significance. Despite a positive correlation, the effect is not statistically significant, with a value of 0.016.

The present study is consistent with the results of Sarah and Artanti that religiosity does not have a significant impact on the purchasing decision of

Muslim with respect to Rabbani clothing²¹. The respondents shared exceptional assumptions about Islamic religious beliefs. It suggests that this variable does not strongly influence their purchasing decision despite being highly religious. This is attributed to the multifaceted nature of religiosity, extending beyond the sole consideration of halal food consumption, which consequently moderates its influence on purchasing decision.

The Effect of Reference Group on Purchasing Decision

Based on the path coefficient test in Table 4, it is evident that the reference group has a positive and significant influence on decision to purchase imported processed food. This is explained by the positive original sample, the p-values (p-value < 0.05), and t-statistics (t-statistics > 1.96) of 0.236, 0.007, and 2.699, respectively. An increase in the reference group triggers the propensity to purchase imported processed food, with a coefficient of 0.236.

The present study is consistent with the results of Anoraga and Iriani that the reference group has a significant positive influence on purchasing decision²². In addition, advertising and marketing media often uses influential people as reference group. These reference groups encompass artists, experts, general public, corporate executives, employees, and even trade spokes-characters²³.

The Effect of Income on Purchasing Decision

In accordance with the path coefficient test shown in Table 4, it is evident that income has a significant and positive influence on decision to purchase imported processed food. This is proven by the positive original sample, p-values (p-value < 0.05), and t-statistics (t-statistics > 1.96) values of 0.247, 0.000, and 3.544, respectively. The more the income, the greater decision to purchase imported processed food, depicted by a coefficient of 0.247.

The present study is consistent with Mujiono and Puspitasari, that income has a significant and positive influence on decision to purchase imported food products²⁴. The connection between income and purchasing decision is vital, given its direct link to individual expenditure patterns. As consumer income increases, it amplifies their purchasing power, allowing them to allocate more resources to diverse food items, which encompasses the acquisition of imported processed edibles.

²¹ Sarah Fitria Sarah and Yessy Artanti, 'Pengaruh Religiusitas Dan Kelompok Referensi Terhadap Keputusan Pembelian', *BISNIS Jurnal Bisnis Dan Manajemen Islam*, 8.1 (2020), 37–48 <<https://doi.org/doi:10.21043/bisnis.v8i1.6732>>.

²² Bintang Jalasena Anoraga and Sri Setyo Iriani, 'Pengaruh Gaya Hidup Dan Kelompok Acuan Terhadap Keputusan Pembelian Smartphone Merek Samsung Galaxy', *BISMA Jurnal Bisnis Dan Manajemen*, 6.2 (2014), 139–47 <<https://doi.org/https://doi.org/10.26740/bisma.v6n2.p139-147>>.

²³ Ujang Sumarwan, *Perilaku Konsumen: Teori Dan Penerapannya Dalam Pemasaran Edisi Kedua*, 2nd edn (Bogor: Ghalia Indonesia, 2011).

²⁴ Mujiono and Puspitasari.

The Effect of Lifestyle on Purchasing Decision

The results of the path coefficient in Table 4 provide a clear explanation of the positive and significant impact of lifestyle variables. The original sample indicates this, p-values (p-value < 0.05) and t-statistics (t-statistic > 1.96) values of 0.267, 0.007, and 2.705, respectively. As lifestyle experiences an increase, there is a corresponding notable rise in the propensity to purchase imported processed food products, as evidenced by the coefficient value of 0.267.

This study is in accordance with Anoraga and Iriani (2014), that lifestyle has an influence on decision to purchase local cosmetics²⁵. Lifestyle, in turn, shapes individual behavior, thereby molding consumption patterns. The motivation for consumers to make purchase often stems from their desire to either maintain or pursue a specific lifestyle.

The Effect of Halal Label Perception on Purchasing Decision

The results of the path coefficient in Table 4 provide an explicit explanation of the significant and positive impact of halal label perception variable. This is supported by the positive original sample, p-values (p-value < 0.05), and t-statistics (t-statistic > 1.96) values of 0.242, 0.002, and 3.175, respectively. As perception of halal label becomes stronger, decision to purchase imported processed food also increases, as proven by the coefficient of 0.242.

The present study is in accordance with Mujiono & Puspitasari (2018) and Yunitasari & Anwar (2019) that halal label significantly influence decision to purchase imported food products.²⁶ The significance of products labeling cannot be overstated. For Muslim, the consumption of halal food is not just a dietary choice but a fundamental belief and obligation. Halal label on products guarantee *halalness*, thereby providing consumers with a sense of reassurance and confidence in the safety of products they are consuming.

CONCLUSION

Based on the results and discussions presented in the preceding chapter, the conclusions drawn from this study are as follows:

The variables of reference group, income, and lifestyle positively and significantly impact decision-making process to purchase imported processed food. However, the religiosity variable positively influenced purchasing decision, though it lacked statistical significance.

Perception of halal label held a notable and significant influence on the purchasing decision of imported processed food. This indicated that an enhanced perception of halal label led to a heightened propensity among

²⁵ Anoraga and Iriani.

²⁶ Vivi Yunitasari and Moch. Khoirul Anwar, 'Pengaruh Label Halal Terhadap Keputusan Pembelian Produk Makanan Impor Pada Mahasiswa Fakultas Ekonomi Universitas Negeri Surabaya', *Jurnal Ekonomi Islam UNESA*, 2.1 (2019), 49–57.

Muslim Generation Z consumers in Bogor Regency towards purchase of imported processed food.

Given the integral role of imported processed food within society, producers and importers allocated greater attention to several key aspects. These encompassed reference group dynamics, income considerations, and lifestyle trends during the formulation of effective marketing strategies. Producers or importers promoted their products through influential parties such as influencers, the creation of objective value-driven policy, and through the determination of consumer lifestyle to ensure the development of the right strategy needed to expand market share.

Producers and importers of imported processed food immediately provided halal guarantees for their products through the manufacture of halal certification and the inclusion of an official halal logo. Halal certificates and label on products created consumer confidence and exerted a positive influence on sales volume.

It is recommended that consumers of imported processed food, particularly among Generation Z, should prioritize the verification of halal credentials through scrutiny of packaged label.

This study was limited to the use of independent variables, which did not fully represent the dependent ones. Therefore, further studies need to be conducted using other variables, such as price level, brand image, and products quality.

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