



## The Influence of Halal Awareness and Halal Certificate on Purchasing Decisions for Mixue Products

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**Abstract.** *The purpose of this study was to analyze the effect of halal awareness and halal certificate on purchasing decisions for Mixue products. This type of research is quantitative. The population of this study were students of Universitas Muhammadiyah Surakarta. The sample calculation technique using the malhorta formula, obtained a sample size of 100 respondents. Non-probability sampling design with purpose sampling technique is used to take samples carried out in research. The data source of this research is primary data. The method of data analysis in this study with the help of the SPSS application. The result of this study is that there is an effect of Halal Awareness on purchasing decisions. Halal Certificate has a positive and significant effect on purchasing decisions. This shows that students at Universitas Muhammadiyah Surakarta really consider Halal Awareness and Halal Certificate in consuming a product. A consumer's awareness of halal products is one of them by knowing the food packaging process used, the cleanliness of the food they consume. This is important to ensure that the products they consume are truly halal products.*

**Keywords:** *Halal Awareness, Halal Certificate, Purchase Decision*

### INTRODUCTION

The great potential presented by the market in this era of globalization means that marketers must be astute and sensitive in considering every aspect of the consumer market environment. A company can only gain a competitive advantage if its marketers understand what customers demand (Setyaningsih & Marwansyah, 2019). Companies must utilize ongoing shifts in customer preferences and needs as input to develop their market share. Businesses that cannot keep up with consumer and marketing trends may go out of business, especially in the retail sector. To stand out in the competition, businesses must offer something special (Agustiani & Yusa, 2023). This can be achieved through store layout, product variety, company branding, or marketing techniques (Bakhtiar et al., 2021).

Indonesia has the potential to become a leading halal food producer and hold the largest market share for halal food consumption, given its abundant natural resources. However, this potential has yet to be fully utilized. Despite many international halal products targeting the Indonesian market, the domestic halal industry is considered to be growing slowly or even stagnating. One of the main reasons for this is that business entities in Indonesia have yet to fully recognize the halal industry as a huge business opportunity, as noted by the National Committee for Sharia Finance in 2018 (Setyaningsih & Marwansyah, 2019).

Even with the recognition of the importance of applying halal certification to products, the implementation process faces various challenges, hindering the widespread availability of halal-certified products in the market. According to the National Committee for the Acceleration of Halal Products (KNEKS), these challenges stem from aspects of the halal certification industry, including a lack of understanding of halal market opportunities and requirements, especially in the Micro, Small, and Medium Enterprises (MSMEs) sector. Other challenges include inadequate certification of halal products, inefficiencies in quality assurance and product processing (Pambudi, 2018).

In addition, hurdles also include limited understanding and knowledge among MSME players regarding Halal Product Guarantee, difficulties for producers to obtain halal alternative ingredients, ensuring ingredient compliance with halal certificate requirements, the need for separate facilities, the introduction of new ingredients, or certain substances that require approval from the Indonesian Ulema Council (MUI), and the establishment of a strong halal supply chain (Hasibuan et al., 2017).

One of the booming franchise business trends in modern society today is MIXUE Ice Cream and Tea. This business has managed to steal the attention of netizens through various social media platforms, becoming a hot topic among internet users. MIXUE's success can be seen from the number of outlets spread in almost every corner of the city. In fact, some netizens humorously quipped that MIXUE seems to be "taking over" every available shophouse (Agustiani & Yusa, 2023).

An interesting question arose from a Twitter user who wanted to know the number of MIXUE stores in each city. He attached a picture of the MIXUE logo and wrote a caption that echoed "Angel Recording Empty Shophouses." The word "MIXUE" also became the most talked-about topic on the Twitter platform, with more than 71,000 tweets on December 29, 2022 (Aswan & Aqsa, 2022)

MIXUE Ice Cream and Tea, a franchise company originating from Zhengzhou, Henan, China, was established in June 1997. The company is known for its soft and affordable ice cream products. In addition, MIXUE also offers Chinese tea drinks. It has managed to expand its business reach to 22,276 stores worldwide, and estimates show that this number is on the rise, with an estimated 30,000 stores worldwide according to the latest data from Nikkei Asia.

While MIXUE has received positive appreciation for the delicious flavors and affordable prices of its products, interestingly, MIXUE ice cream products have recently obtained a halal certificate. This Halal Certificate is granted not only based on the ingredients

used but also involves the process of making the product, as revealed by Halal Corner (Alfarizi & Widyastuti, 2023)

One of the food and beverage products in the Solo area that is favored by young people but has just received halal certification is Mixue. This is also supported by the many advertisements on social media and the numerous food bloggers who give positive reviews of Mixue ice cream, thus attracting many people to try it. The purpose of this study was to analyze the effect of halal awareness and halal certificate on purchasing decisions for Mixue products.

## **LITERATURE REVIEW**

### **Spiritual Intelgence (SQ)**

SQ serves as the foundational form of intelligence governing the entire brain, encompassing both its left and right hemispheres. The components of the SQ scale have been amalgamated, resulting in the creation of a novel construct. Spirituality, in itself, denotes the exploration of experiential, mindful, and transcendent elements that encompass the capacity to anticipate adaptive adjustments within a contextual environment (Mohd Hashim et al., 2023). Intelligence, on the other hand, can be defined as an individual's proficiency in resolving challenges and generating valuable contributions to society and culture. SQ emerges as a hybrid concept that emerges from the convergence of spirituality and intelligence, yielding a form of intelligence that leads to the exploration of significance in one's life (Purwanto & Sudargini, 2021). SQ represents the kind of intelligence that adeptly tackles life's challenges and forms meaningful connections with holistic aspects that significantly influence one's self in relation to others. It operates beneath one's beliefs, roles, and values, particularly during the navigation of daily challenges and decision-making (Herindar, 2022).

While various studies have explored the impact of spirituality on behavior, limited research has been conducted on the development and validation of SQ assessment tools, specifically investigating their relevance in expressing such attitudes. This study endeavors to evaluate the predictive capacity of spiritual intelligence concerning the attitudes of young adult Muslim women (both users and non-users) towards their intent to continue purchasing halal cosmetics. The theoretical framework employed in this research stems from the theory of planned behavior (TPB). Previous research indicates that an individual within the Muslim community is more spiritually attuned when their actions align with their values, seamlessly intertwining with guiding principles (Bakhtiar et al., 2021).

## **Purchase Decision**

Purchasing decisions are a process where consumers recognize their problems, seek information about certain products or brands and evaluate how well each of these alternatives solves their problems, which then leads to a purchase decision (Tjiptono, 2020). Wijaya (2023) explain that a purchase decision is a choice from two or more alternative choices, meaning that the condition for someone to make a decision must be that several alternative choices are available. Purchasing decisions are a form of consumer behavior in using or consuming a product. Consumers in making a decision to buy or use a product will go through a process where the process is a description of how consumers analyze various kinds of input to make a decision to make a purchase (Astuti & Hakim, 2021).

## **Halal Awareness**

Halal awareness reflects the level of understanding of Muslims related to the concept of halal. This level of awareness can be measured by the extent to which a Muslim understands the concept of halal, prioritizes halal products in their consumption, and knowledge of halal processes and principles. The higher the understanding of the concept of halal, the halal production process, and its principles, Muslims tend to be more selective in choosing the products they will consume (Saputra & Jaharuddin, 2022).

It is important to note that Halal awareness is not only limited to understanding the raw materials used in a product. According to (Khofifah & Supriyanto, 2022), the concept of halal products also includes other aspects such as safety and quality, handling, processing equipment, processing aids, packaging, storage, transportation, distribution, and retail.

Rifai et al (2022) explain that there are four things that affect a person's awareness of halal products, namely exposure to halal, religious beliefs, health reasons related to halal, and the role of halal certification through logos/labels. Awareness of halal products involves an understanding of these elements, which in turn influences consumer decisions in choosing and consuming certain products.

## **Halal Certificate**

According to (Nur et al., 2021), halal certification is defined as a form of security for Muslim consumers, allowing them to choose products that are in accordance with Islamic religious principles. Products that have been certified halal are guaranteed safety and hygiene during the processing and manufacturing process, meeting certain established standards. Thus, halal certification provides assurance to Muslims that the product can be consumed or used without doubting its safety and hygiene aspects (Bakhtiar et al., 2021).

Herindar (2022) defines halal as everything that is permitted by sharia, does not involve prohibited transactions, and has received legitimacy from sharia to be carried out. In Law Number 33 of 2014 concerning Halal Product Guarantee, halal is explained as a product that has been declared in accordance with Islamic law, ensuring that the product meets halal criteria in accordance with religious provisions.

According to (Wijaya, 2023), halal certification is a factor that has the ability to influence consumer purchasing interest. This shows that when a product has halal certification, this can be one of the important considerations for Muslim consumers in making their purchasing decisions. This factor shows that awareness of the halalness of a product and the existence of halal certification can be a positive driver in increasing Muslim consumers' interest in choosing and consuming these products.

### **Hypothesis Development**

#### **The influence of Halal Awareness on purchasing decisions**

Halal awareness, also known as halal awareness, is a person's understanding of halal concepts, processes, and principles that encourage consumers to give priority to halal products in their consumption (Pambudi, 2018). This awareness arises because of the religious values believed by consumers, indicating that they consider religious values and halalness in making purchasing decisions or when consuming a product (Nur et al., 2021). Halal awareness in the aspect of food consumption can be seen from the attention of Muslim consumers to the halal label before making a purchase. Individuals who have halal awareness will tend to choose food products that have been certified halal by official institutions, as a precaution and to maintain halalness in food consumption (Novita et al., 2022). In Indonesia, LPPOM MUI (Lembaga Pengkajian Pangan Obat-obatan dan Kosmetika Majelis Ulama Indonesia) is an institution authorized to certify halal and give permission for manufacturers to mark their products with halal labels.

According to research (Novita et al., 2022) that Halal Awareness affects halal food purchasing decisions. The author can formulate the following hypothesis:

**H1:** Halal Awareness affects purchasing decisions

#### **The influence of Halal Certificate on purchasing decisions**

The crucial factors in the Halal Certificate consist of three aspects, namely the presence of a Halal Logo, Composition Label, and Nutrition Label. The halal logo makes it easier for consumers to quickly identify products, while the Nutrition Label helps them determine the amount of nutrients contained in a food (Setyaningsih & Marwansyah, 2019).

Muslim consumers' interest in halal-certified food products is significantly influenced by subjective norms, perceived behavioral control, and personal religiosity. Factors such as religiosity, social aspects, attitudes, and values have a positive and significant impact on the desire to buy halal food (Jaiyeoba et al., 2019). This study is in line with the findings of other studies (Bakhtiar et al., 2021; Rifai et al., 2022; Wijaya, 2023) which show that halal certificates have a positive influence on purchasing decisions.

**H2:** Halal Certificate affects purchasing decisions

## **RESEACRH METHOD**

This research method is quantitative. Based on the concept of positivism, quantitative research is a way to conduct research on certain populations or samples, collect data with research tools, and analyze quantitative and statistical data (Sugiyono, 2019).

Students of Universitas Muhammadiyah Surakarta were used for the research population. Malhorta's calculation was used to determine the sample size of the study, which resulted in 100 respondents. A non-probability sampling approach with purposive sampling technique was used in the sampling technique. That is, there are certain considerations used, such as students of Universitas Muhammadiyah Surakarta who have purchased Mixue Ice Cream and Tea products and have awareness of halal products.

The data source of this research is primary data. Data obtained from online questionnaires via google form are used as primary data. Respondents were given a 5-point Likert scale to help them answer questions about the factors under study.

The data analysis technique of this research is to use the SPSS 22 application. The data analysis method is by testing data instruments, classical assumption tests, and hypothesis testing.

## **RESULTS AND DISCUSSION**

### **Result**

#### **Data Quality Test**

The hypothetical quality of a study's data is highly dependent on the quality of the power used in the study. Quality and research are determined by the indicators used to generate applicable data. Adapaun test used to test the quality of data in this study is validity test and reliability test.

## Validity Test

In accordance with (Ghozali, 2018), validity indicates the degree of accuracy between the actual data that occurs in the research subjects and the data collected by the researcher. The assessment of validity is conducted using data taken from the questionnaire results, employing the Pearson Product-Moment correlation. This involves measuring the correlation between each item and the total score within a specific variable. The statistical calculations are carried out using SPSS 25.0 software, with a chosen significance level ( $\alpha$ ) of 0.05 as it is considered representative and a commonly used method in research. Furthermore, research data achieves validation when asterisks are present in the column for each indicator. The following table displays the results of the validity examination in this study:

**Table 1. Halal Awareness Test**

		K2	K4	K5	Total
K2	Pearson Correlation	1	.449**	.362*	.757**
	Sig. (2-tailed)		.003	.017	.000
	N	43	43	43	43
K4	Pearson Correlation	.449**	1	.165	.626**
	Sig. (2-tailed)	.003		.292	.000
	N	43	43	43	43
K5	Pearson Correlation	.362*	.165	1	.806**
	Sig. (2-tailed)	.017	.292		.000
	N	43	43	43	43
Total	Pearson Correlation	.757**	.626**	.806**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	43	43	43	43

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

\* . Correlation is significant at the 0.05 level (2-tailed).

Source: Primary Data Processed (2023)

**Table 2. Validity Test of Halal Certificate**

		S1	S2	S3	S4	Total
S1	Pearson Correlation	1	-.020	.373*	.491**	.718**
	Sig. (2-tailed)		.898	.014	.001	.000
	N	43	43	43	43	43
S2	Pearson Correlation	-.020	1	-.003	.371*	.447**
	Sig. (2-tailed)	.898		.984	.014	.003
	N	43	43	43	43	43
S3	Pearson Correlation	.373*	-.003	1	.241	.665**
	Sig. (2-tailed)	.014	.984		.119	.000
	N	43	43	43	43	43
S4	Pearson Correlation	.491**	.371*	.241	1	.790**
	Sig. (2-tailed)	.001	.014	.119		.000
	N	43	43	43	43	43
Total	Pearson Correlation	.718**	.447**	.665**	.790**	1
	Sig. (2-tailed)	.000	.003	.000	.000	
	N	43	43	43	43	43

\*. Correlation is significant at the 0.05 level (2-tailed).

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

Source: Primary Data Processed (2023)

**Table 3. Purchasing Decision Validity Test**

		P1	P2	P3	P4	Total
P1	Pearson Correlation	1	.119	.417**	.008	.619**
	Sig. (2-tailed)		.446	.005	.961	.000
	N	43	43	43	43	43
P2	Pearson Correlation	.119	1	.446**	-.051	.681**
	Sig. (2-tailed)	.446		.003	.744	.000
	N	43	43	43	43	43
P3	Pearson Correlation	.417**	.446**	1	-.111	.705**
	Sig. (2-tailed)	.005	.003		.479	.000
	N	43	43	43	43	43
P4	Pearson Correlation	.008	-.051	-.111	1	.367*
	Sig. (2-tailed)	.961	.744	.479		.016
	N	43	43	43	43	43
Total	Pearson Correlation	.619**	.681**	.705**	.367*	1
	Sig. (2-tailed)	.000	.000	.000	.016	
	N	43	43	43	43	43

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

\*. Correlation is significant at the 0.05 level (2-tailed).

Source: Primary Data Processed (2023)

Based on the results of the Data Quality Test, the results of Validity (Correlation Analysis) are obtained:

1) Halal Awareness (K)

Obtained a significance value of 0.000 (sig <0.05) on the question of Halal Awareness indicators 2, 4, and 5. And the calculated r value (person correlation) of 0.757 in indicator 2. calculated r value (person correlation) of 0.626 in indicator 4, and calculated r value (person correlation) of 0.806 in indicator 5. This shows that the statement regarding Halal Awareness is said to be Valid.

2) Halal Certificate (S)

Obtained a significance value of 0.000 (sig <0.05) in question indicators 1, 3, and 4 of the Halal Certificate. And obtained a significance value of 0.003 (sig <0.05) in question indicator 1. And also the calculated r value (person correlation) of 0.718 in indicator 1, the calculated r value (person correlation) of 0.447 in indicator 2, the calculated r value (person correlation) of 0.665 in indicator 3, and the calculated r value (person correlation) of 0.790 in indicator 4. This shows that the statement regarding Halal Awareness is said to be Valid.

3) Purchase Decision (P)

Obtained a significance value of 0.000 (sig <0.05) in question indicators 1, 2, and 3 of the Purchase Decision. And obtained a significance value of 0.016 (sig <0.05) in question indicator 4. And also the r value (person correlation) of 0.619 in indicator 1, the r value (person correlation) of 0.681 in indicator 2, the r value (person correlation) of 0.705 in indicator 3, and the r value (person correlation) of 0.367 in indicator 4. This shows that the statement regarding Halal Awareness is said to be Valid.

### **Realibility Test**

In accordance with (Ghozali, 2018), reliability pertains to the degree of confidence, dependability, consistency, or stability characterizing the outcomes of a measurement. As elucidated by (Ghozali, 2018), the evaluation of an indicator's reliability in research involves the utilization of the Cronbach's Alpha formula. This mathematical formula assesses the level of reliability, wherein an indicator can be considered dependable (reliable) if its coefficient, or alpha, consistently measures at 0.6 or higher.

Sugiyono (2019) adds that an indicator is deemed reliable when the minimum coefficient of reliability attains 0.6. If the coefficient of reliability falls below 0.6, the data is classified as having low reliability. Enhanced reliability is indicated by higher coefficients. For

conducting the reliability assessment, the researchers harnessed the SPSS 25.0 software. The ensuing table displays the outcomes of the reliability evaluation in this study:

**Table 4. Halal Awareness Reliability Test**

Reliability Statistics	
Cronbach's Alpha	N of Items
.537	3

Source: Primary Data Processed (2023)

Based on Table 4, it is found that the alpha coefficient value of the Halal Awareness Variable is  $0.537 < 0.6$ , meaning that the variable is reliable.

**Table 5. Halal Certificate Reliability Test**

Reliability Statistics	
Cronbach's Alpha	N of Items
.569	4

Source: Primary Data Processed (2023)

Based on table 5, the alpha coefficient value of the Halal Certificate variable is  $0.569 < 0.6$ . This means that the Halal Certificate variable is reliable

**Table 6. Purchase Decision Reliability Test**

Reliability Statistics	
Cronbach's Alpha	N of Items
.369	4

Source: Primary Data Processed (2023)

Based on table 5, the alpha coefficient value of the Purchasing Decision variable is  $0.369 < 0.6$ . This means that the Purchasing Decision variable is reliable.

### Simple Linear Regression Test

In order to ascertain the nature and extent of the impact exerted by Halal Awareness and Halal Certificates on the decision-making process concerning Mixue Products, the examination employed simple linear regression analysis. Simple linear regression analysis is categorized as a parametric assessment, necessitating the utilization of data with a minimum interval measurement scale and a normal distribution. The ensuing table illustrates the outcomes of the simple linear regression analysis conducted within this study:

**Tabel 7. R Square Test**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	<b>.661<sup>a</sup></b>	<b>.437</b>	.409	1.303

a. Predictors: (Constant), TS, TK

b. Dependent Variable: TP

Source: Primary Data Processed (2023)

- The Model Summary table explains the magnitude of the correlation / relationship (R) which is 0.661 and explains the percentage of the influence of the independent variable on the dependent variable called the coefficient of determination which is the result of squaring R.
- From this output, the coefficient of determination (R<sup>2</sup>) of 0.437 is obtained, which means that the effect of the independent variables (TS and TK) on the dependent variable (TP) is 43.7%, while the rest is influenced by other variables.

**Table 8. F Test**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	52.635	2	26.318	<b>15.509</b>	<b>.000<sup>b</sup></b>
	Residual	67.876	40	1.697		
	Total	120.512	42			

a. Dependent Variable: TP

b. Predictors: (Constant), TS, TK

Source: Primary Data Processed (2023)

- This section explains whether there is a real (significant) influence of the TS and TK variables on the TP variable.
- From the output, it can be seen that the F count is 15.509 with a significance / probability level of 0.000 < 0.05.

**Table 9. T Test**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	<b>6.457</b>	2.680		<b>2.409</b>	<b>.021</b>
	TK	<b>-.082</b>	.095	-.105	<b>-.865</b>	<b>.392</b>
	TS	<b>.665</b>	.128	.632	<b>5.219</b>	<b>.000</b>

a. Dependent Variable: TP

Source: Primary Data Processed (2023)

- In the Coefficients table, in column B the constant is 13.557, while the TL value is 0.464. So the regression equation can be written:  
$$Y = a + bx \text{ atau } 6.457 + (-0,082 + 0,665) X$$
- The coefficient b is called the regression direction coefficient and expresses the average change in variable Y for each change in variable X by one unit.
- This change is an increase if b is positive and a decrease if b is negative. So that from the equation can be translated:
  1. The constant of 6.457 states that if there is no TK and TS value, the TP value is 6.457
  2. The regression coefficient X of 0.583 states that every additional 1 TP value, the TK and TS values increase by 0.583

### **Discussion**

According to the study results, it is known that awareness of halalness and halal certificates significantly influences purchasing decisions. This finding indicates that students from Universitas Muhammadiyah Surakarta consider the level of awareness of halalness and the presence of halal certificates when choosing products for consumption. Consumer awareness of halal products is reflected in their understanding of the food packaging process and the cleanliness of the products they consume. This is crucial to ensure that the products consumed genuinely meet halal standards.

Awareness of halalness is closely related to purchasing decisions, aiming to reduce the potential for errors in receiving information, as happened with MIXUE. The results of this study confirm that consumer confidence in halal products reflects obedience to Islamic teachings. For Muslims, maintaining awareness of halal products is a habit that shows commitment to religious beliefs and compliance with halal rules. Understanding that what is consumed must be halal is a choice and obligation in carrying out religious regulations. Consumers tend to choose halal products to maintain a healthy body, as this understanding results in the selection of products that have a positive impact on the body.

Awareness of halal products is an important aspect for a Muslim. In addition to paying attention to labels and health aspects, consumers who are aware of the halalness of products tend to be loyal to halal products because they understand the prohibitions and consequences of consuming non-halal products (Rifai et al., 2022). Consumers' religious and spiritual values influence their behavior and actions, providing a direct basis for the choice of food they consume (Saputra & Jaharuddin, 2022). Religious beliefs guide the determination of food and beverage products that can be consumed, as religion regulates the prohibition of non-halal products (Setyaningsih & Marwansyah, 2019). This finding is in line with (Pambudi, 2018),

which states that awareness of halal has a positive effect on purchasing decisions, as well as with the findings by (Setyaningsih & Marwansyah, 2019) that awareness of halal influences purchasing decisions.

The study results indicate that the existence of a Halal Certificate has a significant impact on purchasing decisions. This finding illustrates that the Halal Certificate is not just a symbol in the form of Arabic letters but an indicator that the product has been processed according to Islamic principles and is considered halal and suitable for consumption without violating the principles of Islamic law. The existence of a halal certificate provides legal guarantees and protection to consumers. The purpose of halal labeling is to identify the product or brand, provide information about the type of product, its maker, time and place of production, and product composition (Hasibuan et al., 2017). Each package includes the product name, list of ingredients used, net weight, manufacturer's name, expiration date, and halal classification, indicating that the product is free from pork, pork-derived ingredients, and does not contain alcohol (Bashir, 2019). Additionally, the meat used comes from animals slaughtered in accordance with the rules of Islamic law (Astuti & Hakim, 2021).

Muslim consumers' awareness of the halalness of food and beverages, either in part or in whole, plays an important role in the decision-making process. The existence of a Halal Certificate is proven to be a consideration factor that influences purchasing decisions when choosing a product. This is in line with the research findings of (Bakhtiar et al., 2021), which states that halal labeling has a significant effect on purchasing decisions.

## **CONCLUSIONS**

Based on the results and discussion, it can be concluded that Halal Awareness and Halal Certificate have a significant effect on purchasing decisions for Mixue products. This shows that students of Universitas Muhammadiyah Surakarta really consider Halal Awareness and Halal Certificate in consuming a product. A consumer's awareness of halal products is one of them by knowing the food packaging process used, the cleanliness of the food they consume. This is important to ensure that the products they consume are truly halal products.

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