The Effect of Halal Awareness and Lifestyle on the Purchase Decision of Japanese Food in Jakarta

Alifah Nurfajrina [1]; Tati Handayani [2]; Lili Puspita Sari [3]

[1] alifah.nurfajrina@upnvj.ac.id, Universitas Pembangunan Nasional Veteran Jakarta, Indonesia
[2] tati.handayani@upnvj.ac.id, Universitas Pembangunan Nasional Veteran Jakarta, Indonesia
[3] lilipuspitasari@upnvj.ac.id, Universitas Pembangunan Nasional Veteran Jakarta, Indonesia

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Abstract:

This study uses independent variables, namely halal awareness and lifestyle to know and analyze the influence of these two variables on Muslim consumers' purchasing decisions on Japanese food in Jakarta. This research study uses quantitative methods. The source of the population taken by the researcher comes from Muslim consumers who have visited or have purchased food products from Japanese restaurants in Jakarta. For the number of samples in this study using as many as 150 respondents from consumers of Yoshinoya, Pepper Lunch, and Ramen Seirock-Ya restaurants in the Jakarta area. The data collection instrument studied was obtained by distributing questionnaires. To determine the magnitude of the influence of variables in this study, the analytical technique used is multiple linear analysis. SPSS (Statistics Package for Social science) software version 20 is the tool used to process this study. The results of the tests carried out showed that the variables of halal awareness and lifestyle had a positive and significant effect partially and jointly on the purchasing decisions of Muslim consumers on Japanese food in Jakarta.

Introduction

The halal industry is a sector in terms of food that is growing rapidly in Indonesia. Some of the factors that influence the magnitude of the potential of this sector, the first is that in 2017, 34 percent of the contribution made by the food and beverage sector in Indonesia's GDP. Second, the increase in consumer purchasing power in the market is due to the growth of the middle class community, which is 7-8% per year and the third is that the majority of the population in Indonesia is Muslim, so consuming halal food is a religious obligation. So with these supporting factors, the potential of the halal industry in the halal food sector has wide opportunities in Indonesia (Herindar et al., 2020). In addition, Indonesia ranks first in the field of world-class halal food consumption with a range of $170 billion, and second is Turkey, which reaches $127 billion (State of Global Islamic Economy Report, 2018). Therefore, the potential of the halal industry from the food sector is very large.

The city of Jakarta is the largest city as well as the capital city of Indonesia which is the center of business, politics, and culture. As a business center, of course, the development of industries in Indonesia is centered in this city, one of which is the food or culinary business. According to BPS data in 2018, there are 3021 restaurants in Jakarta. The types of food from restaurants in Jakarta are restaurants that come from local or Indonesian and restaurants that come from abroad including America, Europe, China, Japan, Korea, and others. One restaurant from abroad that is very much in demand in Jakarta is a restaurant from Japan (Badan Pusat Statistik, 2018).

According to BPS data in 2015, the city of Jakarta has a percentage of 7.50% Japanese restaurants/restaurants (Badan Pusat Statistik, 2015). From the results of a survey of overseas consumer awareness on Japanese food in 2014, it was reported that, cities from abroad that paid the most attention to Japanese food, namely, the first city of Bangkok with a percentage of 66.6%, the second city of Jakarta with a

percentage of 50.4%, the three cities of Ho Chi Minh City with a percentage of 37.8% according to the Japan Foreign Trade Agency (JETRO) (Tribunnews.com, 2015). The survey data proves that the city of Jakarta is one of the cities where the people are very interested in this foreign restaurant from Japan.

In 2019 there will be 1,669 Japanese restaurants in the Jakarta area (Kimiyuki, 2020). Although there are many Japanese restaurants in the Jakarta area, what needs to be noticed is that not all Japanese restaurants in Jakarta have halal certification from MUI. In connection with the uneven distribution of Japanese restaurants that have the MUI halal label on their food, it proves that producers still have a low level of awareness to guarantee the halalness of a product.

Although the majority of the population is Muslim, it is not necessarily in line with the behavior of awareness in consuming. The meaning that is, someone who embraces Islam, will not necessarily behave under the Shari'a, especially in consuming halal food. This phenomenon is supported by the fact that there are still many Muslims who also pay less attention to halal awareness in their food. This often happens when people are visiting a large restaurant without a halal logo, but the visitors are still very crowded. In addition, many people's daily lifestyle factors are more concerned with taste, interest in a product, and other factors in food selection, which affect people in the purchasing decision-making process rather than ensuring the food they consume is halal or not (Sutrisno, 2010).

The description of the introduction that has been explained, makes the author want to do further studies related to how the influence of halal awareness and lifestyle factors on Japanese food purchasing decisions in Jakarta. Through this study, what the writer hopes is to be able to contribute to increasing the awareness of the Muslim community regarding the halal food they consume. Not only that, the author hopes to contribute to food producers or companies regarding the description of the importance of ensuring that the products served are halal for consumers and for the government to be considered for taking policy steps in order to advance the potential of the halal industry, especially in the field of halal food.

Literature Reviews
Purchasing decision

Purchasing decisions are a form of activity to buy goods or services in consumer behavior patterns (Batee, 2019). A person's decision to buy goods or services is influenced by the behavior of the consumer (Mahendra, 2018). In the process of someone determining the purchase decision can be influenced by the product under the wishes and needs. However, in certain cases, these wants and needs may change. The role of purchasing decisions is to make it easier for buyers to identify various products (Astuti et al., 2020). There are different concepts of needs and wants, needs are the nature of a human instinct. Meanwhile, factors from the family environment, neighboring environment, work environment, and social environment are factors that influence desire. Purchasing decisions can be influenced by many factors, one of which is halal awareness (Munir et al., 2019). Purchasing decisions are based on several indicators, namely, confidence in a product, wrinkles in buying the product, and product repurchase (Anam et al., 2020). The conclusion that can be drawn based on these theories about purchasing decisions is a pattern or consumer action in achieving their needs.

Halal awareness

A Muslim's awareness of food can be seen by knowing how to slaughter animals, the process of processing food, and maintaining food hygiene under Islamic law (Izzuddin, 2018). The word awareness in the context of halal means having special interests, experience, or sufficient knowledge related to food, drinks, and other halal products (Janah, 2018). Halal awareness is a knowledge and understanding related to categories and problems regarding the halal concept for Muslims (Nofianti & Rofiqoh, 2019). The concept of halal awareness is to provide information in increasing understanding for Muslims about food, beverages, and products that are allowed to be consumed or used (Widyaningrum, 2019).

Halal awareness in the aspect of consuming food is very important to note. In the teachings of Islam, three things must be considered regarding the halal and haram of food and drink, namely: (Hatta et al., 2013)

1. The substance, whether the types of animals and plants come from what is lawful or forbidden by Allah for the food and drink consumed.
2. The process of animal death and its processing, is according to the instructions from Allah and the Messenger of Allah for the method of death and processing.
3. How to get it, is it the right way or the wrong way to get it. As Allah commands in Surah Al-Baqarah verse 188 :

وَلَا تَأْكُلُوٓا۟ أَمْوَٰلَكُم بَيْنَكُم بِٱلْبَٰطِلِ وَتُدْلُوا۟ بِهَآ إِلَى ٱلْحُكَّامِ لِتَأْكُلُوا۟ فَرِيقًا مِّنْ أَمْوَٰلِ ٱلنَّاسِ بِٱلْإِثْمِ وَأَنتُمْ تَعْلَمُونَ ١٨٨

188. And eat not up to your property among yourselves in vanity, nor seek by it to gain the hearing of the judges that ye may knowingly devour a portion of the property of others wrongfully.

Based on all these theories, the conclusion regarding halal awareness is that a Muslim understands the concept of halal meaning, is aware of prioritizing consuming halal products for his benefit, and understands the process of making halal products for consumption (Susanti et al., 2017). Indicators in measuring halal awareness are being aware of halal, a religious obligation, the importance of knowledge about the production process, and knowing and understanding the packaging of halal products at the international level (Yunus et al., 2014). The conclusion that can be drawn based on theories about the concept of halal awareness is a concept about a Muslim in understanding everything related to halal.

Lifestyle

Lifestyle is a picture of a person's consumption behavior in spending time and money (Mahanani, 2018). Lifestyle in a simple sense is about "how a person lives". The use of lifestyle is to separate three aggregations, namely between individuals, the interaction of people in small groups and larger groups (Abdilla et al., 2015). Lifestyle in a general sense is about the way a person spends time in activities that are considered and important according to the individual in the environment (interests), and about something that is thought by oneself and the environment (opinion) (Astuti et al., 2020). The dimensions of lifestyle are related to relationships between individuals, social and social conditions (Suhardi, 2019). The scope of lifestyle is something more than just one's personality or one's social class. Lifestyle is consumer behavior in making purchasing decisions (Nindyawati, 2014). Lifestyle indicators according to (Sumawarwan, 2014) include activities, interests and opinions. The conclusion of the concept of lifestyle is a form of adaptation of a person in a social environment to meet the needs to be able to integrate and socialize with other people and the surrounding environment.

Research Model, Hypotheses, and Method
Research model

Based on previous research and theoretical basis, the research model can be explained as follows:
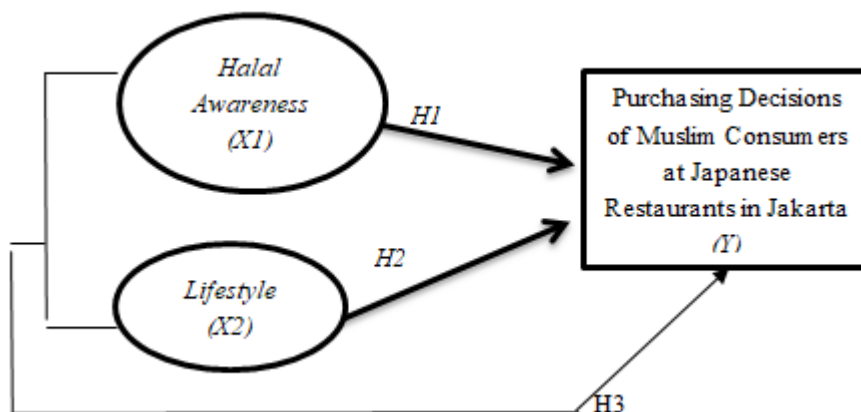

Figure 1: The Research Model

Based on the hypothesis model above, the independent variables (free) in this study are halal awareness (X1) and lifestyle (X2). Then for the dependent variable (bound) in this study the purchasing decisions of Muslim consumers at Japanese restaurants in Jakarta (Y). In this study will find out the effect on the two independent variables (free), whether it affects the dependent variable partially and simultaneously.

Hypotheses

The hypothesis of the problem formulation that has been formulated is:
1. H1: It is suspected that there is a positive and significant influence on the perception of halal awareness on the purchasing decisions of Muslim consumers at Japanese restaurants in Jakarta
2. H2: It is suspected that there is a positive and significant influence of lifestyle perception on Muslim consumers' purchasing decisions at Japanese restaurants in Jakarta
3. H3: It is suspected that there is a positive and significant influence on the perception of halal awareness and lifestyle on the purchasing decisions of Muslim consumers at Japanese restaurants in Jakarta simultaneously.

Method

The method used in this study is quantitative descriptive analysis. The population of this study is Muslim consumers at Japanese restaurants in Jakarta. The object of this study, the researcher uses 3 authentic Japanese restaurants that already have halal certification, namely Yoshinoya, Pepper Lunch, and Seirock-Ya

Ramen. Data samples were taken using a random technique or purposive sampling. The consideration of data samples taken is based on: (1) Muslim consumers who are customers of Yoshinoya, Pepper Lunch, and Ramen Seirock-Ya restaurants in the Jakarta area. (2) Have purchased food at Yoshinoya, Pepper Lunch, and Ramen Seirock-Ya restaurants in the Jakarta area.

The data collection instrument used a questionnaire (questionnaire) with the Likert method. The total number of respondents obtained in this study was 150 people. The results of the answers from the Likert scale choices have their respective scores, namely:

Table 1: A Likert Scale Answer Choice

No.	Answer Choice	Scor
1	Strongly Agree	4
2	Agree	3
3	Disagree	2
4	Strongly Disagree	1

Source : Sugiyono, 2016

The next step is to analyze the average answers of each respondent. In concluding respondents' average answers, this study uses an interval scale. To get the value of the interval scale using the following formula: (Sudjana, 2012, p. 95):

$$P = \frac{Range}{Many\ Classes}$$

Description :
P   : Interval Class Length
Range   : Biggest Data – Smallest Data
Many Classes   : Four (4)

In the formula for calculating the length of the interval class, it can be seen as follows:

$$P = \frac{4-1}{4}$$
$$P = \frac{3}{4}$$
$$P = 0,75$$

So that in this study, the interval and average assessment criteria are as follows:

Table 2: Interpretation of Respondents' Percentage Values

Scale	Category
1 - 1,75	Low
1,75 - 2,5	Medium
2,6 - 3,25	High
3,26 - 4	Very High

Source: Data processed, 2021

Data analysis

The purpose of data analysis is to test the hypothesis in the study. The usefulness of data analysis is to determine the magnitude of the influence of the independent variable (X1 and X2) on the dependent variable (Y) so that the analytical technique used is multiple linear analysis. SPSS (Statistics Package for Social science) software version 20 is the tool used to process this study. SPSS is a tool that helps find correlations or relationships between variables, describe data, test hypotheses, and measure parametric and non-parametric indicators (Suryani, 2015). To test the analysis of the instrument using several tests, namely data quality test, classical assumption test, and hypothesis testing.

Results and Discussion
Descriptive data analysis

Descriptive data analysis has the aim of making a presentation of the description of each answer to each item on the research variable, described in a Likert scale indicator with a score of 1-4, then the average respondent's answer is measured by an interval scale. The following are the results of descriptive analysis of respondents' answers:

Tabel 2: Descriptive Data

Variable	N	Minimum	Maximum	Average
Halal Awareness	150	1	4	3,25
Lifestyle	150	1	4	2,83
Purchasing Decision	150	1	4	3,26

Source: Data processed by SPSS, 2021

The conclusions from the average data from the responses of each variable by all the respondents above are:

1. The results of the responses from respondents for the halal awareness variable are getting an average score of 3.25, the results are included on an interval scale of 2.6 - 3.25. From the data above, it can be concluded that the X1 variable, namely halal awareness is categorized as high, which means that consumers are aware that consuming halal food and drinks is an important need and obligation as a Muslim.

2. The results of responses from respondents for lifestyle variables are getting an average score of 2.83, the value of the interval scale is included on a scale of 2.6 - 3.25. So that the conclusion is variable X2, namely lifestyle is categorized as high, which means, the desire and interest of consumers to consume Yoshinoya restaurant food, Pepper Lunch and Seirock-Ya Ramen which causes consumer purchasing decisions at the restaurant.

3. The results of the responses from respondents for the purchasing decision variable of Muslim consumers, namely getting an average score of 3.26, the value of the interval scale is included on a scale of 3.26 - 4.

4. So the conclusion is variable Y, namely the purchasing decisions of Muslim consumers are categorized as very high. This means that in deciding to buy, Muslim consumers will look for information related to the food or restaurant to be visited to ensure the food is halal and in accordance with the wishes of consumers.

Validity test

A regression model in the study can be said to be valid with the condition that if r count is greater than r table (Ghozali, 2012). The following are the results of the validity test that the researcher has tested using IBM SPSS :

Table 4: Validity Test (X1) Halal Awareness

Question	r Count	Symbol	r Table	Results
1	0,603	>	0,160	Valid
2	0,598	>	0,160	Valid
3	0,537	>	0,160	Valid
4	0,525	>	0,160	Valid
5	0,667	>	0,160	Valid
6	0,583	>	0,160	Valid
7	0,259	>	0,160	Valid
8	0,333	>	0,160	Valid
9	0,681	>	0,160	Valid
10	0,693	>	0,160	Valid

Source: Data processed by SPSS, 2021

From the results of data processing above, it is stated that all indicators of halal awareness are valid because the value of r count is greater than the r table (0,160).

Table 5: Validity Test (X2) Lifestyle

Question	r Count	Symbol	r Table	Results
1	0,735	>	0,160	Valid
2	0,836	>	0,160	Valid
3	0,746	>	0,160	Valid
4	0,218	>	0,160	Valid
5	0,652	>	0,160	Valid
6	0,583	>	0,160	Valid

Source: Data processed by SPSS, 2021

From the results of data processing above, it is stated that all indicators of lifestyle are valid because the value of r count is greater than the r table (0,160).

Table 6 Validity Test (Y) Muslim Consumer Purchase Decisions

Question	r Count	Symbol	r Table	Results
1	0,314	>	0,160	Valid
2	0,597	>	0,160	Valid
3	0,604	>	0,160	Valid
4	0,604	>	0,160	Valid
5	0,763	>	0,160	Valid
6	0,757	>	0,160	Valid
7	0,629	>	0,160	Valid
8	0,475	>	0,160	Valid

Source: Data processed by SPSS, 2021

From the results of data processing above, it is stated that all indicators of purchasing decision are valid because the value of r count is greater than the r table (0,160).

Reliability test

The results of a study can be declared reliable or reliable if tested again it can provide consistent results (Juliannisa & Widodo, 2019). The criteria for a study are declared reliable if the results of Cronbach's alpha > 0.60 are said to be reliable and vice versa if the results of Cronbach's alpha <0.60 are said to be unreliable (Ghozali, 2012). Based on data processing that has been carried out using IBM SPSS with the Cronbach's alpha formula, the results are as follows:

Table 7: Halal Awareness Reliability Test

Cronbach's Alpha	Items
0,751	10

Source: Data processed by SPSS, 2021

The results of the reliability test on the measurement of the halal awareness variable have a value of 0.751. So halal awareness can be declared reliable because it has exceeded the minimum level of reliability, which is 0.60.

Table 8: Lifestyle Reliability Test

Cronbach's Alpha	Items
0,748	6

Source: Data processed by SPSS, 2021

The results of the reliability test on the measurement of the halal awareness variable have a value of 0.751. So lifestyle can be declared reliable because it has exceeded the minimum level of reliability, which is 0.60.

Table 9: Reliability Test of Muslim Consumers' Purchase Decisions

Cronbach's Alpha	Items
0,736	8

Source: Data processed by SPSS, 2021

The results of the reliability test on the measurement of the halal awareness variable have a value of 0.751. So purchasing decisions can be declared reliable because they have exceeded the minimum level of reliability, which is 0.60.

Normality test

The calculation method used to test the normality of this study is the Kolmogorov-Smirnov Normality Test. The following are the results of the data normality test.

Table 10: Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		150
Normal Parameters[a,b]	Mean	0.00E+00
	Std. Deviation	2.61052647
Most Extreme Differences	Absolute	0.041
	Positive	0.029
	Negative	-0.041
Kolmogorov-Smirnov Z		0.505
Asymp. Sig. (2-tailed)		0.961

Source: Data processed by SPSS, 2021

The results of data processing for the normality test state that the probability value is 0.961, which means it has a standard greater than the normality value, so that the regression model of this study is normally distributed.

Multicollinearity test

Table 11: Multicollinearity Test

Variabel	Tolerance	VIF
Halal Awareness	0,953	1,049
Lifestyle	0,953	1,049

Source: Data processed by SPSS, 2021

Data processing in the multicollinearity test got a VIF value of 1.049 < 10 and a tolerance value of 0.953 > 0.1 so that it did not contain multicollinearity in the regression model used by the researcher.

Heteroscedasticity test

The calculation method using the glejser test is the method used in this study for the heteroscedasticity test. The following table is the result of data processing with the glejser test.

Table 12: Heteroscedasticity Test

Variabel	Signifikansi
Halal Awareness	0,273
Lifestyle	0,546

Source: Data processed by SPSS, 2021

From the data above, the significance level of halal awareness is 0.273 > 0.05 and from lifestyle is 0.546 > 0.05. The conclusion of this data test states that there is no heteroscedasticity problem in the independent variables of this study.

Multiple linear regression analysis

Below are the results of the multiple linear analysis in this study:

Table 13: Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	13,291	2,103
	Halal Awareness	0,127	0,061
	Lifestyle	0,513	0,073

Source: Data processed by SPSS, 2021

Formula:
$Y = \alpha + \beta1X1 + \beta2X2 + e$
$Y = 13,291 + 0,127 + 0,513 + e$
It can be concluded from the regression equation above, namely:
1. The constant value is 13,291 which means that if there is no change in the halal awareness and lifestyle variables (the X1 and X2 values are 0) then the consistent value of the Muslim consumer purchasing decision variable is 13,291.
2. The X1 regression coefficient value is 0.127 which shows that there is a positive influence of halal awareness on purchasing decisions, which means that for every 1% addition to the value of halal awareness (X1), it will affect the purchasing decisions of Muslim consumers by 0.127.
3. The X2 regression coefficient value is 0.513 which shows that there is a positive influence of lifestyle on purchasing decisions, which means that for every 1% addition of lifestyle value (X2), it will affect the purchasing decisions of Muslim consumers by 0.513.

T test

In the measurement of the T test, it can be seen that the regression model is correct, which means it has a partial effect, if the t-count result exceeds the t-table value and with a probability value of 5% or 0.05. The results of the data processing obtained are:

Table 14: T Test Results

Model		t	Sig.
1	(Constant)	6,319	0
	Halal Awareness	2,095	0,038
	Lifestyle	7,018	0,000

Source: Data processed by SPSS, 2021

Based on the results of the t-test of halal awareness (X1), it can be concluded as follows:
a. The halal awareness variable on the purchasing decisions of Muslim consumers on Japanese restaurant food in Jakarta gets significant results as seen from the significance level of halal awareness (X1) is 0.038 <0.05.
b. It is known that the t count is 1.97623, and from the results of data processing, the t count is 2,095, which means that the t count exceeds the t table value so that it can be concluded that partially halal awareness (X1) has a positive and significant effect on the buying decisions of Muslim consumers (Y).).
   Based on the results of the lifestyle t test (X2), it can be concluded as follows:
a. Lifestyle variables on purchasing decisions of Muslim consumers on Japanese restaurant food in Jakarta get significant results seen from the level of lifestyle significance (X2), which is 0.000 < 0.05.
b. It is known that the t count is 1.97623, and from the results of data processing, the t count is 7.018, which means that the t-count result exceeds the t-table value so that it can be concluded that partially lifestyle (X2) has a positive and significant effect on the purchasing decisions of Muslim consumers (Y).

F test

In the measurement of the F test, a regression model is declared to affect simultaneously or simultaneously if the results of data processing obtained are the calculated F value > F table and the significance level is below 5% or 0.05. It is known that the F value of this study table is 3.06. The results of the data processing obtained are as follows:

Table 15: F Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	434.648	2	217.324	31.462	.000[b]

Source: Data processed by SPSS, 2021

In the results of the data processing, it can be seen that the F count is 31,462, which means that the F count > F table or 31,462 > 3.06 and a significant level of 0.000 < 0.05. Therefore, halal awareness and

lifestyle simultaneously have a positive and significant impact on Muslim consumers' purchasing decisions for Japanese restaurant food in Jakarta.

Coefficient of determination test

The measurement of the coefficient of determination is to find out how much the independent variable explains the variable (Ghozali, 2012). The results obtained are as follows:

Table 16: Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.547[a]	.300	.290	2.628

a. Predictors: (Constant), Gaya Hidup (X2), Kesadaran Halal (X1)
Source: Data processed by SPSS, 2021

Based on the table above, it can be seen that the result of the R2 value is 0.300. Thus, this value means that the independent variable, namely halal awareness and lifestyle, affects the dependent variable, namely the purchase decision by 30%, the remaining 70% comes from other variables not examined in this study.

Conclusion

It is known from the results of the variables used by researchers, namely the halal awareness variable that influences the purchasing decisions of Muslim consumers on Japanese food in Jakarta positively and significantly. In this case, it means that the buying decision of Muslim consumers is determined by the factor of halal awareness. So that with the existence of halal awareness from consumers who influence purchasing decisions, it can be used for producers or restaurant companies as a reference in increasing purchases of food or beverage products it serves by ensuring that the food or beverage products are halal under applicable regulations. In addition to the halal awareness variable, the lifestyle variable also has a positive and significant effect on the purchasing decisions of Muslim consumers on Japanese food in Jakarta. So that by influencing consumer lifestyles on purchasing decisions, it can be used as a reference for producers or restaurant companies to continue to increase the attractiveness, needs, and desires of consumers to increase purchases of their products.

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