
The Effect Of Halal Certification And Halal Awareness On The Purchase Decision Tok-Poki Korean Products In Bintang Bayu District, Serdang Bedagai Regency

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ABSTRACT

This research aims to determine "The Influence of Halal Certification and Halal Awareness on Purchasing Decisions of Korean Tok-Poki Products in Bintang Bayu District, Serdang Bedagai Regency". The type of research used in this research is that the sample used is associative, namely this research consists of 99 respondents with slovin calculations. Based on the results of the t test, it is known that the sign value is $0.03 < 0.05$ and the calculated t value is $3,104 > 1984$, meaning that Halal Certification has a positive and significant effect on the Halal Awareness variable. The results of the t test on the halal awareness variable have a sign value of $0.01 < 0.05$ and the calculated t value is $9,169 > 1.984$, which means that the halal awareness variable has a positive and significant effect on the purchasing decision variable. Based on the results of the f test with a sign value of $0.01 < 0.05$ and a calculated f value of $80.758 > 3.09$, this means that the halal certification and halal awareness variables together have a positive and significant influence on the purchasing decision variable. The results of the analysis of the coefficient of determination (Adjust R Square) were 0.619 (61.9%) This shows that the percentage of influence of halal certification and halal awareness on purchasing decisions increased by 61.9%, while the remaining 0.381 (38.1%) was influenced by other variables which was not examined in this study.

Keywords: Halal Certification, Halal Awareness, Purchasing Decisions

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I. INTRODUCTION

Purchasing is the stage of the purchasing decision process where consumers actually buy the product. Purchasing decisions are basically a process where consumers decide which product or service to buy. The decision to buy a product is not only influenced by product quality, but also by the halal labeling of the product. (Santi, 2023).

As a result, consumers will undoubtedly consider the requirements for consuming a product when making judgments about what to buy. One of the key elements that influences consumers' decisions to buy is the presence of halal labeling. Labeling and halal certification are two distinct but connected concepts. Once halal certification has been acquired, business actors are permitted to use the halal logo on their products with permission from BPOM, which acts as a licensing agency. (Santi, 2023). Because the product packaging does not adhere to the LLPOM-MUI's rules, it is important to question if it is halal if it lacks a halal mark. This demonstrates how crucial halal labeling or halal product certification is to Indonesians. Goods that comply with Islamic law are regarded as halal. The term "halal" can be widely understood and accepted in Muslim community. Knowing which products are halal and which are not appropriate for Muslims is so crucial. When observances and requirements impact the quality of products and guaranteed living standards, halal is employed as a generic indicator. (Kartika, 2020).

At the moment, Indonesia offers a wide range of goods, both locally made and imported. The presence of a halal label to assist customers in selecting halal items is one of the requirements for halal assurance for each of them. The South Korean culture is one of the foreign cultures that many people, particularly Indonesian teenagers, are currently adopting (Yuliawan & Subakti, 2022). This South Korean culture is referred to as the Korean Wave, and it has emerged as one of the waves that has so far extended to Indonesia and other countries around the world.

Based on the phenomenon of problems that exist in the Muslim community, namely less selective in choosing halal food. For example, paying attention to the halal logo, the composition of the product and others. Halal certification and halal awareness are very influential factors in product marketing in Muslim countries such



as Indonesia. Both not only build consumer confidence, but also increase interest in food products, including those from non-Muslim countries, one of which is Korean Tok-Poki products, When consumers believe that a product has met halal standards, they are more likely to buy, even if the product comes from abroad. These products receive more attention from the public because this is related to the influence of the Korean language and letters (Hangeul) which are less understood and the dominant religious views of the Indonesian people, namely Islam.

The influence of the Korean Wave in Indonesia encourages shoppers to buy instant Korean Tok-Poki made by several food manufacturers in various flavors. Korinus Tok-Poki Korea brand has been given halal assurance by the Indonesian Ulema Council (MUI), making it one of the most popular Tok-Poki brands in Indonesia.



Figure 1
Tok-Poki Korea

Tok-Poki Korea is produced by PT Korinus which was established on May 12, 2012 and is one of the first South Korean importers and distributors to enter the Indonesian market. Korinus products have been distributed to 30,000 business networks throughout Indonesia through online and offline markets.

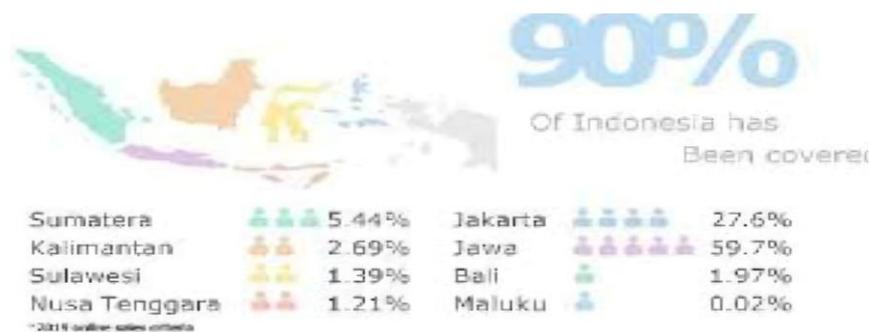


Figure 2

Halal Certification Process Stages

Source Pt. Korinus

MUI halal certification for Korean Tok-poki Products started around 2019, and started distributing to Indonesia Since 2019, Korinus Tok-Poki Korea products have been sold in Indonesia, Both MUI and the Korean Muslim Federation have authorized that this product is halal (PT.KORINUS, 2018). Korean Tok-Poki (LPPOM MUI) is a traditional Korean food made from glutinous rice flour. It is also known as chewy rice cake. Consumers are very interested in purchasing this product due to the high value of South Korean food imports into Indonesia. Nonetheless, not many Muslim communities are aware and understand the importance of halal awareness and halal certification.

Launching from the Halal MUI page which aired on Tuesday (07/30/2019), there has been a lot of discussion about instant Tok-Poki products with MUI halal certificates which include several compositions or ingredients that cause un-halal, such as ethanol (alcohol) in the process of preserving rice flour, then in gochujang or what can be called chili paste for Korean food which comes from fermented chili powder. According to the Deputy Executive Director of LPPOM MUI, ethanol can still be used in the process of making halal products provided that the ethanol used does not come from the fermentation industry of alcohol or is produced synthetically and there is the use of emulsifying ingredients such as Glycerin fatty acid ester in making rice cakes. Glycerin fatty acid ester is produced from glycerol and natural fatty acids, which can be sourced either vegetable or animal, these ingredients become a critical point for the halalness of a product.

Sales of Korinus Tok-Poki Halal on the Shopee marketplace reached more than 232,076 units in the Indonesian market and 231,550 units in the Global market (KORINUS | Shopee Indonesia, 2022). Meanwhile, in the Tokopedia marketplace, sales recorded were 51,000 units (KORINUS | Tokopedia. 2022). This shows that halal awareness and halal certification in the packaging of a product can significantly influence consumer interest in purchasing food products.

With this increased awareness, manufacturers must adjust to the demands of increasingly critical consumers. They have to ensure that the items they sell are not only halal but also delicious and of high quality. This suggests that halal certification



has become an important component in marketing strategies, aiding the growth of the halal food market among an increasingly aware generation with greater preferences.

Thus, the decision to purchase Korean Tok-poki food products is certainly influenced by the variables of halal certification and halal awareness. In this study, researchers conducted a study on Korean Tok-poki products which were used as research objects. This is due to the importance of the influence of halal certification and halal awareness on these products originating from abroad in influencing consumer purchasing decisions.

Based on the description above, the researcher is interested in conducting research with the title **“The Effect of Halal Certification and Halal Awareness on Purchasing Decisions for Korean Tok-Poki Products in Bintang Bayu District, Serdang Bedagai Regency”**.

II. LITERATURE REVIEW

Definition of Halal Certification

According to the Big Indonesian Dictionary, “certification” means “certifying”. Certification is defined as the process of providing formal certification or proof as recognition given by an organization to a product. Certification is also a rule or regulation given to an organization. The organization has the authority to tell someone that someone can do a certain job well. Product certification can be done periodically or intermittently. Certification is intended to affirm and demonstrate the authenticity of the product so that it can be accepted by everyone (Rahayuningsih & Ghozali, 2021).

Halal certification gives Muslims peace of mind that they can safely eat goods that adhere to Islamic law (Santika et al., 2021). Due to Republic of Indonesia Law No. 33 of 2014 concerning Halal Product Guarantee, entrepreneurs who sell their goods in Indonesia are now required to get halal certification. Based on BPS data from 2019, the government, through BPJPH, has offered free certification to 3,179 enterprises. The free halal certification program will aim to reach 15,000 MSEs by 2021, with the goal of reaching millions of MSEs by 2024.



Definition of Halal Awareness

Halal awareness is the state in which a Muslim is aware of knowledge on halal products that comply with sharia and Islamic law (Ewit & Nurfa, 2024). According to sharia teachings derived from the Al-Quran and Hadith, halal awareness is also the phrase used to describe a Muslim's thorough comprehension of all matters pertaining to whether an item is haram or halal, particularly when it comes to food. A Muslim is aware of what constitutes halal food and how to properly procure and prepare it. They also prioritize halal food (Purnomo et al., 2024) In everyday life, the term "halal" is often used for food and beverages purchased for consumption according to Islamic law. However, in a broad context, the term "halal" refers to everything that is permitted or allowed by Islamic law, including behavior, actions, clothing, and more (Widyaningrum, 2019).

Buying decisions are positively impacted by moral awareness (Afendi, 2020). Muslims who prioritize consuming halal food are said to be halal aware when they comprehend the concept, procedure, and tenets of halal. Muslims are more likely to make wiser food choices if they have a greater understanding of halal concepts, practices, and principles. A Muslim who is aware with halal terminology and procedures and believes that consuming halal food is vital to him is said to be halal aware. (Setyaningsih & Marwansyah, 2019).

Definition of Purchase Decision

The purchase decision is to buy a product or brand that is of great interest to potential buyers, but two biased components exist between purchase objectives and purchase choices, it can be said that each individual has a purchase decision that is almost similar, even so the factors that distinguish decisions between individuals are age, character, and lifestyle (Mustika Sari & Prihartono, 2021).

The market must understand how consumers choose and decide to buy goods since they make purchasing decisions, so that the process has a relationship with consumer assessments of products, product messages, and cost distribution with consumers (Suyatno et al., 2023) This process consists of various steps that are carried out in stages before consumers make decisions. Every company can strive to make the consumer decision-making process easier for them. (Fatma et al., 2021).



III. METHODS

This This approach makes advantage of According to research, quantitative methods are research techniques grounded in positivism (Sugiyono, 2021). This technique, which often uses random sampling, is used to track a certain population or sample. Research instruments are used for data gathering, and quantitative and statistical data analysis is used to test the established hypothesis. In this study using the area sampling technique where the sampling of members of the population studied or the source is very broad (Prihastuty, 2023). For sampling techniques using the random sampling method, namely random sampling of all members of the same population to be selected as samples.

Sugiyono (2021) asserts that data collection techniques are the most crucial phase in research since they serve the researcher's primary goal, which is to obtain reliable data. There are a number of ways to collect data, including the following:

1. Observation, namely by making direct observations on the object of research.
2. Questionnaire, namely data collection using a list of questions / questionnaires that have been prepared in advance and given to respondents.

IV. RESULTS

Classical Assumptions

1. Normality Test

a. Histogram Approach

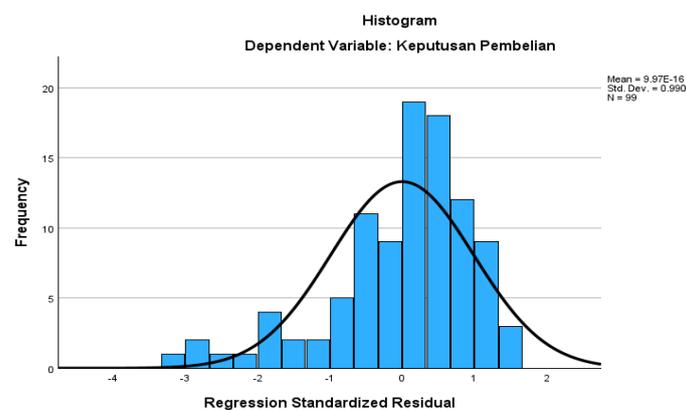


Figure 3
Histogram Normality Testing Results

The bell-shaped distribution of data in Figure 3 shows that the variables are normally distributed, meaning they do not vary to the left or right.

b. Normal P-P Plot Graph Approach

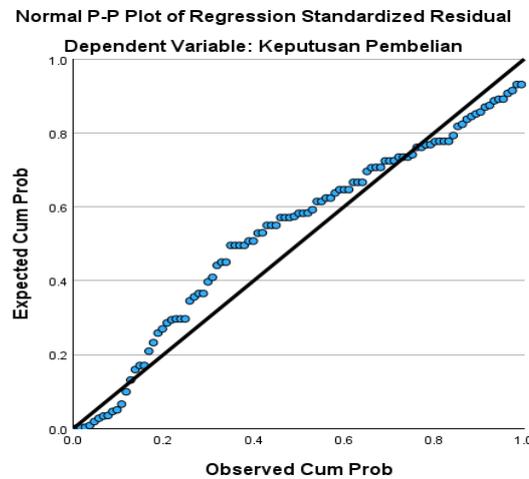


Figure 4
Normal Probability Plot Test

Figure 4 illustrates how the image displays points that follow the diagonal line of the data. This suggests that the residuals of the researcher are within typical limits. However, to further ensure that along the diagonal line is normally distributed, the Kolmogorov-Smirnov test is carried out.

2. Multicollinearity Test

Table 1
Multicollinearity Test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Sertifikasi Halal	.755	1.325
	Kesadaran Halal	.755	1.325
a. Dependent Variable: Keputusan Pembelian			

Based on Table 1, it is known that the VIF value of the Halal Certification variable (X1) and the Halal Awareness variable (X2) is $1.325 < 10$ and the Tolerance Value value is $0.755 > 0.1$, so the data does not occur multicollinearity.

3. Heteroscedasticity Test



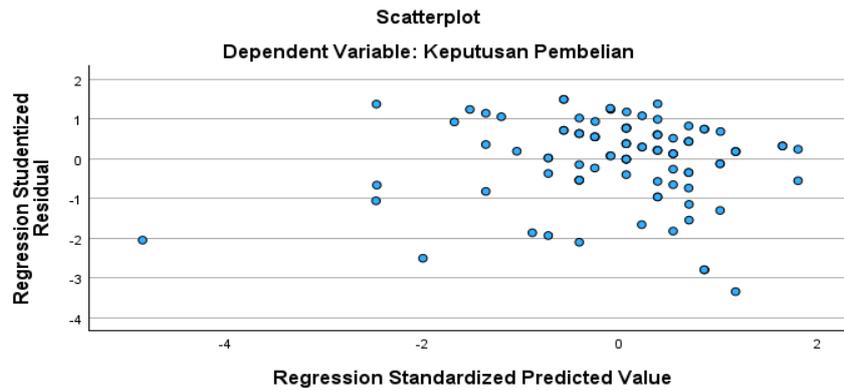


Figure 5

Based on Figure 5, it is known that there is no clear pattern and the dots spread above and below the number 0 on the Y axis, so based on the graphical method there is no heteroscedasticity in the regression model worth using.

Hypothesis Test Results

Test t (Partial Test)

This partial test has the aim of testing or confirming the hypothesis individually. This partial test, in the results of the Ordinary Least Square (OLS) statistical calculation, is indicated by t_{count} . In detail the results of t_{count} are described in the following table:

Table 2
Partial Test (T Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.549	1.914		1.332	.186
	Sertifikasi Halal	.214	.069	.223	3.104	.003
	Kesadaran Halal	.648	.071	.658	9.169	<.001

a. Dependent Variable: Y1

From the table 2 above, it can be seen that the results of regression analysis obtained a coefficient for the Halal Certification variable of 0.214, for the Halal Awareness variable of 0.648, with a constant of 2.549 so that the regression equation model obtained is as follows:



$$Y = 2.549 + 0.214 + 0.648$$

The results of the analysis using the help of the SPSS program obtained the following results:

1. Effect of X1 on Y

It is known that the sign value is 0.03 <0.05 and the $t_{(count)}$ value is 3.104 > 1.984, so it can be concluded that H1 is accepted.

2. Effect of X2 on Y

It is known that the sign value is 0.01 <0.05 and the $t_{(count)}$ value is 9.169 > 1.986 so it can be concluded that H2 is accepted.

F test (simultaneous)

This simultaneous test aims to test or confirm the hypothesis which explains "There is a significant influence of Halal Certification and Halal Awareness on Purchasing Decisions to Buyers of Korean Tok-Poki Products in the community of Bintang Bayu District, Serdang Bedagai Regency.

Table 3
F Test (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	181.145	2	90.572	80.758	<.001 ^b
	Residual	107.667	96	1.122		
	Total	288.811	98			
a. Dependent Variable: Y1						
b. Predictors: (Constant), Kesadaran Halal , Sertifikasi Halal						

Based on table 3 above, it can be seen that the significant value is 0.001 <0.5 and the F_{hitung} value is 80.758 > 3.09, so these results can prove that the variables of Halal Certification and Halal Awareness together (simultaneously) have a positive and significant effect on the Purchasing Decision variable.

Test Coefficient of Determination (R²)

Table 4
Test Results of the Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.792 ^a	.627	.619	1.059



a. Predictors: (Constant), Kesadaran Halal , Sertifikasi Halal

With Table 4 above, obtained R (Correlation Coefficient) of 0.792, this shows that there is a strong relationship between Halal Certification and Halal Awareness of Purchasing Decisions on Tok-Poki Korea products. The results of the analysis of the coefficient of determination (Adjust R Square) of 0.619 or (61.9%) This shows that the percentage of the influence of Halal Certification and Halal Awareness on Purchasing Decisions for Tok-Poki Korea Products has increased by 61.9%, the remaining 0.381 (38.1%) is influenced by other variables not examined in this study.

A. The Effect of Halal Certification on Purchasing Decisions

Based on the t test that has been carried out, it is known that the t-count > t-table value is $3.104 > 1.984$ and a significant value of $0.03 > 0.05$, so it can be concluded that H1 there is an influence between the halal certification variable (X1) on purchasing decisions (Y).

The increasing trend of halal products, halal certification is one of the very important requirements for a product in addition to a distribution permit. Customers feel that products that have halal certification provide peace of mind when buying, increase product marketability, and increase consumer confidence when buying (Saputra & Jaharuddin, 2022). According to (Abdul Aziz, 2023) Halal certification is a guarantee of safety for Muslims to be able to consume a product. The increasing trend of halal products, makes consumers when deciding to buy a product will check how the halal certification is. Consumers feel the product and increase the product's ability to be marketed.

Based on the results of respondents' answers to the questionnaires distributed to 99 respondents, there were good results on the Halal Certification variable. It can be seen that consumers believe that the halal logo in accordance with the MUI halal certificate is already present on Tok-Poki Korea products when making purchases, however, there are some respondents who have a different opinion or disagree only by believing that the halal logo from MUI on Tok-Poki Korea products, Some respondents also disagree that the organization registered on Tok-Poki Korea products is officially registered with the applicable regulations for halal certification



institutions, therefore Tok-Poki Korea must be more detailed in providing halal certification information in order to attract buyers.

The results of this study are in line with research (Tresna, 2018), stating that Halal Certification has a positive and significant effect on purchasing decisions.

B. The Effect of Halal Awareness on Purchasing Decisions

Based on the results of the t test, it is known that the $t\text{-count} > t\text{-table}$ value is $9.169 > 1.984$ and a significant value of $0.01 < 0.05$ so it can be concluded that H2 is accepted, which means that there is an influence between variable X2 on Y.

Awareness of the halalness of a product has a significant impact on consumer purchasing decisions. The halal food and beverage industry currently plays a very important role in the global food system, especially with the increasing demand from consumers who prioritise halalness in choosing products. One of the factors that influence consumers' decision to buy food is their level of awareness of the halalness of the product. The more information provided on the halal status of a product, the more likely consumers are to choose and purchase the product. In this context, transparency of information regarding the halalness of a product is a very important factor to increase consumer confidence and buying interest. (Nuha & Anwar, 2023).

Based on the results of respondents' answers to questionnaires distributed to 99 respondents, there are good results on the Halal Awareness variable. It can be seen that consumers agree that the social environment indirectly influences choosing halal products at every opportunity, including when buying Korean Tok-Poki, but there are several respondents who have different opinions or disagree that they think that products that have been labelled halal are the main factor that shows the halalness of the raw materials and the process of making Korean Tok-Poki. Some respondents also disagree that before buying, they look for information on the halal content contained in Tok-Poki Korea. This can be caused by a lack of concern for halal food. Therefore, Tok-Poki Korea provides more information about the content of its products in order to attract buyers.

The results of this study are in line with research (Pratiwi, 2023) which states that Halal Certification has a positive and significant effect on Purchasing Decisions.



C. The Effect of Halal Certification and Halal Awareness on Purchasing Decisions

Based on the results of the simultaneous test or f-test, it can be seen that the significant value of $0.001 < 0.5$ and the f-count value of 80.758, these results can prove that the Halal Certification and Halal Awareness variables on the Purchasing Decision variable together (simultaneously) have a positive and significant effect on the Purchasing Decision variable. This shows that companies that have a halal logo on products and are aware of halal products will be accepted by consumers to increase purchases on products.

According to (Jaharudin, 2022) halal certification is one of the requirements that is quite important for a product in addition to a distribution permit. The increasing trend of halal products, makes consumers when deciding to buy a product will check its halalness. Consumers feel that products that have halal certification provide peace of mind when using the product will check how halal certification provides peace of mind when using the product and increases the product's ability to be marketed, also boosting the level of consumer confidence.

Based on the results of the research, Halal Certification and Halal Awareness have a major influence on Purchasing Decisions. Purchasing Decision is also a measure of customer relationship to a brand. This measure is able to provide an overview of whether buying interest is possible, especially in markets where the majority of the population is Muslim (Kurniawan, 2013). Meanwhile, Halal Certification provides a guarantee that the product has met standards in accordance with Islamic teachings, including raw materials, production processes, and distribution. This increases consumer confidence to buy these products, because they believe that these products are free from haram or questionable ingredients (Mulyani, 2020). Consumer experience is important to pay attention to so that consumers get a deep experience or impression to encourage consumers to buy Korean Tok-Poki products again (Hijjah, 2019).

This is in line with research conducted by (Santi, 2023) proving that Halal Certification and Halal Awareness have a significant effect both simultaneously and partially on Purchasing Decisions.



V. CONCLUSION

Based on the results of the analysis of the discussion regarding the effect of halal certification and halal awareness on purchasing Korean Tok-Poki products, it can be concluded as follows:

1. Partially, the Halal Certification variable (X1) has a positive and significant effect on Purchasing Decisions (Y) of Tok-Poki Korea products in the community of Bintang Bayu District, Serdang Bedagai Regency.
2. Partially, the Halal Awareness variable (X2) has a positive effect on Purchasing Decisions (Y) for Korean Tok-Poki products in the community of Bintang Bayu District, Serdang Bedagai Regency.
3. Based on testing, it shows that simultaneously or together the variables of Halal Certification (X1) and Halal Awareness (X2) have a positive and significant effect on Purchasing Decisions (Y) of Tok-Poki Korea products in the Bintang Bayu community in Bintang Bayu District, Serdang Bedagai Regency.
4. Based on the calculation of the coefficient of determination (R²) test with an Adjusted R Square value of 0.619. This shows that the effect of Halal Certification and Halal Awareness has an effect of 61.9% on purchasing decisions for Korean Tok-Poki in the Bintang Bayu District Community, Serdang Bedagai Regency, the remaining 38.1% is influenced by other variables not examined in this study.

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