



KARJIEF

KARATAY JOURNAL OF ISLAMIC ECONOMICS AND FINANCE

## The Influence Of Halal Label Perceptions On Purchasing Decisions For Frozen Food

### Helal Etiket Algılarının Dondurulmuş Gıda Satın Alma Kararlarına Etkisi

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#### ABSTRACT

In recent years, frozen food consumption has increased significantly in Indonesia. However, frozen food has a critical point of halalness so it can potentially become haram food and some frozen food is not certified halal. In this study, we identified the characteristics and perceptions of Muslim consumers towards the presence of halal labels in frozen food products, and analysed the factors that influence purchasing decisions towards frozen food products by Muslim consumers in Bogor Regency. We conducted research in Bogor Regency using one hundred samples. The methods used in this study are descriptive analysis and Structural Equation Modeling-Partial Least Square (SEM-PLS) analysis. We found the results that halal knowledge, price, income, lifestyle, and reference group positively and significantly influence the purchase decision of frozen food products.

**Keywords:** Frozen food, Halal label, Purchase decisions

#### ÖZET

Son yıllarda Endonezya'da dondurulmuş gıda tüketimi önemli ölçüde artmıştır. Ancak, dondurulmuş gıdaların helallik açısından kritik bir noktası vardır, bu nedenle potansiyel olarak haram gıda haline gelebilir ve bazı dondurulmuş gıdalar helal sertifikasına sahip değildir. Bu çalışmada, Müslüman tüketicilerin dondurulmuş gıda ürünlerinde helal etiketlerin varlığına yönelik algıları ve özellikleri belirlenmiş ve Bogor Bölgesi'ndeki Müslüman tüketicilerin dondurulmuş gıda ürünlerini satın alma kararlarını etkileyen faktörler analiz edilmiştir. Bogor Bölgesi'nde yüz örnek kullanarak araştırma yapılmıştır. Bu çalışmada kullanılan yöntemler betimleyici analiz ve Yapısal Eşitlik Modelleme-Kısmi En Küçük Kareler (YEM-KKK) analizidir. Sonuç olarak, helal bilgisi, fiyat, gelir, yaşam tarzı ve referans grubunun dondurulmuş gıda ürünlerinin satın alma kararını olumlu ve anlamlı bir şekilde etkilediği bulunmuştur.

**Anahtar kelimeler:** Dondurulmuş gıda, Helal etiket, Satın alma kararları

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## 1. INTRODUCTION

According to Dinar Standard (2022) in the State of the Global Islamic Economy Report, the halal food consumption of Muslims in the world in 2021 is 1.267 trillion USD. For Muslim consumers, one of the foundations of consumption activities in Islam is found in surah Al-Baqarah verse 168 that a food to be consumed by a Muslim must be halal and good. This concept has been applied by the Indonesian people, especially Muslims as the largest community in Indonesia, reaching 237,531,227 people (Kemendagri RI, 2022).

Changes in community conditions that are always increasing, resulting in a shift in people's consumption habits from fresh food to frozen food (Santoso et al., 2018). Based on Table 1, the Indonesia Cold Chain Association (2022) reported that the frozen food consumption of Indonesians in 2020 increased significantly by 17% from 2019. Furthermore, since the pandemic, frozen food has become the most popular consumption choice by most Indonesians because it can be a solution for those who need nutritious food with a longer expiration date and consumer behaviour that likes practicality (ULPK BPOM, 2021).

**Table 1.**

### **Frozen food consumption data by product in Indonesia 2019-2020**

<b>Product Type</b>	<b>2019 (Ton)</b>	<b>2020 (Ton)</b>
Poultry	1.900.000	2.547.600
Seafood	3.900.000	5.211.000
Red meat	500.000	926.400
Dairy, processed products, fruits, and vegetables	3.600.000	2.895.000
<b>Total</b>	<b>9.900.000</b>	<b>11.580.000</b>

Source: Indonesian Cooling Chain Association, 2022

Sales of frozen food products in 2021 reached 2.2 billion USD with the highest sales of frozen food coming from the types of processed meat, seafood and meat alternatives at 1.55 billion USD, accompanied by sales of ice cream at 425 million USD, sales of processed fruits and vegetables at 45 million USD (Mordor Intelligence, 2023). This is in line with the Kurious research report about So Good brand being chosen as the frozen food product most frequently consumed by most Indonesians by 65.1% throughout 2022-2023, followed by Fiesta, Champ, and others because these products are easily found in various shopping centres (Katadata Insight Center, 2023).

However, frozen food products are usually products that have a lot of protein, such as meat, processed meat, fish, or processed fish products have the potential to become non-halal food so that there are critical points of halalness that must be observed. The critical points of halalness include raw materials, ingredients, auxiliary materials, packaging used, and storage

areas that have the opportunity to be cross-contaminated with non-halal products (LPPOM MUI, 2022).

Based on BPJPH data accessed on 30 May 2023, meat products, processed meat products, fish products and processed fish products are only 2389 halal certificates with 71,360 registered products. In reality, there are still many products circulating in the community that have not been guaranteed compliance with halal principles (Sukri, 2021). The existence of a halal label in frozen food products is important in influencing consumer purchasing decisions (Rizka et al., 2018). The importance of the existence of a halal label on frozen food products is also corroborated by the discovery of frozen food products that have not been certified halal, frozen food products that have no labels at all, or these products only include the name (no raw materials and expiration marks) are freely traded on the market. The halalness of these products is still in doubt due to the lack of information about the raw materials and the manufacturing process (Amalina et al., 2022). In addition, frozen food products that are mass-produced and have a shelf life of 7 days or more must have a distribution permit issued by BPOM (BPOM RI, 2021).

Bogor Regency as one of the regions in Indonesia that has high potential and opportunities for food that meets halal standards due to the large population of Muslims reaching 4,867,370 people. The population of Bogor Regency has a high consumption level for food commodities of IDR 709,091 compared to non-food (Alfian & Marpaung, 2017). Based on this, Bogor Regency consumers need to pay more attention to the halalness of a product, especially Muslim consumers on purchasing decisions for frozen food products that have a critical point of halalness and potentially do not have halal certification or distribution permits. Therefore, it is important to conduct further research on the characteristics of Bogor Regency Muslim consumers who buy frozen food products, the perceptions of Bogor Regency Muslim consumers regarding the presence of halal labels in frozen food products, and the factors that influence the decisions of Bogor Regency Muslim consumers in buying frozen food products.

## 2. LITERATURE REVIEW

Theoretically, Halal label as a halal sign given or a written product certificate with the word halal in Arabic, other letters, and the Ministry of Religious Affairs machine code, issued by a halal inspection agency established by the Indonesian Ulema Council (MUI) (Alfian & Marpaung, 2017). Halal certificate as a written MUI fatwa that explains about a halal product and has been in line with Islamic law. This certificate is needed in writing the halal label (Adisasmito & Rayani, 2008).

Consumer behaviour is every attitude that has a role in obtaining, consuming, and spending a product (goods or services) by individual consumers or group consumers in the decision process which is expected to meet these needs. Consumer behaviour as the thing that underlies a consumer in making a purchase decision regarding a decision about something to buy, the decision to buy, the time of purchase, the place to buy, the way to make a purchase and obtain a product or service, and payment for buying these goods or services (Irwansyah et al.,

2021). According to Utami (2017, pp. 75–78) explains the main factors that influence consumer behaviour include cultural factors, social factors, personal factors, and psychological factors.

According to Irwansyah et al. (2021, p. 13) defines a purchase decision as a decision-making process carried out by consumers in purchasing by combining knowledge for the selection of alternative products available which is influenced by several factors. The stages will be passed by consumers until the post-purchase behaviour stage when consumers decide to purchase a product (goods or services).

There is a rich body of literature that discusses product purchase decisions. These studies continue to develop and deliver mixed results.

Research by Kholiq & Nugroho (2020) is titled "Analysis of the Influence of Perceptions of Halal Logos, Religious Personality, and Social Factors on Frozen Food Customer Satisfaction with Case Studies of Surakarta People" aims to determine the influence of the variables of perception of halal logos, religious personality, and social factors on frozen food customer satisfaction in Surakarta. Multiple linear regression analysis was used as the analysis tool in this study. The research results are the variables of perception of halal logos, religious personality, and social factors have a significant effect on frozen food customer satisfaction in Surakarta.

Research by Lestari et al. (2021) is titled "The Effect of Price, Promotion, Product, Halal Label on Decisions to Buy Frozen Food (Study in Bengkulu City)". This research aims to analyse the influence of price, promotion, product, and halal label variables both partially and wholly on frozen food purchasing decisions. The analysis method used multiple linear regression analysis with the research results obtained that variable prices, promotions, products, and halal labels together have a very real effect on the decision to buy frozen food in Bengkulu City.

The research of Adinda et al. (2021) titled "Consumer Decisions in Purchasing Chicken Nugget in Semarang City" aim to analyse several factors influencing purchasing decisions for chicken nuggets in Semarang City. The method of analysis used is multiple linear regression analysis with the results indicated the factors that have a simultaneous effect on purchasing decisions for chicken nuggets include cultural, social, personal, psychological, product, price, location, and promotional factors. Then partially, cultural, personal, psychological, product, and promotional factors significantly influence.

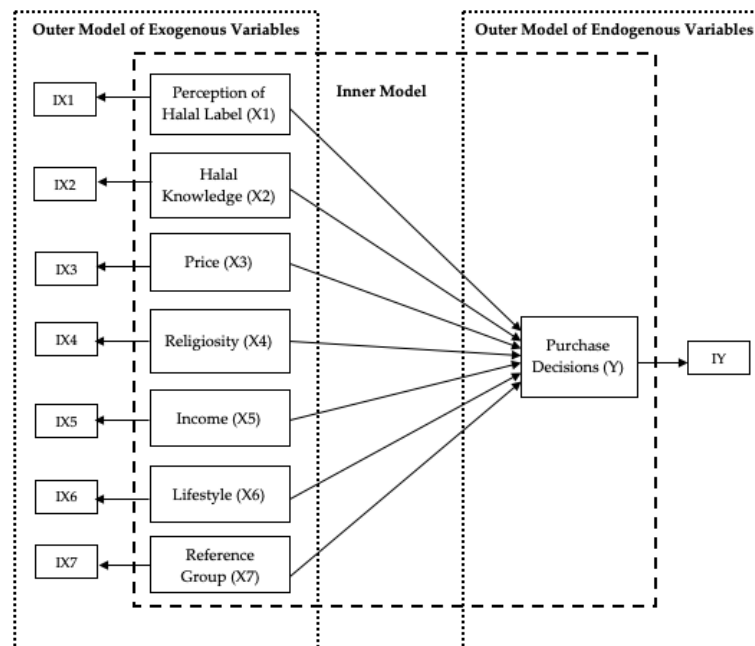
### **3.. METHODOLOGY**

We conducted research in Bogor Regency (West Java) based on several considerations, namely the majority of the population is Muslim with expenditure on food consumption in a month greater than non-food. the research method we used was quantitative method with primary data sources obtained from questionnaires. The quantitative method was chosen because it fulfils scientific principles concretely, objectively, measurably, rationally and systematically (Sugiyono, 2008).

We used purposive sampling technique with a sample size of 100 respondents based on the Slovin formula with several sampling considerations, including respondents who are Bogor regency residents, Muslims, and have purchased frozen food.

The research used descriptive analysis and SEM-PLS (Structural Equation Modeling-Partial Least Square) analysis. Descriptive analysis is used to describe the characteristics of Bogor Regency Muslim consumers who consume frozen food, the perception of Bogor Regency Muslim consumers towards the existence of halal labels, and the primary considerations of Bogor Regency Muslim consumers towards purchasing decisions for frozen food products. SEM-PLS analysis used to analyse the factors that influence the decision of Bogor Regency Muslim consumers to purchase frozen food products. The data obtained in this study were tabulated and presented according the number of respondents. Measurement scale in the statements contained in this research questionnaire is measured with Likert scale which is divided into five categories, such as 1 (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree), 5 (Strongly Agree).

SEM is a multivariate analysis technique, which is a statistical approach that allows the analysis of variables simultaneously. SEM analysis consists of two types including SEM-CB analysis on a covariance basis (to confirm / reject a theory) and SEM-PLS analysis on a variant basis (to develop a theory) (Hair et al., 2014). SEM-PLS is a variance-based analysis method using analysis techniques such as structural model approach, factor analysis approach, and path analysis. SEM-PLS analysis was evaluated by measurement model (outer model) and structural model (inner model). The initial SEM-PLS research model is presented in Figure 1.



Source: Monecke & Leisch, 2012

Figure 1.

## The Initial SEM-PLS Research Model

### 4. RESULTS AND ANALYSIS

#### 4.1 Characteristics of Bogor Regency Muslim Consumers who Purchase Frozen Food Products

Table 2 shows the characteristics of Bogor Regency Muslim consumers who purchased frozen food products are mostly aged between 15-24 years of 78 people, were female with 75 people, had the last education at the Senior High School or Equivalent level with 63 people, 71 people worked as students, 68 people had monthly income less than IDR 2,500,000, 75 people had monthly expenses less than IDR 2,500,000, 50 people had expenses for purchasing frozen food products less than IDR 100,000, the frequency of consumption of 49 people for frozen food is only 1-10 times, and 26 consumers choose the So Good brand as frozen food that is often consumed during the month.

**Table 2.**

**Characteristics of Bogor Regency Muslim Consumers Who Purchased Frozen Food Products**

<b>Respondent Characteristics</b>	<b>Classification</b>	<b>Number (People)</b>	<b>Percentage (%)</b>
Age	<b>15-24 years old</b>	<b>78</b>	<b>78</b>
	25-34 years old	17	17
	35-44 years old	1	1
	45-54 yeears old	2	2
	>55 years	2	2
Gender	Male	25	25
	<b>Female</b>	<b>75</b>	<b>75</b>
Last education	Junior high school/Equivalent	6	6
	<b>High School/Equivalent</b>	<b>63</b>	<b>63</b>
	Diploma	1	1
	Bachelor	27	27
	Postgraduate	3	3
Jobs	<b>Student</b>	<b>71</b>	<b>71</b>
	Public/State Employee	3	3

	Private Employee/Laborer	17	17
	Entrepreneur/Self-employed	3	3
	Housewife	4	4
	Others (Freelance)	2	2
Income per month	<b>Less than IDR 2,500,000</b>	<b>68</b>	<b>68</b>
	IDR 2,500,000 - IDR 5,000,000	20	20
		8	8
	IDR 5,000,001 - IDR 7,500,000	3	3
	IDR 7,500,001 - IDR 10,000,000	1	1
	More than IDR 10,000,000		
Expenses per month	<b>Less than IDR 2,500,000</b>	<b>75</b>	<b>75</b>
	IDR 2,500,000 - IDR 5,000,000	20	20
		4	4
	IDR 5,000,001 - IDR 7,500,000	1	1
	IDR 7,500,001 - IDR 10,000,000		
Frozen food product purchase expenditure per month	<b>Less than IDR 100,000</b>	<b>50</b>	<b>50</b>
	IDR 100,000 - IDR 250,000	45	45
	IDR 250,001 - IDR 500,000	4	4
	More than IDR 500,000	1	1
Frequency of consumption of frozen food products per month	<b>Rare (1-10 times)</b>	<b>49</b>	<b>49</b>
	Medium (11-30 times)	31	31
	Always (More than equal to 30 times)	2	2
	Not sure	18	18
Frozen food product brands consumed frequently during the month	<b>So Good</b>	<b>26</b>	<b>26</b>
	Fiesta	23	23
	Champ	15	15
	Kanzler	16	16

Belfoods	5	5
Kimbo	3	3
Cedea	6	6
Sunny Gold	4	4
Others	2	2

Source: Primary Data, 2023 (processed)

#### 4.2 Perception of Halal Label Presence and Purchasing Decisions

Table 3 shows the average score the importance of the existence of a halal label by Muslim consumers who purchased frozen food products of 3.86 is included in the important category, because the score is more than three. The higher the score obtained, the more important the presence of a halal label in frozen food products. Then as many as 26 people have prioritized the halal label as the main consideration in the decision to purchased frozen food products.

**Table 3.**

#### **Level of Importance and Main Considerations about The Halal Label on Purchasing Decisions Frozen Food Products**

<b>Perception of Halal Label</b>	<b>Total</b>
Halal label importance score	3.86
<b>First Consideration (%)</b>	
1. Price	17
<b>2. Halal Label</b>	<b>26</b>
3. Brand	7
4. Product Variety	5
5. Claims or Benefits	9
6. Advertisement	12
7. Taste	24
Total	100

Source: Primary Data, 2023 (processed)

#### 4.3 Factors Affecting the Decision of Bogor Regency Muslim Consumers to Purchase Frozen Food Products

##### Outer Model (Measurement Model)



Outer model evaluation has the aim of explaining the correlation between latent variables and their indicators. Test the outer model as a measurement carried out on the variables in the model through convergent validity test, discriminant validity test, and reliability test (Musyaffi et al., 2022).

Convergent validity test can be measured through the loading factor value and AVE (average variance extracted) value. The test results of the loading factor in Table 4 owned by the indicators are more than 0.70.

**Table 4.**  
**Loading Factor Values**

	<b>PHL</b>	<b>HK</b>	<b>P</b>	<b>R</b>	<b>I</b>	<b>L</b>	<b>RG</b>	<b>PD</b>
PHL1	<b>0.895</b>							
PHL2	<b>0.825</b>							
PHL3	<b>0.891</b>							
PHL4	<b>0.863</b>							
HK1		<b>0.903</b>						
HK2		<b>0.847</b>						
HK3		<b>0.851</b>						
HK7		<b>0.705</b>						
P3			<b>0.756</b>					
P5			<b>0.817</b>					
P6			<b>0.874</b>					
R4				<b>0.798</b>				
R5				<b>0.729</b>				
R6				<b>0.820</b>				
R7				<b>0.851</b>				
R9				<b>0.784</b>				
I1					<b>0.793</b>			
I2					<b>0.904</b>			
I3					<b>0.821</b>			
I4					<b>0.795</b>			

L1	<b>0.783</b>
L2	<b>0.754</b>
L	<b>0.849</b>
L4	<b>0.764</b>
RG2	<b>0.866</b>
RG3	<b>0.911</b>
RG5	<b>0.755</b>
PD1	<b>0.815</b>
PD2	<b>0.753</b>
PD3	<b>0.855</b>
PD4	<b>0.870</b>
PD5	<b>0.805</b>

Source: Primary Data, 2023 (processed)

Table 5 shows the AVE value owned by each latent variable is more than 0.50. Therefore, referring to the loading factors value and AVE value, the research model has passed the convergent validity test.

**Table 5.**

**AVE (Average Variance Extracted) Value**

<b>Latent Variable</b>	<b>AVE</b>
Perception of Halal Label (PHL)	0.755
Halal Knowledge (HK)	0.689
Price (P)	0.667
Religiosity (R)	0.636
Income (I)	0.688
Lifestyle (L)	0.622
Reference Group (RG)	0.729
Purchase Decision (PD)	0.674

Source: Primary Data, 2023 (processed)

Discriminant validity test can be measured based on the cross loading value and fornell-larcker criterion. Table 6 explains that the cross loading value of latent variable indicators has a high correlation compared to other latent variables.

**Table 6.**  
**Cross Loading Values**

	<b>PHL</b>	<b>HK</b>	<b>P</b>	<b>R</b>	<b>I</b>	<b>L</b>	<b>RG</b>	<b>PD</b>
PHL1	<b>0.895</b>	0.046	0.428	-	0.511	0.362	0.188	0.434
PHL2	<b>0.825</b>	-0.063	0.405	0.034	0.459	0.400	0.164	0.410
PHL3	<b>0.891</b>	0.019	0.424	-	0.439	0.301	0.292	0.428
PHL4	<b>0.863</b>	-0.051	0.272	0.023	0.428	0.274	0.238	0.372
				0.017				
				0.030				
HK1	0.072	<b>0.903</b>	0.035	-	0.115	0.012	-	0.155
HK2	-0.025	<b>0.847</b>	-0.090	0.030	-	-	0.003	0.071
HK3	-0.104	<b>0.851</b>	-0.022	-	0.005	0.040	0.032	0.123
HK7	0.005	<b>0.705</b>	-0.032	0.085	-	0.006	0.048	-
				0.032	0.063	-	-	0.014
				-	0.064	0.043	0.028	
				0.040				
P3	0.356	-0.023	<b>0.756</b>	0.059	0.408	0.453	0.009	0.377
P5	0.222	0.013	<b>0.817</b>	0.068	0.344	0.351	0.002	0.410
P6	0.499	-0.018	<b>0.874</b>	0.116	0.456	0.437	0.125	0.450
R4	-0.060	-0.086	0.053	<b>0.798</b>	-	-	-	-
R5	-0.073	-0.073	0.048	<b>0.729</b>	0.068	0.030	0.042	0.075
R6	0.063	0.017	0.056	<b>0.820</b>	-	-	0.014	-
R7	0.084	-0.018	0.166	<b>0.851</b>	0.052	0.078	0.029	0.097
R9	-0.054	0.052	0.073	<b>0.784</b>	-	-	0.028	-
					0.090	0.095	0.073	0.089
					0.007	-	0.073	0.007
					-	0.034		-
					0.072	0.048		0.072
I1	0.536	0.022	0.378	0.063	<b>0.793</b>	0.355	0.051	0.422
I2	0.444	-0.034	0.374	-	<b>0.904</b>	0.479	0.163	0.499
I3	0.400	0.065	0.400	0.155	<b>0.821</b>	0.511	0.197	0.451
I4	0.388	0.051	0.485	-	<b>0.795</b>	0.462	0.197	0.475
				0.053				

				-0.111				
L1	0.218	0.000	0.375	-	0.344	<b>0.783</b>	0.224	0.463
L2	0.253	0.082	0.321	0.109	0.336	<b>0.754</b>	0.170	0.400
L3	0.325	-0.063	0.434	-	0.456	<b>0.849</b>	0.214	0.385
L4	0.413	-0.016	0.453	0.027	0.559	<b>0.764</b>	0.244	0.466
				0.053				
				-				
				0.046				
RG2	0.222	0.152	0.094	0.012	0.186	0.264	<b>0.866</b>	0.295
RG3	0.228	0.079	0.040	0.120	0.133	0.200	<b>0.911</b>	0.283
RG5	0.198	-0.189	0.013	-	0.155	0.236	<b>0.755</b>	0.252
				0.068				
PD1	0.392	-0.027	0.513	-	0.538	0.462	0.104	<b>0.815</b>
PD2	0.399	0.215	0.266	0.013	0.393	0.341	0.384	<b>0.753</b>
PD3	0.421	0.087	0.359	-	0.541	0.477	0.373	<b>0.855</b>
PD4	0.384	0.181	0.395	0.143	0.460	0.518	0.273	<b>0.870</b>
PD5	0.352	0.165	0.544	-	0.350	0.448	0.195	<b>0.805</b>
				0.128				
				-				
				0.076				
				-				
				0.069				

Source: Primary Data, 2023 (processed)

Based on Table 7, the fornell-larcker criterion value of each latent variable in this research has a higher value than the other latent variables. Therefore, based on the cross loading and fornell-larcker criterion values, the research model has passed the discriminant validity.

**Table 7.**

**Fornell-Larcker Criterion Value**

	<b>L</b>	<b>P</b>	<b>RG</b>	<b>PD</b>	<b>I</b>	<b>HK</b>	<b>PHL</b>	<b>R</b>
<b>L</b>	<b>0.789</b>							
<b>P</b>	0.505	<b>0.817</b>						
<b>RG</b>	0.273	0.060	<b>0.854</b>					
<b>PD</b>	0.550	0.506	0.325	<b>0.821</b>				

<b>I</b>	0.542	0.494	0.186	0.558	<b>0.829</b>		
<b>HK</b>	0.001	-0.011	0.028	0.150	0.030	<b>0.830</b>	
<b>PHL</b>	0.386	0.444	0.254	0.474	0.530	-	<b>0.869</b>
<b>R</b>	0.483	0.101	0.029	-	0.645	0.012	<b>0.797</b>
				0.109		-	
						0.021	

Source: Primary Data, 2023 (processed)

Reliability test can be evaluated by the composite reliability value and cronbach's alpha value. Based on the Table 8, the results of the composite reliability value and cronbach's alpha value each latent variabel more than 0.70. Therefore, latent variables in this research model have high reliability and passed the reliability test.

**Table 8.**

**Composite Reliability and Cronbach's Alpha Values**

<b>Latent Variable</b>	<b>Composite Reliability</b>	<b>Cronbach's Alpha</b>
Perception of Halal Label (PHL)	0.895	0.892
Halal Knowledge (HK)	0.845	0.879
Price (P)	0.758	0.749
Religiosity (R)	0.863	0.857
Income (I)	0.852	0.848
Lifestyle (L)	0.797	0.797
Reference Group (RG)	0.820	0.810
Purchase Decision (PD)	0.820	0.878

Source: Primary Data, 2023 (processed)

**Inner Model (Structural Model)**

Inner model evaluation aims to describe the correlation between latent variable in the research model, this relationship can answer the objectives of the research regarding the hypothesis that has been formulated through the R-squares test ( $R^2$ ) and path coefficients (Musyafii et., 2022).

The R-square value ( $R^2$ ) explains how much variance can be explained by the endogenous latent variables in the structural model (Hair et al. 2014). Based on Table 9, the test results of the R-square value ( $R^2$ ) in this study, which is 0.508, are included in the moderate criteria because it is more than 0.33 (Musyafii et al. 2022). Therefore, it can be interpreted that the variables of perception of halal labels, halal knowledge, price, religiosity, income, lifestyle,

and reference groups can explain their influence on the purchasing decision variable by 50.8%. The remaining 49.2% is influenced by other variables that are outside this research model.

**Table 8.**

**R-square Value (R<sup>2</sup>)**

<b>Endogenous Variable</b>	<b>R-square (R<sup>2</sup>)</b>	<b>R-square adjusted</b>
Purchase Decisions	0.508	0.470

Source: Primary Data, 2023 (processed)

Path coefficients are correlations between latent variables in the structural model that represent the hypothesized relationship between latent variables (Hair et al. 2014). The hypothesis is accepted if it has a t-statistic value > 1.96 (α=5%) and p-values < 0.05. Referring to Table 10, there are five variables that significantly influence the decision to purchase frozen food products, namely the variables of halal knowledge, price, income, lifestyle, and reference group. Meanwhile, the variables of perception of halal labeling and religiosity have no significant effect on the variable of purchasing decisions for frozen food products

**Table 9.**

**Results of Evaluate Path Coefficients**

	<b>Original Sample</b>	<b>Standar Deviation</b>	<b>T-statistics</b>	<b>P-values</b>	<b>Hypothesis</b>
PHL -> PD	<b>0.131</b>	0.126	1.040	0.299	Rejected
HK -> PD	<b>0.141</b>	0.096	<b>1.966</b>	<b>0.043</b>	<b>Accepted</b>
P -> PD	<b>0.240</b>	0.113	<b>2.124</b>	<b>0.034</b>	<b>Accepted</b>
R -> PD	-0.110	0.086	1.275	0.202	Rejected
I -> PD	<b>0.212</b>	0.093	<b>2.282</b>	<b>0.023</b>	<b>Accepted</b>
L -> PD	<b>0.209</b>	0.108	<b>1.978</b>	<b>0.041</b>	<b>Accepted</b>
GR -> PD	<b>0.180</b>	0.070	<b>2.574</b>	<b>0.010</b>	<b>Accepted</b>

Source: Primary Data, 2023 (processed)

#### 4.4 Interpretation of Results

The halal label perception variable has a positive and insignificant effect on the frozen food purchase decision variable because the original sample value is 0.131, the t-statistic value < 1.96 is 1.040, and the p-value > 0.05 is 0.299, the results in this study are supported by research conducted by Rivaldi (2020). In this study, it was found that the halal label perception variable did not have a significant influence on purchasing decisions for halal products. Based on the findings of this study, as stated in Table 3 that respondents have considered the existence of a

halal label in frozen food products important. However, this does not have a significant influence on the purchasing decisions of Muslim consumers in Bogor Regency because the frequency of frozen food consumption of most respondents is only 1-10 times a month and the expenditure for purchasing frozen food products per month is less than IDR 100,000.

The halal knowledge variable has a positive and significant effect on purchasing decisions for frozen food products. The original value is 0.141, the t-statistic value is 1.966, and the p-values are 0.043, The results of this study are in line with research Adinda et al., (2021) that halal knowledge has a positive and significant effect on consumer decisions in buying chicken nugget. Referring to the findings of this study, consumers have considered halal in determining frozen food products according to Table 3 that the halal label is the main consideration for consumers in buying frozen food products. In addition, consumers only buy frozen food products with a halal label issued by BPJPH because they are worried about frozen food that does not have a halal label.

The price variable has a positive and significant influence on the purchasing decision variable for frozen food products. The original sample value  $> 0$ , namely 0.240, p-value  $0.034 < 0.05$ , and t-statistic value  $> 1.96$  is 2.124. These results are in line with research Lestari et al. (2021) that the price variable has a positive and significant influence on purchasing decisions. Based on the findings of this study, frozen food products have prices that can compete with other food products, thus influencing the purchasing power and decision making of Muslim consumers in Bogor Regency.

The religiosity variable has a negative and insignificant effect on purchasing decisions for frozen food products with an original sample value of -0.110. The t-statistic value and p-value on the religiosity variable are 1.275 and 0.202, respectively, which means that the effect is not significant because the t-statistic  $< 1.96$  and p-value  $> 0.05$ . The results of this study are supported by Sarah & Artanti (2020) and Mansyuroh (2020) which explains that religiosity has a negative and insignificant effect on purchasing decisions. According to the findings of this study, the level of religiosity of Muslim consumers in Bogor Regency has no influence on purchasing decisions for frozen food products. This is because respondents who are Muslims always consume products that have a halal label, as shown in Table 3 that as many as 26 respondents have prioritized the halal label as the first consideration in making a purchase.

The reference group variable has a positive and significant relationship with purchasing decisions for frozen food products, because the original sample is 0.180, the t-statistic is 2.574, and the p-value is 0.010. The results of this study are the same as the research of Supardin (2022) and Oktavianingsih & Setyawati (2020) which prove that reference groups have a positive and significant effect on purchasing decisions. Referring to the results of this study, purchases of frozen food products made by Muslim consumers in Bogor Regency are influenced by normative influences, especially sourced from friends, the influence of value expressions based on advice from friends, and the influence of information influenced by other people's reviews about frozen food products.

## 5. CONCLUSION AND RECOMMENDATION

## 5.1 Conclusion

From the earlier discussion, we can draw the following conclusions:

The respondents of this research, who are Bogor Regency Muslim consumers purchasing frozen food products, mostly belong to the age group of 15-24 years, are predominantly female, and have completed high school or its equivalent. Many of them are students with a monthly income of less than IDR 2,500,000. Their monthly expenditure on various items, including frozen food products, is also less than IDR 2,500,000, with an expenditure on frozen food products ranging below IDR 100,000 per month. The frequency of purchasing frozen food products for most respondents is between 1 to 10 times per month. Among the various frozen food brands available, the So Good brand is the most preferred and frequently consumed by the respondents.

The presence of a halal label on frozen food products is considered essential by the respondents. Out of the participants, 26 respondents specifically identified the halal label as a crucial factor influencing their purchasing decisions for frozen food products.

The results obtained from the SEM-PLS analysis revealed that variables such as halal knowledge, price, income, lifestyle, and reference group exert a positive and significant impact on the purchasing decisions of Bogor Regency Muslim consumers when it comes to buying frozen food products. However, the variable "perception of halal labeling" showed a positive effect on the decisions, but it was not statistically significant. On the other hand, the variable "religiosity" exhibited a negative effect and was also statistically insignificant in influencing purchasing decisions for frozen food products.

## 5.2 Recommendation

Based on the conducted results and analysis, we offer the following recommendations:

Frozen food manufacturers should carefully consider various aspects, including halal knowledge, pricing, income levels, lifestyle, and reference groups, to formulate an effective marketing strategy. To achieve this, they can take several actions, such as obtaining halal certifications for their products to reassure consumers about their halal status, adjusting prices to align with consumers' purchasing power, enhancing product quality and taste, and collaborating with influencers or influential parties to promote their frozen food products. These steps will help them expand their market reach, boost sales, and influence consumers' decisions to opt for halal frozen food items.

The government can play a crucial role by initiating campaigns, socialization programs, and educational initiatives to emphasize the significance of choosing halal products for the wider community. This is especially important considering the low literacy and awareness levels among the public regarding the presence and importance of halal labels on products.

For future researchers, it is advisable to incorporate additional variables into their studies, such as product quality and brand image, to gain a more comprehensive understanding. Furthermore, expanding the research scope to include an analysis of Small and Medium Enterprises (UMKM) influence on obtaining halal certifications for their products or exploring



UMKM actors' perceptions regarding the importance of halal labels on their products would be beneficial.

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