

Halal Lifestyle, Awareness, and Consumer Behavior: Implications for the Halal Food Market in Dayeuh Village, Indonesia

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Abstract

This study aims to examine the influence of halal lifestyle and halal awareness on public purchase interest in halal food products. The research focuses on understanding how these factors contribute to consumer behavior in Dayeuh Village, Cileungsi District, Bogor Regency, West Java Province, Indonesia. A quantitative approach was employed, using a simple random sampling technique to select 100 respondents from the local population. Data were collected through questionnaires and analyzed statistically. The findings reveal that both halal lifestyle and halal awareness simultaneously have a significant and positive effect on public purchase interest. Consumers with a stronger understanding and commitment to halal principles tend to show greater interest in purchasing halal certified products. The study highlights that limited education about halal concepts remains a major barrier, which affects the level of public interest in halal consumption. Based on these findings, it is recommended that policymakers and stakeholders intensify educational programs and public awareness campaigns on the importance of halal lifestyles and certifications. Furthermore, collaboration between governmental institutions, halal certification bodies, and the food industry is essential to strengthen public knowledge and trust, thereby encouraging greater consumer engagement with halal products.

Introduction

The State of Global Islamic Economy (SGIE) reports that Indonesia has risen to third place as the leader of the global halal economy, behind Malaysia and Saudi Arabia (Dwitri Waluyo TR, 2024). This increase is supported by various leading sectors of the halal industry, including halal food. In this case, the table is very influential because the data that has been taken will affect all sub-components, if a data is deleted, it can be said that it is not concrete.

Halal food consumption in 2025 is projected to reach US\$ 204 billion, followed by media and recreation at US\$ 31.82 billion and fashion at US\$ 23.28 billion (Pahlevi, 2022).

Table 1. Projected Consumption of Halal Products in 2025

Category	Projection
Halal Food	204
Fashion	23,28
Pharmaceutical	6,81
Cosmetics	7,59
Tourism	8,03
Media and Recreation	31,82

Source : The State of Global Islamic Economy (SGIE) reports 2024

Pew Research Center projects that by 2030, the world's Muslim population will reach 2.2 billion or 26.5 percent of the total global population. This population surge is certain to drive increased demand for halal food products at both national and international levels. Gradually, this research explicitly combines two main variables, namely halal lifestyle and halal awareness, to see their influence on people's purchase intention. Previous research often focuses only on one of the variables, such as halal awareness or halal certification. This study shows that halal lifestyle and halal awareness have a significant influence on purchase intention. Previous research may have put more emphasis on other aspects, such as the impact of halal certification or food ingredients on purchase intention. Halal, simply put, refers to everything that is allowed or in accordance with Islamic teachings, including in food, beverages, and lifestyle. This concept ensures that products or actions meet certain ethical and spiritual standards. The consumption of halal food products has become an inherent lifestyle in society. This is due to the understanding that halal food products are not only related to religious obligations, but also to business and trade aspects (Islam, 2024).

The halal lifestyle encompasses various aspects of life that are in accordance with sharia principles. This lifestyle not only serves as a means for Muslims to nurture themselves and their souls, but also as an effort to get closer to Allah. In addition to reflecting the actualization of faith, a halal lifestyle helps maintain the validity of prayer, which is a spiritual weapon for Muslims (Adinugraha & Sartika, 2019). One of the main elements of the influence of halal lifestyle and halal awareness on people's interest in buying halal food products is important because it provides deep insight into consumer preferences in the halal market. This not only supports the public in making more conscious and meaningful choices, but also provides strategic guidance for the halal industry to meet the needs of a growing market. By understanding the factors that influence purchase intention, both the public and businesses can contribute to a more inclusive and sustainable growth of the halal ecosystem. The halal lifestyle is the consumption of halal food, which is gaining more and more attention from the public as awareness of the importance of complying with Islamic law increases.

In Indonesia, as the country with the largest Muslim population in the world, demand for halal food products continues to show a positive trend. This reflects a shift in lifestyle that is increasingly integrated with Islamic principles. Terminologically, the word "halal"

comes from the Arabic halla, yahillu, hilla, which means to free, release, break, dissolve, or allow. In the context of Islamic law, halal refers to everything that is allowed and does not violate Islamic law.

Halal awareness, which includes a Muslim's understanding and knowledge of the concept of halal, the halal production process, and the importance of consuming halal food products, plays a central role in driving the adoption of this lifestyle. (Sri Ernawati & Iwan Koerniawan, 2023) defines halal awareness as the ability to understand the importance of products that are free from haram ingredients such as alcohol and pork and its derivatives. However, research shows mixed results regarding the effect of halal awareness on consumer buying interest. For example, (Ummah et al., 2023) found a positive effect of halal awareness on purchase intention. In contrast, (Nadya Rahma Agustiani & Viola De Yusa, 2023) reported that halal awareness has no significant effect on purchase intention. This difference in findings reflects that in practice, there are still consumers who use products without clarity on their halal status.

Muslim consumers' level of awareness of halal food products is greatly influenced by their knowledge of Islamic law, including the certification process, packaging, and food hygiene. Not all consumers have the same level of awareness, so lack of education is a big challenge. This can result in low purchase intention, especially among those who do not understand the importance of halal food products. Therefore, education and promotion related to halal food product standards according to Islamic law and government regulations are crucial, both for consumers and producers.

Widyaningrum (2019) emphasizes that halal awareness can be seen as part of an educational process to increase Muslims' understanding of what is allowed to be consumed and used. Based on the differences and gaps with previous studies, it can be said that this research has a novelty value, namely the halal lifestyle includes the application of halal principles in everyday life, including consumption patterns and behavior in accordance with sharia. Halal awareness is important to increase public interest in halal food products and support the growing halal industry. Therefore, this study aims to further explore how much influence halal lifestyle and halal awareness have on people's buying interest, especially among the people of Dayeuh Village, Cileungsi District, Bogor Regency, West Java Province, Indonesia. Dayeuh Village was chosen as the research object because it has unique geographical features, economic potential, socio-cultural conditions, or specific problems relevant to the research topic. In addition, this location may be considered representative or strategic to support the study objectives. Because the people in Dayeuh Village have the influence of halal lifestyle and halal awareness can help in improving the welfare of the community by providing halal products that suit their needs.

Literature Review

Halal Lifestyle

According to the Muslim Judicial Council Halal Trust (MJCHT), a halal lifestyle is a lifestyle in which a person behaves in accordance with Islamic teachings and is done to the best of his/her ability. Explains the urgency of the topic, namely the increasing attention to

halal lifestyle and halal awareness in society. Presents research findings that show the relationship between halal lifestyle, halal awareness, and purchase intention of halal food products. The discussion focuses on the interpretation of the data as well as its practical implications. The three HM principles of halal acquiring, halal consuming, and halal using can be used to live a halal lifestyle. In other words, it examines the relationship between the adoption of a halal lifestyle and increased public interest in halal food products. anyone can live a halal lifestyle by ensuring that everything they produce is halal, from the raw materials used in production to the packaging, distribution, and retail sale of finished products (Aji et al., 2023).

Halal lifestyle is a human lifestyle or pattern in human life that refers to things or behaviors that are in accordance with the principles, values, standards, which are legally permitted by Islamic religion (Zaidah et al., 2022). This halal lifestyle requires Muslims to choose products and use services that comply with Islamic laws and norms. Halal lifestyle is a lifestyle that complies with halal-haram regulations, is safe, healthy, and hygienic. There are two ways to look at the idea of halal: from a religious perspective and from an industry perspective.

Halal lifestyle is a lifestyle that complies with the requirements of Islamic teachings. Muslims tend to use halal food products when practicing a halal lifestyle in everyday life, forming a consistent attitude of applying Islamic teachings, and middle-class Muslims tend to embrace Islamic values in various life needs, even though they must understand the meaning of halal and sharia, in order to straighten out their intentions in carrying out the teachings of Islam as a whole (Amelia, 2022).

It can be concluded that a halal lifestyle is a person's behavior that is carried out such as right, honest, integrity, justice, dignity, and does not deviate from Islamic teachings. Halal lifestyle is a human lifestyle that refers to things and behaviors that are permitted according to Islamic principles, values, standards, and laws. Halal lifestyle complies with halal-haram, safe, healthy, and hygienic regulations. There are two perspectives on halal, namely, a religious perspective and an industrial perspective. The trend of using halal food products in implementing a lifestyle according to Sharia in everyday Muslim life, shapes itself to consistently apply Islamic teachings, middle-class Muslims try to enter Islamic values in various life needs, must understand the meaning of halal and sharia in order to clarify the intention to practice Islamic teachings as a whole. Based on the theoretical background described, the indicators that support the concept of halal lifestyle are Islamic Sharia compliance.

Halal Awareness

Halal awareness depends on Muslims' understanding of what halal is, understanding the correct slaughter process, and prioritizing the consumption of halal food. Based on the above understanding, it can be concluded that halal awareness is a Muslim's knowledge about the concept of halal, the halal process, and considers that using halal food products is important for him (Saodin, 2018).

Halal awareness refers to the level of understanding of Muslims on issues related to the concept of halal. This knowledge includes understanding what halal is and how the production process complies with halal standards in Islam (Danurwenda Ismaya, 2022). The measurement of halal awareness variables refers to the research instrument conducted by Yunus et, al. (2014) :

1. Aware of halal
2. Aware that halal is a religious obligation
3. Food hygiene and safety
4. The importance of knowledge about the packaging process
5. Attention to international halal product packaging

Halal awareness is the level of knowledge possessed by Muslim consumers to seek and consume halal food products in accordance with Islamic law (Intani A, 2022). It is concluded that halal awareness is the knowledge of Muslims about the concept of halal, the use of halal processes and halal food products, what is important for halal, and what Muslim consumers want to find and consume halal food products in accordance with Islamic law. Based on the theoretical background described, the indicators on the concept of halal awareness are understanding of halal and sharia.

Public Purchase Interest

Interest is a strong tendency of the mind towards something that results from a felt or unfelt need or desire for a particular thing. Interest can be interpreted as a tendency to be interested or encouraged to pay attention to someone something goods or activities in certain fields (Chan, 2019).

Purchase interest according to Kotler and Keller, "Purchase interest is a behavior that arises in response to an object and indicates a consumer's desire to buy (Sudarta, 2022). Purchase Intention is the tendency of consumers to buy something or take actions related to buying and is measured by the level of likelihood of consumers making purchases. The statement of wanting to buy does not buy, will buy will not buy, will repurchase will not repurchase (Lailla & Tarmizi, 2020).

That a person's buying interest is due to the encouragement of consumer needs, consumer curiosity about taste and recommendations from the closest people who can influence the desire to buy the product. According to Yunus et, al. (2013) and Ferdinand (2002), buying interest can be identified through the following indicators:

1. Transactional interest, which is a person's tendency to buy a product.
2. Referential interest, namely a person's tendency to refer products to others.
3. Preferential interest, which is an interest that describes the behavior of a person who has a primary preference for the product. This preference can only be changed if something happens to the preference product.
4. Exploratory interest, this interest describes the behavior of a person who is always looking for information to support the positive properties of the product.

Halal Food Products

Etymologically food is entering something through the mouth. According to the halal production system technical manual published by DEPA, food is an item that is intended to be eaten or drunk by humans, as well as materials used in the production of food and beverages. While halal is something that is allowed according to Islamic teachings

The word halal comes from Arabic (حلال) which means legalized, permitted, and permissible. A food / beverage is declared legal (permissible) for consumption. As for the right to legalize or forbid a food / drink is only Allah SWT and His Messenger.

Meaning: *"O you who believe, eat of the good things We have bestowed upon you and give thanks to Allah if you truly worship Him alone"* (QS. Al Baqarah: 172).

Halal means permitted and allowed by Allah, while haram means forbidden. The law of eating Halal determines which foods are allowed and which foods are forbidden. Muslims are forbidden to consume pork, alcohol, blood, carrion, and meat of animals slaughtered without complying with the laws/rules of Islam (Al Farisi, 2020).

In Islamic law, li & Halal (2016) halal food can also be interpreted as halal food, which is food that has a delicious, healthy and balanced taste, and does not cause adverse effects on the body of the person who consumes it, both physically and psychologically. According to studies and research by nutritionists, the concept of halal in Islamic teachings is as follows:

1. Healthy, healthy food contains adequate, complete and balanced nutrition.
2. Proportional, in particular, consuming nutritious, complete, and balanced food for humans who are growing. For example, fetuses and newborns, as well as toddlers and adolescents, need foods that contain building materials (protein).
3. Safe, healthy and physically resilient humans are affected by the food they eat. If the food is nutritious, complete, and balanced, then the person who consumes it will always be in good health and avoid various diseases. However, if the diet is unhealthy or does not meet physical conditions, it will cause many diseases and can even lead to death.

Theoretical foundations and studies

Several important concepts underlie how halal lifestyle and halal awareness affect people's buying interest. The following are four relevant theoretical foundations.

1. Consumer Behavior Theory, This theory explains how individuals make purchasing decisions. Factors such as cultural, social, personal, and psychological influence consumer behavior. In this context, halal lifestyle and halal awareness are part of the cultural and personal factors that influence purchase intention.
2. Lifestyle Theory, Lifestyle is a pattern of how individuals live, use time, and money. A halal lifestyle involves the application of Islamic principles in daily life, including in food choices. This theory helps understand how lifestyle preferences influence consumer choices.
3. Halal Awareness Theory, Halal awareness refers to knowledge, understanding, and attention to halal principles. The level of halal awareness can affect how much a

person pays attention to the halal label and chooses products that comply with these principles.

4. Halal Food Theory, This theory emphasizes that halal food is healthy, nutritious, and safe for consumption because it has followed the standardization of halal food. People may see the consumption of halal food products as part of their identity as devout Muslims, thus influencing their buying interest.

Hypotheses

Research by Cupian et al. (2023) on the Effect of Halal Certification, Halal Awareness and Food Ingredients on interest in buying halal food products study of muslim communities in Banjar City, shows that the halal awareness variable has a positive effect on buying interest in halal food products. Halal lifestyle behavior, which includes aspects of religion, health, ethics, and social influence, significantly increases the interest in buying halal food products in generation Z. These aspects have not been explained or researched deeply enough in previous studies. These are aspects that have not been explained or researched in sufficient depth in previous studies. For example, whether there are dimensions of the halal lifestyle that have not been reviewed or other variables reflect changes in consumption trends that are more conscious and responsible in accordance with the values espoused by the generation.

Based on the explanation of the research results above, this study aims to fulfill the research gap where this research has not been carried out by previous studies, namely regarding the impact of Halal Lifestyle and Halal Awareness partially or simultaneously on Community Purchase Interest in dayeuh cileungsi village. If in previous research only examines generation z, but in this study it includes all generations. Can be described in a framework as follows:

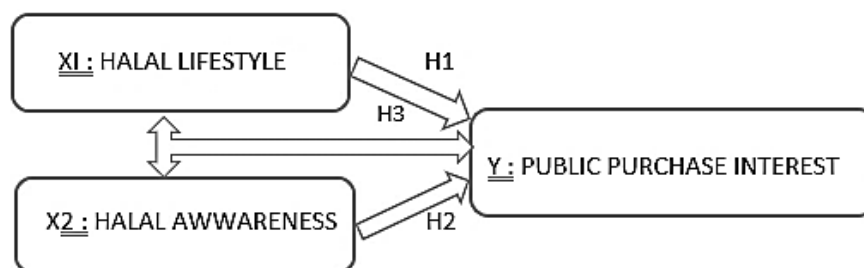


Figure 1. Research model

- (H1) : There is a positive and significant influence between Halal Lifestyle on people's buying interest.
- (H2) : There is a positive and significant influence between Halal Lifestyle on people's buying interest.
- (H3) : There is a positive and significant influence between Halal Lifestyle and Halal Awareness on people's buying interest simultaneously.

Research on halal lifestyle and halal awareness on public interest in buying halal food products has the opportunity to offer a broader perspective than previous research. This approach integrates two important variables of halal lifestyle as a reflection of consumer

behavior that is consistent with halal principles, and halal awareness as a reflection of the values and beliefs that underlie their preferences. By combining these two aspects, this research can provide a more in-depth analysis of the motivation, mindset, and behavior of people in choosing halal products.

Research Methods

In this study, a quantitative approach was used, which aims to measure the variables involved objectively through data that can be analyzed statistically. Quantitative methods are an ideal choice for this research, especially for measuring relationships between variables with high precision and providing views that can be widely applied. In this study, researchers used quantitative methods which are scientific scientific methods that fulfill scientific principles, namely concrete empirical, objective, measurable, rational, and systematic (Sugiyono, 2019).

According to Arikunto (2013), population is the entire object of research that is the target of study. In this study, the population includes people in Dayeuh Village with the following data:

Table 2. Population data of Dayeuh Village Community

No	Gender	Amount
1	Male	12.568
2	Famale	13.427
	Total	25.995

Source: Dayeuh Village Office records in 2024.

The sample is a part or subgroup taken from the population to represent the whole population (Sekaran & Bougie, 2016). The population consists of 25,995 people in Dayeuh village. The sampling technique used is simple random sampling which provides an equal opportunity for the population to be selected as a research sample which is taken randomly using the Slovin formula with an error rate of 10% (0.1) as follows:

$$n = \frac{N}{1 + Ne^2} = \frac{25.995}{1 + 25.995(0,1)^2} = \frac{25.995}{1 + 260} = \frac{25.995}{261} = 99,59$$

Notes:

N = Number of samples

N = Total population

e2 =Error rate or error

Based on the results of the above calculations, a minimum sample size of 99.59 was obtained and then rounded to the nearest number of 100 respondents. The sample criteria included the people of Dayeuh Village. This study uses two types of data, namely primary data and secondary data. Primary data is obtained directly through empirical interaction with the object of research, in this case collected through an online questionnaire using google foam platfoam distributed to respondents via whatsapp messages, instagram. Meanwhile, secondary data comes from indirect sources, such as books, articles, scientific journals, news, and websites relevant to the research topic. Secondary data is used to support and strengthen the findings of primary data. The primary data that has been

collected will be processed using SPSS (Statistical Package for the Social Sciences) software version 22. The data processing process is carried out through four stages, consisting of validity and reliability tests, classical assumptions, multiple linear regression analysis, and hypothesis testing.

Results and Discussion

Validity Test

The validity test is carried out by calculating the correlation between the score of each question item and the total score, with the validity test criteria as follows: Valid if $r_{\text{count}} > r_{\text{table}}$ and Invalid if $r_{\text{table}} > r_{\text{count}}$. Based on the results of the analysis. Based on the results of the analysis, all questions in the X1 variable questionnaire (Halal Lifestyle) are declared valid because they have a value of $r_{\text{count}} > r_{\text{table}}$, so that 15 questions from variable X1 are suitable for analysis. Furthermore, all questions in the X2 variable questionnaire (Halal Awareness) are also declared valid because they meet the $r_{\text{count}} > r_{\text{table}}$ requirements, and 5 questions from variable X2 are worth analyzing. Likewise, all questions of the variable Y questionnaire (Community Purchase Interest) are declared valid with a value of $r_{\text{count}} > r_{\text{table}}$, so that 5 questions from variable Y are worthy of analysis.

Reliability Test

Reliability calculations using SPSS to see reliability coefficients, the interpretation is said to be realizable if the Cronbach's alpha value is > 0.6 .

Table 3. Reliability test results

Variabel	Cronbach'sAlpha	N of Items
X1 (Halal Lifestyle)	0.936	15
X2 (Halal Awareness)	0.877	5
Y (Community Purchase Interest)	0.903	5

Source: Primary data processed, 2025.

Based on Table 3. Reliability Test Results, analysis of the variables X1 (Halal Lifestyle), X2 (Halal Awareness), and Y (Community Purchase Interest) Cronbach's alpha value > 0.6 , then all data is declared reliable.

Multicollinearity Test

The multicolonierity test is used to determine whether there is a correlation between the independent variables in the regression. To determine whether there are symptoms of multicolonierity, it can be done by looking at the VIF (Variance Inflation Factor) and tolerance values, if the VIF value < 10 and the tolerance value > 0.1 then there is no multicolonierity.

Table 4. Multicollinearity test results (coefficients^a)

Projection	Collinearity Statistics	
	Tolerance	VIF
X1 (Halal Lifestyle)	.982	1.018
X2 (Halal Awwareness)	.982	1.018

a. Dependent Variable: Purchase Decision

Source: Primary data processed, 2025.

Based on Table 4. Multicollinearity Test Results, the tolerance value of 0.635 shows > 0.1 and the VIF value of $1.575 < 10$, so it can be concluded that there is no multicollinearity.

Heteroscedasticity Test

A good regression model is homoscedasticity, which means that the variance of the residuals of one observation to another observation remains or there is no heteroscedasticity problem. The test is carried out using the Glejser test method with the results if the significance value > 0.05 then it can be stated that there is no heteroscedasticity problem and vice versa. The following are the results of the heteroscedasticity test:

Table 5. Heteroscedasticity test results (coefficients^a)

Projection	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	-1.587E-15	1.947		.000	1.000
X1 (Halal Lifestyle)	.000	.022	.000	.000	1.000
X2 (Halal Awwareness)	.000	.047	.000	.000	1.000

Source: Primary data processed, 2025.

Table 5, the results of the Heteroscedasticity Test show 1,000 on the Halal Lifestyle variable while on Halal Awareness it is 1,000. This means that the significance value of the two variables shows a value greater than 0.05, so there is no heteroscedasticity problem in the regression model.

Normality Test

To test whether the data is normally distributed or not, the Kolmogorov-Smirnov statistical test is performed. Residuals are normally distributed if they have a significance value > 0.05 .

Table 6. Normality test results

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.17532763
Most Extreme Differences	Absolute	.082
	Positive	.050
	Negative	-.082
Test Statistic		.082
Asymp. Sig. (2-tailed)		.092 ^c

Source: Primary data processed, 2025.

Based on Table 6. Normality Test Results, it can be seen that the asymp-sig (2-tailed) significance value is obtained at 0.092 which shows greater than 0.05 so that it can be stated that the data is normally distributed.

Multiple Linear Regression Analysis

Multiple linear analysis is used to determine the effect of two or more variables on the independent variable, namely in this study, Halal Lifestyle and Halal Awareness on the dependent variable, namely Community Purchase Interest. The results of SPSS data processing, obtained the following results:

Table 7. Multiple linear regression analysis results

Description	Value Koefisien
Konstanta	2.882
X1 (Halal Lifestyle)	.201
X2 (Halal Awwareness)	.294

Source: Primary data processed, 2025.

From table 7 results of Multiple Linear Regression Analysis, this study obtained a regression equation, namely:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + e$$

$$Y = 2,882 + 0,201X_1 + 0,294X_2 + e$$

From this equation, the constant value shows a negative value of 2.882, meaning that if the Halal Lifestyle and Halal Awareness are equal to 0, the level of purchasing decisions tends to be low or negative by 2.882. The regression coefficient of the Halal Lifestyle variable has a value of 0.201, which shows that the influence of the Halal Lifestyle on the decision to Buy Community Interest is unidirectional (positive), which means that if there is an increase in the Halal Lifestyle variable by 1 unit, the decision to Buy Community Interest increases by 0.201 units.

The regression coefficient of the Halal Awareness variable has a value of 0.294 which indicates the magnitude of the influence of Halal Awareness on the decision to Buy Community Interest is unidirectional (positive) which means that if there is an increase in the Halal Awareness variable by 1 unit, the decision to Buy Community Interest increases by 0.294 units. The equation $Y = 2.882 + 0.201X_1 + 0.294X_2 + e$ can be concluded that the variable that has the greatest influence on the decision to Buy Community Interest.

HypothesisTest

Partial Test (T Test)

Partial test is conducted to determine whether there is a partially significant effect between the variables of Halal Lifestyle and Halal Awareness on the dependent variable of Community Purchase Interest. This individual parameter significance test is contained in the tcount. The distribution table is obtained from the degrees of freedom $df = n - k - 1$, where n is the number of samples and k is the number of independent variables. So that the t table is obtained $df = (100 - 2 - 1)$ with a significance level of 5%, namely 1.661. If the results obtained by the $tcount > ttable$ value, or if the probability value (sig) is smaller than the alpha value ($5\% = 0.05$) then H_0 is rejected, so it is concluded that partially there is a significant effect between the independent variable and the dependent variable.

Table 8. T test results

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t.	Sig
Projection (Constant)	2.882	1.347		2.139	.035
X1 (Halal Lifestyle)	.201	.025	.553	7.931	.000
X2 (Halal Awwareness)	.294	.054	.380	5.457	.000

a. Dependent Variable: Public Purchase Interest

Source: Primary data processed, 2025.

Based on Table 8. The results of the T Test for the Effect of Halal Lifestyle on Public Purchase Interest in Halal Food Products in Dayeuh Village were tested using the t test. The test results show that the Halal Lifestyle has a tcount value of 7.931, while the ttable value is 1.661. Because the t count is greater than the t table ($7.931 > 1.661$) and the significance value obtained of 0.035 is smaller than alpha 0.05 ($0.000 < 0.05$), it can be concluded that the Halal Lifestyle has a significant influence on Public Purchase Interest.

The effect of Halal Awareness on the decision to Buy Public Interest in Halal Food Products in Dayeuh Village was tested using the t test. The test results show that Halal Awareness has a tcount value of 5.457, while the ttable value is 1.661. Because the tcount is greater than the t table ($5.457 > 1.661$) and the significance value obtained is 0.000 less than alpha 0.05 ($0.000 < 0.05$), it can be concluded that Halal Awareness has a partially significant effect on Public Purchase Interest.

Simultaneous Test (F Test)

The F test is used to determine the simultaneous influence (together) between the independent variables on the dependent variable. If the obtained Fcount > Ftable value or significance value < 0.05 then H_0 is rejected, and vice versa if Fcount < Ftable or significance value > 0.05 then H_0 is accepted, meaning that there is no simultaneous influence between the independent variable (X) on the dependent variable (Y). The F distribution table is sought at $df = n - k - 1$ with information n as the number of samples and k as the number of independent variables. So that the Ftable value with a significance of 5% is obtained ($100 - 2 - 1$), namely 3.090.

Table 9. F Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	272.768	2	136.384	121.512	.000 ^b
Residual	108.872	97	1.122		
Total	381.640	99			

a. Dependent Variable: Public Purchase Intention

b. Predictors: (Constant), Halal Awareness, Halal Lifestyle

Source: Primary data processed, 2025.

Based on the test results in Table 9. The results of the F test, the Fcount value obtained is 121.512 which states that it is greater than Ftable, which is 3.090. ($121.512 > 3.090$), and the significance value shows a value of 0.000 < 0.005. So it is concluded that H_0 is rejected and H_a is accepted, meaning that there is a simultaneous or joint influence on the

independent variables, namely Halal Lifestyle and Halal Awareness on the dependent variable, namely Community Purchase Interest. These results are the same as the results of research (AHSAN MA'RUF, 2022) which shows that the variables of halal awareness, halal lifestyle, and Islamic branding simultaneously affect purchasing decisions.

Discussion

The findings of this study confirm that both halal lifestyle and halal awareness significantly influence public interest in purchasing halal food products. This aligns with prior research that has explored the role of religious values and consumer behavior in the halal food industry. As evidenced by this study, the halal lifestyle reflects a deeper integration of Islamic principles into daily consumption habits, suggesting that religious identity plays a critical role in determining purchasing preferences. This aligns with the findings of Samsudin et al. (2020), who highlighted that Muslim consumers are more likely to choose halal products as a reflection of their religious beliefs and values. Additionally, Hasan et al. (2019) noted that adopting a halal lifestyle often involves a holistic approach to consumption, where consumers are mindful not only of food but also of the broader lifestyle choices that align with their faith.

The positive influence of halal awareness on purchase interest further supports Amin et al. (2014), who concluded that consumer knowledge of halal certification processes and the importance of halal food significantly affects their buying decisions. In their study, they found that consumers who are more educated about halal certification tend to exhibit stronger trust and preference for halal-certified products. This finding is particularly important, as the increasing complexity of global supply chains makes it necessary for consumers to be more informed about the halal status of products they purchase. In this study, halal awareness was identified as a key factor in shaping consumers' willingness to pay a premium for certified halal food, which is consistent with the results found by Amin and Omar (2015).

Furthermore, the simultaneous influence of halal lifestyle and halal awareness on public purchase interest supports the broader view that these two factors are interconnected and reinforce each other. As Nasution et al. (2018) found, when consumers adopt a halal lifestyle, they tend to seek more information and become more aware of halal certification, thus making them more confident in their purchasing decisions. This creates a positive feedback loop where a halal lifestyle increases awareness, and heightened awareness, in turn, reinforces the commitment to a halal lifestyle.

This research also highlights the importance of education and information dissemination in increasing public interest in halal food. Zain et al. (2017) noted that a lack of knowledge regarding halal certification and the halal production process can be a barrier to purchasing halal products. By addressing this knowledge gap, the industry can foster a more informed and confident consumer base, ultimately driving higher demand for halal-certified products.

In light of these findings, it is clear that both halal lifestyle and halal awareness are integral components in shaping the halal food market. The results emphasize the need for

continued efforts from various stakeholders, including governmental bodies, halal certification organizations, and the food industry, to improve public awareness and education. Policymakers should focus on enhancing the visibility and accessibility of halal certification information to empower consumers to make informed decisions. Moreover, the food industry must ensure that halal certification is transparent, trustworthy, and easy to understand to build greater consumer confidence.

Conclusion

This study concludes that both halal lifestyle and halal awareness significantly influence public interest in purchasing halal food products. The adoption of a halal lifestyle reflects a deeper alignment of consumer preferences with their religious values, influencing their decisions to choose halal-certified products. This finding emphasizes that the halal lifestyle is not only a reflection of religious beliefs but also a determining factor in consumer behavior, particularly in food related choices.

Furthermore, halal awareness plays a crucial role in encouraging consumers to make more informed decisions about the halal status of food products. The awareness of halal certification and the importance of halal ingredients is positively correlated with an increased willingness to purchase halal products. Consumers who are more knowledgeable about halal principles tend to place greater trust in halal-certified products, highlighting the need for continuous education and information dissemination about halal food.

Based on the findings, it is recommended that stakeholders, including policymakers, halal certification bodies, and the food industry, strengthen their efforts to enhance public understanding of halal principles. This can be achieved through educational campaigns, clear labeling, and transparent certification processes. By fostering greater halal awareness and supporting the adoption of a halal lifestyle, stakeholders can significantly boost consumer confidence and interest in halal food products, ultimately contributing to the growth of the halal food market.

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