

## **Muslim Consumer Preferences for Halal Food Products: The Role of Halal Labels, Product Quality and Socio-Cultural Factors**

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### **Abstract**

This study aims to analyze the influence of halal labels, product quality, and socio-cultural factors on Muslim consumer preferences for Nissin Gekikara Ramen products in Bengkulu City. Amid the rapid growth of the halal market, global food products face challenges in balancing international quality standards with religious adherence. This study used a quantitative approach with a survey method of 120 Muslim respondents selected through a purposive sampling technique. Data analysis was conducted using Structural Equation Modeling–Partial Least Square (SEM-PLS). The results show that product quality and socio-cultural factors have a positive and significant influence on consumer preferences, with socio-cultural factors being the most dominant factor. In contrast, the halal label has no significant influence, indicating a shift where the halal label on global brands is now considered a basic standard (basic requirement) rather than a primary attraction. The novelty of this study lies in the integration of the sharia consumption perspective with local socio-cultural dynamics that go beyond religious formalities. These findings provide important implications for manufacturers to emphasize cultural relevance and functional quality in winning the Muslim market in Indonesia.

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## **Introduction**

Development globalization has push increasing current goods and services across countries, including in industry food. Progress technology global information and distribution makes product food from various countries are increasingly easy accessible to the Indonesian people. This condition affects pattern consumption society that does not only fulfillment oriented needs, but also on preferences to product globally recognized brands practical and modern.

One of the products that experience improvement consumption is instant noodles , which have become part from style life society , especially generation young (Habibah Shobri, Sugianto, 2023). Indonesia has position strategic in the global halal industry with a large Muslim population and high level of high consumption . Indonesia is also one of the countries with a high level of instant noodle consumption the highest in the world, which shows that This product has become part important in life society. Conditions the open huge market opportunity for instant noodle products, including product branded domestically produced foreign products ( Rapid Growth of *the Global Halal Market* , 2023).

Instant food products originating from Japan are among the many products that are popular in Indonesia. Japanese instant ramen brands, such as Nissin Gekikara Ramen, are widely recognized due to their distinctive taste, product innovation, and strong cultural influence. The exposure of Japanese popular culture through social media, anime, and other forms of entertainment has contributed to shaping ramen as a symbol of a modern lifestyle, thereby increasing consumer interest in these products (Rezki Fatimah, 2025) .

Indonesia, as a country with a Muslim majority population, makes the concept of halal a fundamental principle in consumption practices (Khozin Zaki et al., 2023). In Islamic economics, consumption is not only oriented toward fulfilling needs, but also considers moral values, health, and overall well-being as part of maqāṣid al-sharī'ah ( Aulia et al., 2025). However, a critical issue arises when foreign-branded products often create psychological ambiguity among Muslim consumers regarding the validity of their production processes. Although Nissin Gekikara Ramen is produced in Indonesia and has obtained official halal certification, its Japanese image as a non-Muslim country still creates a gap between formal legal certainty and consumers' internal perception of trust (Leksono et al., 2024).

Bengkulu City was chosen as the location for this research because reflect characteristics of urban society that is currently experience transformation pattern rapid consumption. As the center of education and economy in Bengkulu province , this city has population generation young people who grew up with high levels of social media exposure , which directly increases adoption trend global foods such as Japanese ramen. On the other hand, the values The strong religiosity of the Bengkulu city community create dynamics unique between loyalty to halal and attraction principles style modern life . The height availability instant noodle products foreigners in various center shopping in the city of Bengkulu which is comparable straight with growth community lovers culture Japan strengthen urgency to research to what extent is the halal label factor still capable influence preference they .

Condition social culture and quality product play role important in forming preference individual. Quality product reflect ability product fulfil taste and consistency expectations quality (Nida et al., 2024), Temporary environment social strengthen perception to trend modernity (Murdayana & Rokhman, 2025). Although a number of studies show influence positive halal label on purchasing decisions , there are gap real research where the study empirically which special research integrity factor religiosity ,

quality functional and social culture in brands foreign produced locally in areas with characteristics like Bengkulu city is still very limited.

Although previous studies have examined halal labeling, product quality, and consumer preferences, most of them tend to treat these variables independently and focus predominantly on local products. There is still limited empirical evidence that simultaneously integrates these variables within the context of foreign-branded halal food products that carry strong non-Muslim country associations. Furthermore, prior research has not sufficiently addressed how socio-cultural dynamics, particularly those shaped by digital exposure and global cultural influence, interact with Islamic consumption principles in shaping consumer preferences.

This study explicitly addresses this gap by offering a more comprehensive and integrative framework that combines halal labeling, product quality, and socio-cultural factors within the perspective of Islamic consumption. Unlike previous studies, this research highlights the shifting role of halal labeling from a primary determinant to a basic requirement, while emphasizing the increasing dominance of socio-cultural and quality-related factors in influencing Muslim consumer preferences.

This study aims to analyze the influence of halal labeling, product quality, and socio-cultural factors on Muslim consumer preferences for Nissin Gekikara Ramen in Bengkulu City from the perspective of Islamic consumption. This research is expected to provide both theoretical and practical contributions, particularly in offering insights for global halal food producers to better align their products with the characteristics and preferences of local Muslim consumers.

## **Literature Review**

### **Consumer Preferences**

Preference consumer is trend or choice individual in liking something product or service compared to other alternatives (Anindhita et al., 2023). This preference reflects response Like or No Like consumer to products consumed and influenced by assessments to benefits, quality, price, brand, and attribute product others (Wardhana, 2024). According to Santos and Golcalves, as quoted by Aprilia Pratiwi Putri, the Utility Theory was developed by Peter C. Fishburn (1968). This theory suggests that consumers focus on choosing a product based on unlimited needs and limited resources. This theory assumes that each individual has their own rational measurements and methods for determining future actions, so this theory is closely related to the perception of value (A. Putri & Bharata, 2023).

In perspective Islamic economics, preferences or interest consumption No let go from Islamic values. The Qur'an emphasizes that man instructed to understand and read various aspect life, including determining interests and choices consumption, as listed in QS. Al- Alaq verses 1–3. Therefore, the preference consumption in Islam is not only fulfillment-oriented needs, but also in line with spiritual values and responsibilities moral responsibility (Asriyana & Adhayani Mentari Paramata, 2025).

### **Halal Label**

A halal label is the inclusion of a halal statement or text on product packaging to indicate that the product is halal (Nurlaela, Arfah Pettenreng, 2021). The halal label serves as a sign or certification that a product complies with Islamic halal principles, encompassing the entire production process from raw materials to distribution. In this context, branding and marketing theory provides insight into how the halal label can be a crucial factor in building consumer trust and loyalty. Consumers view the halal label as a guarantee of a product's halal and hygiene, influencing the affective and cognitive components in forming attitudes toward the product (Al-Haq et al., 2024). In perspective sharia economy, halal label becomes an integral part of principle halal and thayyib consumption as confirmed in the Qur'an and the hadith of the Prophet SAW (SD Putri et al., 2022).

### **Quality Product**

According to Crosby (2018), as cited by Anto Tulim, Edy Firmansyah, and Kelvin Meidi, product quality is defined as a product that meets requirements or standards. A product is considered quality if it meets predetermined quality standards (Anto Tulim et al., 2022). Quality product understood as a whole characteristics and abilities products in fulfilling standard as well as give satisfaction to consumers . In view of sharia economy , improvement quality product is part from Honesty and trustworthiness in business . (Aina et al., 2021)

### **Cultural Factors**

Social factors culture also plays a role in shaping preference consumption . Environment social, customs and culture can influence behavior individual in choosing products. In Islamic economics, the influence social culture directed to form pattern balanced consumption in accordance with Islamic values . (Pradana et al., 2024 )

The socio-cultural aspect is one of the interesting dimensions of study in consumer behavior, especially related to how socio-cultural concepts influence consumer attitudes and behavior. According to Engle, Blackwell, and Miniard (1994), there are at least three important reasons for studying the influence of culture on consumer behavior. First, culture influences the structure of consumption. Second, culture influences how individuals make decisions. Third, culture is a key variable in the creation and communication of meaning in products (Razak & H, 2015).

In the digital era, the role of socio-cultural discourse is increasingly amplified through social media platforms and online communities. Educational content about halal, endorsements by religious figures or influencers, and community reviews create new "social spaces" that accelerate the spread of halal consumption norms and practices. This influence not only increases awareness of halal certification and labels but also shifts consumer expectations regarding quality, transparency, and production ethics. (Adiani, 2024)

From a theoretical perspective, the relationship between halal labeling, product quality, socio-cultural factors, and consumer preferences can be explained through consumer behavior and utility theory. Halal labeling functions as a cognitive assurance that reduces perceived risk and strengthens consumer trust, which in turn influences preference

formation. Product quality represents the functional value of a product, directly affecting consumer satisfaction and perceived utility. Socio-cultural factors act as external influences that shape consumer attitudes, norms, and lifestyle orientations, particularly in the context of increasing digital and global cultural exposure.

Within the framework of Islamic consumption, these variables are interconnected, where consumption decisions are not solely based on rational evaluation but are also influenced by religious values and social environments. Therefore, consumer preferences are formed through the interaction between religious compliance (halal), functional performance (quality), and socio-cultural influences, making it essential to analyze these variables simultaneously in a unified model.

### Research Gap

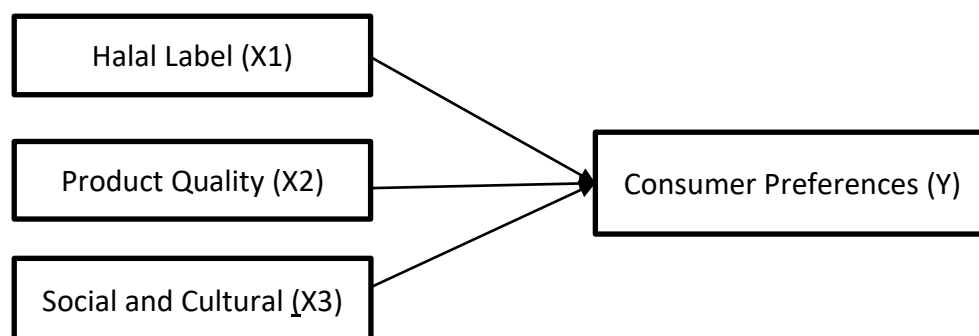
This study identified several research gaps: Extensive research has been conducted on consumer preferences for halal products, particularly on local products and domestic fast food. However, there remains a gap in research specifically addressing halal food products from foreign brands, such as Nissin Gekikara Ramen, which is produced in Indonesia but retains a Japanese image. This product is appealing because it carries strong foreign cultural influences while meeting Indonesian halal standards.

Previous research has generally addressed only one or two variables, such as halal labeling or product quality, without simultaneously considering the combination of halal labeling, product quality, and socio-cultural factors. Furthermore, socio-cultural aspects influencing Muslim consumer preferences, such as the principles of halal-thayyib (halal-thayyib) and maqasid (observance of sharia), have not been widely explored within the framework of Islamic economics, which are crucial foundations for Muslim consumer decision-making. This suggests that there is still room for more holistic and contextual research.

### Hypothesis

Based on the theoretical review and conceptual framework of the study, consumer preferences are influenced by halal labels, product quality, and sociocultural factors. Therefore, this study formulated hypotheses to test the influence of these three variables on consumer preferences.

**Figure 1.** The research model developed



H01: Halal labels influence consumer preferences for Nissin Gekikara Ramen products in Bengkulu City.

H2: Product quality influences consumer preferences for Nissin Gekikara Ramen products in Bengkulu City.

H3: Socio-cultural influences consumer preferences for Nissin Gekikara Ramen products in Bengkulu City.

H4: Halal labels, product quality, and socio-cultural practices simultaneously influence consumer preferences for Nissin Gekikara Ramen products in Bengkulu City.

## **Research Methods**

This study uses a quantitative approach with a causal associative research type. Causal associative research aims to determine the causal relationship between independent and dependent variables. (Jilhansyah Ani, Bode Lumanauw, 2021) In this study, the independent variables include the halal label (X1), product quality (X2), and socio-cultural factors (X3), while the dependent variable is consumer preference (Y) for Nissin Gekikara Ramen products. The quantitative approach was chosen because it allows for objective testing of relationships between variables through statistical analysis.

The research object focused on Muslim consumer preferences for Nissin Gekikara Ramen products from a sharia economic perspective. The research was conducted in Ratu Agung and Gading Cempaka Districts, Bengkulu City, with respondents consisting of Muslim consumers who had consumed the product. The research location was chosen because it is an area with a high population density and active economic activity, characterized by many modern trade facilities such as Alfamart and Indomaret. In addition, the working-age population (15 years and above) in Bengkulu City reaches 71.32% of the total population, indicating that the majority of the community is of productive age and has the potential to be active consumers in economic activities, including purchasing halal food and beverage products.

The data used in this study consists of primary and secondary data. Primary Data The data in this study were collected through the distribution of questionnaires directly (offline) and online (online) using Google Forms. Direct distribution was carried out to respondents in Gading Cempaka and Ratu Agung Districts. Meanwhile, online distribution was carried out to reach respondents who met the research criteria but could not be met in person. Documentation of research activities is attached as evidence of the research implementation. The questionnaire link was distributed to respondents who met the research criteria through social media and instant messaging applications. Secondary data was obtained from books, scientific journals, and other supporting sources relevant to the research topic.

The questionnaire used in this study was developed based on established theories and previous empirical studies related to halal labeling, product quality, socio-cultural factors, and consumer preferences. Each indicator was adapted from relevant literature to ensure content validity. Prior to data collection, the instrument was subjected to a preliminary evaluation to ensure clarity and relevance of the items. Furthermore, validity and reliability tests were conducted using the outer model evaluation in PLS-SEM, including convergent validity, discriminant validity, composite reliability, and Cronbach's alpha, to ensure that the measurement instrument was both valid and reliable.

The sampling technique used a non-probability sampling method with a purposive sampling approach, with a total of 120 respondents. To determine the minimum sample size, this study used the Slovin formula with a 10% margin of error as an initial approach, considering the limited data on the actual population of Nissin Gekikara Ramen consumers at the study location. The population size in this study was approximated based on the population in Ratu Agung District and Gading Cempaka District, Bengkulu City, which was 88,870 people. (Central Statistics Agency, 2023)

**Table 1.** Operational definitions

Variables		Operational Definition	Indicator
Halal (X1)	Label	The official mark on the packaging as a guarantee that the product has been certified halal and complies with Islamic law.	1. Knowledge 2. Trust 3. Evaluation
Product Quality (X2)		The product's ability to meet quality, functionality, durability standards and provide consumer satisfaction.	1. Form 2. Feature 3. Performance 4. Reliability 5. Resilience 6. product image
Social and Cultural (X3)		Social and cultural factors that influence consumer behavior and preferences in choosing products.	1. Family 2. Friends/community 3. Influencer 4. Cultural & religious values 5. Social media 6. Social status
Consumer Preferences (Y)		Consumer tendencies in choosing, repurchasing, and being loyal to products.	1. Interest 2. desire to buy 3. recommendation 4. loyalty

Source : Data Processed and Analyzed 2025

The data analysis technique in this study used the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS software. Data analysis was conducted through testing the measurement model (outer model) to assess the validity and reliability of the instrument, and testing the structural model (inner model) to determine the influence of halal labeling, product quality, and socio-cultural variables on

Muslim consumer preferences. This method was chosen because it is suitable for use in predictive research and can handle a relatively limited sample size.

## Results and Discussion

### Respondent Characteristics

**Table 2.** Respondent Characteristics

Characteristics	Category	Number (n)	Percentage (%)
Religion	Islam	120	100
Have you ever eaten Nissin Gekikara Ramen?	Once	120	100
Gender	Man	26	21.7
	Woman	94	78.3
Age	< 20 Years	10	10
	21-30 Years	85	85
	> 30 Years	5	5
Domicile	Gading Cempaka District	62	52
	Ratu Agung District	58	48
Total Respondents		120	100

Source: Primary data processed 2025

All respondents in this study were Muslim and had consumed Nissin Gekikara Ramen, meeting the research criteria. The majority of respondents were female (78.3%) and aged 21–30 (85%). Respondents came from Gading Cempaka (52%) and Ratu Agung (48%) districts. These characteristics indicate that consumers are predominantly young, the primary target group for instant food products.

### Descriptive Statistics of Variables

**Table 3.** Variable description

Variables	Number of Items	Mean
Halal Label	4	4.44
Product Quality	6	4.26
Socio-cultural	6	3.96
Consumer Preferences	4	3.92

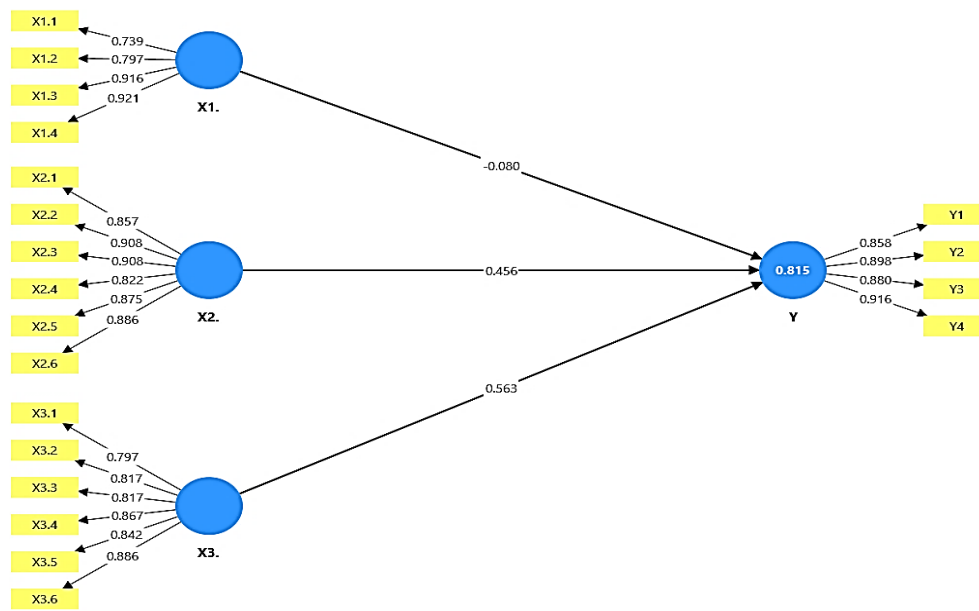
Source: Primary data processed 2025

Descriptive statistics show that the halal label variable obtained the highest mean score (4.44), followed by product quality (4.26), socio-cultural (3.96), and consumer preference (3.92). These values indicate that respondents tended to give positive assessments to all study variables.

### Outer Model (Measurement Model Evaluation)

The outer model evaluation shows that all indicators in the halal label (X1), product quality (X2), socio-cultural (X3), and consumer preferences (Y) variables have *outer loading* (OL) values above 0.70, thus fulfilling the *convergent validity criteria*.

**Figure 2. Outer model**



Source: SEM PLS 4.

*Discriminant validity* was also met because the AVE root value for each construct was greater than its correlation with other constructs, supported by the highest *cross-loading value* for each construct. Furthermore, the *composite reliability* (CR) and *Cronbach's alpha* (CA) values for all variables were above 0.70, indicating a good level of reliability for the instrument. Thus, all constructs in the research model were declared valid and reliable, and suitable for use in the next analysis stage.

**Inner Model (Structural Model Evaluation)**

**Table 4. Path coefficients test**

Path	Coefficients
Halal Label X1->Y	-0.080
Product Quality X2->Y	0.456
Social Culture X3->Y	0.563

Source: Data Processed by SEM PLS 4

The path coefficient test was used to determine the direction and strength of the influence of the independent variables on the dependent variable. The analysis results showed that product quality (X2) and socio-cultural factors (X3) had a positive influence on consumer preferences (Y) with coefficients of 0.456 and 0.563, respectively, while the halal label (X1) had a coefficient of -0.080, indicating a negative and relatively small influence.

**R Square (R<sup>2</sup>)**

**Table 5. R Square**

	R-Square	R-Square abjusted
Consumer preferences	0.815	0.810

Source: Data processed by SEM PLS 4.

The R-square test aims to determine the ability of independent variables to explain the dependent variable. An  $R^2$  value of 0.815 indicates that 81.5% of the variation in consumer preferences can be explained by halal labels, product quality, and socio-cultural factors, while the remaining 18.5% is influenced by factors outside the model.

**F Square ( $F^2$ )**

**Table 6.** F Square

Variable	Consumer Preferences
Halal Label	0.014
Product Quality	0.268
Socio-Cultural	0.732

Source: Data processed by SEM PLS 4.

The F-Square test was used to determine the contribution of each independent variable to the dependent variable. The results showed that halal labels had a small influence ( $F^2 = 0.014$ ), product quality had a moderate influence ( $F^2 = 0.268$ ), and socio-cultural factors had a large influence ( $F^2 = 0.732$ ), making socio-cultural factors the most dominant factor.

**SRMR and NFI Goodness-of-Fit Test**

**Table 7.** Goodness-of-Fit test

	Saturated Model	Estimated Model
SRMR	0.057	0.057
d_ ULS	0.681	0.681
d_ G	0.622	0.622
Chi-square	399,828	399,828
NFI	0.832	0.832

Source: Data Processed by SEM PLS 4.

The goodness-of-fit test aims to assess the suitability of the research model. An SRMR value of 0.057 ( $<0.08$ ) indicates a good fit, while an NFI value of 0.832 indicates a good fit and is suitable for use.

**Hypothesis Testing**

**Table 8.** Hypothesis Testing

Hypothesis	Variables	Original Sample (O)	T statistics ( O/STDEV )	P Values	Results
H1	(Halal Label) X1.->Y	-0.080	1,093	0.275	Rejected
H2	(Product Quality) X2.->Y	0.456	4,394	0.000	Accepted
H3	(Socio-cultural) X3.->Y	0.568	7,013	0.000	Accepted

Source: Data Processed by SEM PLS 4.

Hypothesis testing was conducted to determine the significance of the influence between variables in the research model based on P-values. The results showed that product quality (H2) and socio-cultural factors (H3) significantly influenced consumer preferences ( $p < 0.05$ ), while the halal label (H1) did not significantly influence ( $p > 0.05$ ). Thus, consumer preferences were more influenced by product quality and socio-cultural factors than by the halal label.

## **Discussion**

### ***The Influence of Halal Labels on Consumer Preferences***

The results of the study indicate that the halal label does not significantly influence consumer preference for Nissin Gekikara Ramen. This is evidenced by the *P-value* of 0.275, which is greater than 0.05, so the first hypothesis (H1) is rejected.

These findings indicate that while the halal label remains important, its presence is not yet a primary factor in shaping consumer preferences. This is possible because all respondents in this study were Muslim consumers and the products studied had official halal certification, thus halal certification is considered a fundamental standard inherent in the product. As a result, the halal label is no longer a primary differentiator in determining consumer choice.

The results of this study differ from those of Suci Nur Utami, who found that halal certification labels influenced consumer preferences for local food products in Brebes Regency. This difference in results may be due to differences in product context. Suci Nur Utami's study focused on local food products, not all of which were halal certified, so the halal label remains a significant factor in consumer decisions (Utami, 2021).

### ***The Influence of Product Quality on Consumer Preferences***

The test results show that product quality has a significant effect on consumer preferences, with a *P-value* of 0.000, which is less than 0.05. Thus, the second hypothesis (H2) is accepted. These findings indicate that consumers place significant importance on quality aspects, such as taste, variety, product durability, and brand reputation, when determining their preference for Nissin Gekikara Ramen. The better the perceived quality, the more likely consumers are to choose and repurchase the product.

The results of this study align with those of Deril Prasetio Pasda Putra and Budi Santosa Kramadibrata, who stated that product quality positively influences consumer shopping preferences. These findings also support the research of Nazilla and T. Meldi Kesuma, who demonstrated that product quality and attributes play a significant role in shaping consumer preferences for food products (Deril Prasetio Pasda Putra & Budi Santosa Kramadibrata, 2024).

### ***The Influence of Socio-Cultural Factors on Consumer Preferences***

The results of the study show that socio-culture has a significant influence on consumer preferences, with a *P-value* of 0.000 which is smaller than 0.05, so the third hypothesis (H3) is declared accepted.

This suggests that sociocultural factors, such as the influence of friends, community, social media, and product compatibility with consumer values and culture, play a significant role in shaping consumer preferences. Consumers tend to gravitate toward products frequently recommended by those around them or widely discussed on social media.

This finding aligns with Fitrianingrum's research, which states that cultural and social factors influence the acceptance of Japanese instant halal food. Furthermore, research by Agustina Fitrianingrum and Fadilla Dwi Aruny also found that cultural factors and attitudes toward halal food play a significant role in the acceptance of Japanese instant food products in Indonesia (Fitrianingrum & Aruny, 2021).

### ***Simultaneous Influence of All Variables***

Based on the results of data processing using SmartPLS, the R Square value was obtained at 0.815. In PLS-SEM, simultaneous influence is not seen through the F test like linear regression, but through evaluation of the structural model by looking at the R Square value and the significance of the path coefficient. The R Square value of 0.815 indicates that the halal label, product quality, and socio-cultural variables together are able to explain 81.5% of the variation in consumer preferences, while the remaining 18.5% is influenced by other variables outside the research model.

Based on the overall analysis, it can be concluded that the halal label, product quality, and socio-cultural factors collectively influence consumer preference for Nissin Gekikara Ramen. However, of these three variables, product quality and socio-cultural factors are the most dominant, while the halal label does not have a significant direct impact. These results align with Suci Nur Utami's research, which states that other factors besides the halal label influence consumer preferences. Furthermore, these findings support research by Abdul Aziz Nugraha Pratama et al., which showed that consumer attitudes and perceptions have a stronger influence than the halal attribute alone (Pratama et al., 2023).

### **Conclusion**

This study concludes that Muslim consumer preferences in Bengkulu City toward Nissin Gekikara Ramen are significantly influenced by product quality and socio-cultural factors, while halal labeling does not have a significant partial effect. Product quality, including taste, texture, and consistency, plays a crucial role in driving consumer satisfaction and repurchase intention. Meanwhile, socio-cultural influences such as exposure to Japanese popular culture through social media, peer influence, and modern lifestyle trends emerge as the most dominant factors shaping positive consumer perceptions.

An important finding of this study is the shifting role of halal labeling from a primary determinant to a basic requirement. Although consumers still uphold the principle of halal and *ṭayyib* consumption, halal certification is now perceived as a standard attribute that must exist in food products circulating in Indonesia. In this context, functional attributes and socio-cultural relevance have become more influential in directing consumption behavior, particularly for foreign-branded products with strong cultural associations.

These findings provide several important implications. Theoretically, this study contributes to the development of Islamic consumer behavior by highlighting the evolving

role of halal labeling in the context of global halal markets. Practically, producers of global halal food products are encouraged to prioritize product quality and socio-cultural alignment, including strategies such as continuous product innovation and collaboration with influencers or cultural communities. For policymakers and related institutions, strengthening public education on the comprehensive concept of halal consumption, including *ṭayyib* and ethical aspects, is essential. Future research is recommended to expand the study area and incorporate additional variables, such as price and country of origin, as well as to apply qualitative approaches to gain deeper insights into the shifting perception of halal labeling among Muslim consumers.

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