
THE EFFECT OF HALAL AWARENESS, RELIGIOSITY, PRODUCT INGREDIENTS KNOWLEDGE, AND HALAL CERTIFICATION ON THE PURCHASE DECISION OF HALAL FAST FOOD

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ABSTRACT

Introduction: Indonesia has become a country with the largest Muslim population in the world. As a Muslim majority population, it is very important to consume halal products that are in accordance with the Qur'an and Sunnah. But in fact, not all products consumed by Muslims have halal certification. Along with the increasing identity of the Muslim community, the current halal lifestyle has become a trend that is in great demand, including the demand of halal fast food. This study aims to analyze the effect of halal awareness, religiosity, knowledge of product ingredients and halal certification in purchasing decisions of halal fast food products.

Methods: The data used is primary data collected by using a questionnaire. The analytical technique used is multiple linear regression using the SPSS version 25 application.

Results: This study found that the variables of halal awareness (X_1), religiosity (X_2), product material knowledge (X_3), and halal certification (X_4) significantly influenced the decision to purchase halal fast food by 66%. This research produces a multiple linear regression equation as follow: $Y=5.073 + 0.318X_1 + 0.106X_2 + 0.137X_3 + 0.351X_4 + e$.

Conclusion and suggestion: The implications of this research are given to producers and consumers of fast food to consider the importance of halal certification, which starts from awareness of consuming halal products which are then expected to be committed to their religion. With this research, it is hoped that there will be an increase in halal certification in fast food, especially in Indonesia, one of which is through incessant socialization of the importance of halal certification in fast food.

Keywords: *Halal Awareness, Religiosity, Knowledge of Product Ingredients, Halal Certification of Fast Food.*

INTRODUCTION

The number of Muslims in the world is increasing every year. The Muslim population has reached a quarter of the total human population in the world, with Indonesia as the country with the majority Muslim population in Southeast Asia, which is

around 87.18% of the total population ¹. In this case, every Muslim is required to always be guided by the Qur'an and Sunnah in meeting their needs, because that is where it is discussed the quality that pays attention to the halalness of a product that will be consumed by Muslims, with this understanding that makes Muslims to be selective in choosing the product to be consumed. Based on the research of Yunus et al. ² Muslim purchasing decisions on halal food products show diversity, which means there are differences in beliefs for every Muslim. If Muslims have known about the existence of halal certification, that is where a belief arises in making purchasing decisions ³.

Allah *subhanahu wa ta'ala* has said through Surah Al-Maidah (5) verse 3, that based on this verse Muslims are required to abstain from food that is haram, even Muslims are ordered to stay away from product ingredients that have *syubhat* (doubtful) elements in it. Therefore, it is important for Muslims to know the raw materials in the products that will be consumed. This is also supported by the research of Yunus et al. ⁴ which shows that the variable knowledge of product ingredients based on food composition has a positive effect on purchasing decisions for food products for Muslim consumers. Meanwhile, in the research of Hussin et al. on Waskito ⁵ has proven that product ingredients have a negative effect on consumer purchasing decisions for a food product. Based on the results of this study showed inconsistent results in previous studies so that it could lead to a research gap.

BPJPH has issued halal certification for products that have been widely circulated in Indonesian trade, including fast food products, this is done to protect all Muslim consumers in Indonesia. But in fact there are many products circulating in the market today, such as fast food, which do not have MUI halal certification and it is unfortunate that Muslims rarely pay attention to halal certification on fast food product packaging which is a first step in knowing the product is halal.

THEORETICAL BASIS AND HYPOTHESES DEVELOPMENT

Halal Awareness

Awareness is an ability to understand, feel, and be aware of an event and object ⁶ while according to Ambali and Bakar ⁷ The concept of halal awareness among Muslims begins with self-awareness, which can be interpreted as being aware of the conditions

¹ Houssain Kettani, '2010 World Muslim Population', in *Proceedings of the 8th Hawaii International Conference on Arts and Humanities*, 2010, pp. 1–61.

² 'Muslim's Purchase Intention towards Non-Muslim's Halal Packaged Food Manufacturer', *Procedia - Social and Behavioral Sciences*, 130 (2014), 145–54 <<https://doi.org/10.1016/j.sbspro.2014.04.018>>.

³ Ariezal Musthofa and Burhanudin Buhanudin, 'Konsumen Muslim: Pengetahuan Produk Halal Dalam Keputusan Pembelian Makanan', *El-Jizya : Jurnal Ekonomi Islam*, 9.1 (2021), 81–97 <<https://doi.org/10.24090/ej.v9i1.4693>>.

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⁵ 'Pengaruh Sertifikasi Halal, Kesadaran Halal, Dan Bahan Makanan Terhadap Minat Beli Produk Makanan Halal (Studi Pada Mahasiswa Muslim Di Yogyakarta)', *Lumbung Pustaka UNY*, 1 (2015), 1–12.

⁶ Yuhanis Abdul Aziz and Nyen Vui Chok, 'The Role of Halal Awareness, Halal Certification, and Marketing Components in Determining Halal Purchase Intention Among Non-Muslims in Malaysia: A Structural Equation Modeling Approach', *Journal of International Food and Agribusiness Marketing*, 25.1 (2013), 1–23 <<https://doi.org/10.1080/08974438.2013.723997>>.

⁷ 'People's Awareness on Halal Foods and Products: Potential Issues for Policy-Makers', *Procedia - Social and Behavioral Sciences*, 121 (2014), 3–25 <<https://doi.org/10.1016/J.SBSPRO.2014.01.1104>>.

associated with the halal concept. Halal awareness of halal products is the level to know and understand the concept of halal as Islam has regulated the way and process of making halal products in accordance with Islamic law ⁸.

In addition, Ahmad, Abaidah, and Yahya ⁹ explained that halal awareness can be recognized based on whether or not Muslim individuals understand the concept of halal, prioritize halal food that is good for consumption and know the slaughter process in accordance with Islamic law. Based on this explanation, it can be concluded that halal awareness is a level of understanding of Muslims in knowing the concept of halal by understanding the production process of a product according to Islamic law.

Religiosity

According to Gazalba, religiosity has its origin from the Latin language, namely "*religio*" which means religure (binding) which means that religion in general has an obligation and rules that must be obeyed by each of its adherents (Risnawita & Ghufron, 2010). In addition, according to Risnawita and Gufron ¹⁰ explained that religiosity refers to the level of individual attachment to his religion, this shows that the individual already knows the teachings of his religion so that it influences all actions and views of his life.

Religiosity according to Sungkar ¹¹ is said to be a person's commitment to his religion based on his teachings, such as individual behavior and attitudes that reflect commitment to his religion which is an important role to form an attitude, knowledge and belief that cannot be separated from one's religious orientation ¹².

Product Ingredient Knowledge

Product ingredients are materials that come from a food product. Based on research by Yunus et al. ¹³, the role of information and knowledge is very important for Muslims in choosing food products to be consumed, the Islamic perspective itself says that product ingredients have covered issues that must be considered in terms of safety in a food product. Therefore, it is necessary for a Muslim to know the knowledge of product ingredients as a medium for consumer considerations in choosing a product. Currently, the majority of Muslim consumers are serious about knowing the ingredients contained in every food they will consume, so in this section it is important to label food ingredients

⁸ J A N Shaari and N S Mohd Arifin, 'Dimension of Halal Purchase Intention: A Preliminary Study', in *American Business Research Conference* (New York, 2009) <<https://eprints.um.edu.my/11147/>>.

⁹ 'A Study on Halal Food Awareness among Muslim Customers in Klang Valley', in *4th International Conference on Business and Economic Research Proceeding*, 2013, pp. 1073–87 <https://www.academia.edu/9229684/a_study_on_halal_food_awareness_among_muslim_customers_in_klang_valley>.

¹⁰ 'Teori-Teori Psikologi', *Yogyakarta: ArRuzz*, 2010 <https://scholar.google.co.id/scholar?hl=id&as_sdt=0,5&cluster=4276289334748050288>.

¹¹ 'Consumer Awareness: Thoughts and Trends Across The Globe.', *The Halal Journal*, 2010, pp. 22–28 <<https://issuu.com/the-halal-journal/docs/thj-marapr2010/24>>.

¹² Elfira Maya Adiba and Dewi Ayu Wulandari, 'Pengaruh Halal Knowledge, Islamic Religiosity, Dan Attitude Terhadap Behavior Konsumen Muslim Generasi Y Pengguna Kosmetik Halal Di Surabaya', *INOBI: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 1.3 (2018), 357–69 <<https://doi.org/10.31842/jurnal-inobis.v1i3.42>>.

¹³ (2)

on a food product that discusses the composition or what ingredients are used ¹⁴, this also affects consumer purchasing decisions for a food product.

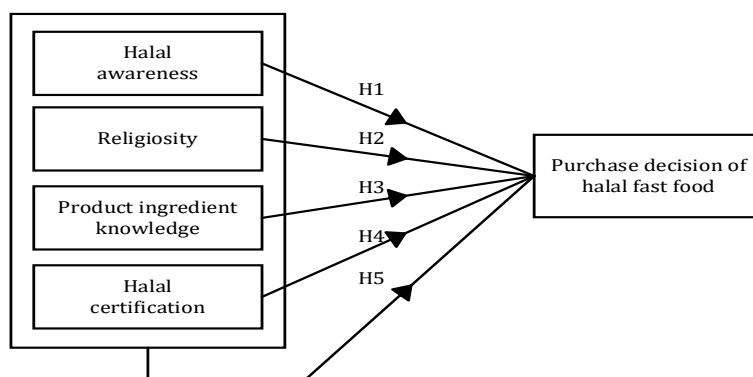
Halal Certification

According to Nurcahyo and Hudransyah ¹⁵, halal certification is a security guarantee for Muslims in consuming a food product based on Islamic law, the MUI Fatwa declares the halalness of a food product in accordance with Islamic law that has obtained halal certification. Meanwhile, according to LPPOM MUI (2008), halal certificate or MUI halal stipulation is a document issued based on a written fatwa from MUI which certifies that a product is halal in accordance with Islamic law. This Halal Certificate/Halal Decree is a requirement to obtain the inclusion of a halal label on food product packaging ¹⁶.

Fast Food

Fast food is a term for food that can be prepared and served quickly. According to Hayati ¹⁷ Fast food is defined as food that is served in a short period of time and can be consumed quickly. In general, fast food contains low or limited nutrients, namely calcium, magnesium, riboflavin, folate, vitamin A, vitamin C, and fiber. Another content in fast foods is the content of sodium and fat is quite high ¹⁸.

Based on the theoretical basis above, researchers will use the four most important dimensions for further research, namely halal awareness, religiosity, product ingredient knowledge and halal certification. Therefore, researchers try to analyze further and in order to facilitate research, it is necessary to describe the framework of thought as follows:



¹⁴ Diah Retno Sufi Fauzia, Edriana Pangestu, and Aniesa Samira Bafadhal, 'Pengaruh Religiusitas, Sertifikasi Halal, Bahan Produk Terhadap Minat Beli Dan Keputusan Pembelian', *Jurnal Administrasi Bisnis (JAB)*, 66.1 (2019), 37–46.

¹⁵ *The Influence of Halal Awareness, Halal Certification, and Personal Societal Perception Toward Purchase Intention: A Study of Instant Noodle Consumption of College Student*, 2017 <<https://journal.sbm.itb.ac.id/index.php/jbm/article/view/2137>>.

¹⁶ Dalia Abdelrahman Farrag and Mohammed Hassan, 'The Influence of Religiosity on Egyptian Muslim Youths' Attitude towards Fashion', *Journal of Islamic Marketing*, 6.1 (2015), 95–108 <<https://doi.org/10.1108/JIMA-04-2014-0030>>.

¹⁷ 'Faktor-Faktor Yang Berhubungan Dengan Konsumsi Fast Food Waralaba Modern Dan Tradisional Pada Remaja Siswa SMU Negeri Jakarta Selatan', *Gizi Dan Pangan* (Bogor Agricultural University, 2000) <<http://repository.ipb.ac.id/handle/123456789/18764>>.

¹⁸ Ricardo Uauy, 'Nutrition throughout the Life Cycle', *European Journal of Clinical Nutrition*, 53 (1999), S8–S8 <<https://doi.org/10.1038/sj.ejcn.1600948>>.

Figure 1.
Research Model

- H1 : Halal awareness has an effect on purchase decision of halal fast food
- H2 : Religiosity has an effect on purchase decision of halal fast food
- H3 : Product ingredient knowledge has an effect on purchase decision of halal fast food
- H4 : Halal certification has an effect on purchase decision of halal fast food
- H5 : Halal awareness, religiosity, product ingredient knowledge, and halal certification simultaneously affect purchase decision of halal fast food

METHODOLOGY

This study uses a quantitative research method, primary data obtained from the results of questionnaire data on respondents, the data collected is 224 respondents among consumers of fast halal food. The questionnaire method was chosen in this study, because it is considered to have its own advantages as a good source of data collection ¹⁹. The questionnaire method is a data collection technique by giving some written questions to the respondent to be answered according to the respondent's actual condition ²⁰. The data in this study were collected from respondents using a Likert scale questionnaire method, which will later be used to measure the variables of halal awareness (X_1), religiosity (X_2), product ingredient knowledge (X_3), halal certification (X_4) and halal fast food purchasing decisions (Y).

RESULT AND DISCUSSION

Based on the results of descriptive data analysis of variables in this study obtained various results as follows.

Table 1
Descriptive Presentation of Halal Awareness Variables

Variable	Questions	Agreement						Total
		Strongly Disagree - Strongly Agree						
Halal Awareness (X_1)	Question 1	2	1	4	3	21	193	224
	Question 2	7	11	12	22	42	130	224
	Question 3	2	1	9	22	56	134	224
	Question 4	1	1	2	8	20	192	224
	Question 5	1	3	4	23	56	137	224
Total		13	17	31	78	195	786	1120
Percentage		0%	2%	3%	7%	18%	70%	100%

Source: Primary data processed with SPSS 25, 2022

From the table above, it has been shown that the results of respondent data analysis based on the halal awareness variable on the decision to purchase halal fast food are quite representative, which is around 70% stated that they strongly agree that they have high halal awareness. As we know that halal awareness is important for a Muslim.

Table 2
Descriptive Presentation of Religiosity

Variable	Questions	Agreement						Total

¹⁹ Almira Nur Aulia and Kussudyarsana, 'Pengaruh Pengetahuan Produk Halal, Religiusitas, Dan Halal Awareness Terhadap Keputusan Pembelian Produk Pangan Kemasan Berlabel Halal' (Universitas Muhammadiyah Surakarta, 2018).

²⁰ Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D* (Bandung: CV. Alfabeta, 2016).

		Strongly Disagree – Strongly Agree						
Religiosity (X ₂)	Question 1	1	1	0	0	4	218	224
	Question 2	1	1	0	0	5	217	224
	Question 3	5	0	3	18	54	144	224
	Question 4	5	0	0	10	22	187	224
	Question 5	5	10	29	61	58	61	224
	Question 6	8	24	37	77	42	36	224
	Question 7	2	1	13	35	75	98	224
	Question 8	1	0	2	4	25	192	224
	Question 9	2	1	6	41	74	100	224
Total		30	38	90	246	359	1253	2016
Percentage		1%	2%	5%	12%	18%	62%	100%

Source: Primary data processed with SPSS 25, 2022

From the table above, it has been shown that the results of respondent data analysis based on the religiosity variable on the decision to purchase halal fast food are quite representative, 62% of respondents stated that they strongly agree that they are religious individuals. As we know that religiosity cannot be calculated directly but can be measured using questions that refer to behavior that reflects religiosity.

Table 3
Descriptive Presentation of Product Ingredient Knowledge

Variable	Questions	Agreement						Total
		Strongly Disagree – Strongly Agree						
Product Ingredient Knowledge (X ₃)	Question 1	1	2	6	21	74	120	224
	Question 2	4	8	27	56	65	64	224
	Question 3	1	3	11	41	89	79	224
	Question 4	1	2	5	25	77	114	224
	Question 5	0	1	0	6	30	187	224
Total		7	16	49	149	335	564	1120
Percentage		0%	2%	5%	13%	30%	50%	100%

Source: Primary data processed with SPSS 25, 2022

From the table above, it has been shown that the results of respondent data analysis based on the knowledge of product ingredients on purchasing decisions for fast halal food are quite representative, namely 50% of respondents who stated strongly agree that they have sufficient knowledge on product ingredient.

Table 4
Descriptive Presentation of Halal Certification

Variable	Questions	Agreement						Total
		Strongly Disagree – Strongly Agree						
Halal Certification (X ₄)	Question 1	1	2	3	7	41	170	224
	Question 2	7	8	29	37	57	86	224
	Question 3	0	1	5	13	53	152	224
	Question 4	1	0	2	8	29	184	224
Total		9	11	39	65	180	592	896
Percentage		0%	1%	5%	8%	20%	66%	100%

Source: Primary data processed with SPSS 25, 2022

From the table above, it has been shown that the results of respondent data analysis based on the halal certification variable on the decision to purchase halal fast food are quite representative, namely 66% of respondents who stated strongly agree that halal certification label is important. In this case, it can be said that Muslim consumers of

fast food are aware of the importance of halal certification, by tending to first look at the existence of a halal certification label as a guarantee that the product is halal.

Tabel 5
Descriptive Presentation of Purchase Decision of Halal Fast Food

Variabel	Questions	Agreement						Total
		Strongly Disagree - Strongly Agree						
Purchase Decision of Halal Fast Food (Y)	Question 1	2	0	8	15	50	149	224
	Question 2	1	1	3	6	35	178	224
	Question 3	1	1	2	6	43	171	224
	Question 4	1	1	2	8	28	184	224
	Question 5	1	0	2	8	28	185	224
Total		6	3	17	43	184	867	1120
Percentage		1%	0%	2%	5%	17%	75%	100%

Source: Primary data processed with SPSS 25, 2022

Based on the table above, it has shown the results of respondent data analysis that 75% of respondents stated that they strongly agreed to make purchasing decisions on fast halal food.

Table 6
Validity Test Results

Variable	Questions	Corrected item total correlation	Table r 200	Result
Halal Awareness (X ₁)	HA1	0.752	0.138	Valid
	HA2	0.736	0.138	Valid
	HA3	0.785	0.138	Valid
	HA4	0.828	0.138	Valid
	HA5	0.750	0.138	Valid
Religiosity (X ₂)	RG1	0.624	0.138	Valid
	RG2	0.647	0.138	Valid
	RG3	0.756	0.138	Valid
	RG4	0.693	0.138	Valid
	RG5	0.802	0.138	Valid
	RG6	0.775	0.138	Valid
	RG7	0.573	0.138	Valid
	RG8	0.485	0.138	Valid
	RG9	0.635	0.138	Valid
Product Ingredient Knowledge (X ₃)	PIK1	0.676	0.138	Valid
	PIK2	0.725	0.138	Valid
	PIK3	0.769	0.138	Valid
	PIK4	0.695	0.138	Valid
	PIK5	0.576	0.138	Valid
Halal Certification (X ₄)	HC1	0.701	0.138	Valid
	HC2	0.705	0.138	Valid
	HC3	0.579	0.138	Valid
Purchase Decision of Halal Fast Food (Y)	PD1	0.716	0.138	Valid
	PD2	0.837	0.138	Valid
	PD3	0.809	0.138	Valid
	PD4	0.820	0.138	Valid
	PD5	0.831	0.138	Valid

Source: Primary data processed with SPSS 25, 2022

Based on the results of the validity test in the table above, each statement of halal awareness, religiosity, knowledge of product ingredients, halal certification and decisions to purchase halal fast food is valid. In addition, this study conducted a reliability test to measure whether a questionnaire can be said to be reliable or reliable if the statement is consistent from time to time ²¹. A questionnaire is declared reliable if a person's answer to the statement is consistent from time to time. Questions are considered reliable if they have a Cronbach alpha value > 0.6 and vice versa.

Table 7
Reliability Test Results

Variable	Cronbach Alpha	r table	Result
Halal Awareness (X ₁)	0.794	0.6	Reliabel
Religiosity (X ₂)	0.829	0.6	Reliabel
Product Ingredient Knowledge (X ₃)	0.710	0.6	Reliabel
Halal Certification (X ₄)	0.677	0.6	Reliabel
Purchase Decision (Y)	0.851	0.6	Reliabel

Source: Primary data processed with SPSS 25, 2022

Based on the table above, it can be seen that all variable items of halal awareness, religiosity, product ingredient knowledge, halal certification and purchasing decisions show reliable data. It can be concluded that all variables in this study have a Cronbach alpha value > 0.6.

Furthermore, based on the results of the SPSS 25.0 test, the Kolmogorov-Smirnov test showed that the Asymp Sig (2-tailed) value was obtained at 0.200 which has a meaning greater than 0.05, it can be stated that the results of the data in this study were normally distributed. It can be seen from the results of SPSS output in the table below:

Table 8
Kolmogorov-Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test		
	Unstandardized Residual	
N		224
Normal Parameters ^{a,b}	Mean	0.000000
	Std. Deviation	0.69953103
Most Extreme Differences	Absolute	0.045
	Positive	0.045
	Negative	-0.035
Test Statistic		0.045
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: Primary data processed with SPSS 25, 2022

After testing the normality with the Kolmogorov-Smirnov test, the next step is to calculate using multiple linear regression to test the hypothesis that has been formulated in this study.

²¹ Sugiyono.

Table 9
T Test Results

Model	Unstandardized Coefficients ^a		Standardized Coefficients	t	Sig.
	B	Std. Error			
	1 (Constant)	5.073	1.186		
Halal Awareness (X ₁)	0.318	0.051	0.393	6.184	0.000
Religiosity (X ₂)	0.106	0.032	0.201	3.276	0.001
Product Ingredient Knowledge (X ₃)	0.137	0.048	0.150	2.866	0.005
Halal Certification (X ₄)	0.351	0.095	0.205	3.686	0.000

a. Dependent Variable: Purchase Decision of Halal Fast Food (Y)

Source: Primary data processed with SPSS 25, 2022

Based on data analysis, multiple linear regression equations can be obtained as follows:

$$Y = 5,073 + 0,318X_1 + 0,106X_2 + 0,137X_3 + 0,351X_4 + e$$

The t-test in this study was used to measure how far the influence of one independent variable individually in explaining the dependent variables²². The t-test will show whether or not there is a relationship between the independent variables, namely, halal awareness, religiosity, knowledge of product ingredients and halal certification on the dependent variable, namely the decision to purchase halal fast food. Based on the output results in table 9 above, the t-test results for each independent variable can be obtained as follows:

1. The halal awareness variable (X₁) has a t-count value of 6.184 > 1.971 and a significance value 0.000 < 0.05 which means Ho is rejected and Ha is accepted. Based on the results of the t-test, the hypothesis that the halal awareness variable (X₁) has a positive and significant influence on the decision to purchase halal fast food is accepted.
2. The religiosity variable (X₂) has a t-count value of 3.276 > 1.971 and a significance value of 0.001 < 0.05, which means Ho is rejected and Ha is accepted. Based on the t-test, the hypothesis that the religiosity variable (X₂) has a positive and significant influence on the decision to purchase halal fast food is accepted.
3. The product ingredient knowledge variable (X₃) has a t-count value of 2.866 > 1.971 and a significance value of 0.005 < 0.05, which means Ho is rejected and Ha is accepted. Based on the t-test, the hypothesis that the product ingredient knowledge variable (X₃) has a positive and significant influence on the decision to purchase halal fast food is accepted. This is in accordance with the theory of Yunus, et al. (2014).
4. The halal certification variable (X₄) has a t-count value of (3.686 > 1.971) and a significance value (0.000 < 0.05) Ho is rejected and Ha is accepted. Based on the t-test, the hypothesis that the halal certification variable (X₄) has a positive and partially significant effect on the decision to purchase halal fast food is accepted.

²² Imam Ghozali, *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 23*, Edisi 8 (Semarang: Badan Penerbit Fakultas Ekonomi dan Bisnis Universitas Diponegoro, 2016).

Purchasing decisions are influenced by halal certification. This is in accordance with the research of Aziz and Vui (2013).

Simultaneous test (F test) was conducted in this study to show whether all the independent variables, namely halal awareness (X_1), religiosity (X_2), product ingredient knowledge (X_3) and halal certification (X_4) on the dependent variable, namely the decision to purchase halal fast food. (Y).

Table 10
Simultaneous Test Results (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1238.379	4	309.595	117.636	.000 ^b
	Residual	576.366	219	2.632		
	Total	1814.746	223			

a. Dependent Variable: Purchase Decision of Halal Fast Food (Y)

b. Predictors: (Constant), Halal Certification (X_4), Product Ingredient Knowledge (X_3), Religiosity (X_2), Halal Awareness (X_1)

Source: Primary data processed with SPSS 25, 2022

Based on the output results above, the calculated F value is 117.636 and the F table value is 2.41. The results obtained in the F test are F count $117.636 > F$ table (2.41) with a significance level of $0.000 < 0.05$. From these results, it can be concluded that H_0 is rejected and H_a is accepted, which means that halal awareness, religiosity, knowledge of product ingredients and halal certification together have a positive and significant effect on purchasing decisions for fast halal food.

Table 11
Coefficient of Determination Test Results (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.826 ^a	0.682	0.677	1.622

a. Predictors: (Constant), Halal Certification (X_4), Product Ingredient Knowledge (X_3), Religiosity (X_2), Halal Awareness (X_1)

Source: Primary data processed with SPSS 25, 2022

Based on the results of the output above, the coefficient of determination is 0.677 or 67% which means that the variables of halal awareness, religiosity, knowledge of product ingredients and halal certification affect the decision to purchase halal fast food by 67%, while the remaining 33% explains other variables that not investigated in this study.

CONCLUSION

Based on the analysis that has been carried out on fast food consumers as respondents to find out the factors that most influence the decision to purchase halal fast food, the results obtained are that based on the t-test, the variables of halal awareness, religiosity, knowledge of product ingredients and halal certification partially influence food purchasing decisions. halal ready to eat. Furthermore, simultaneously based on the F test, the variables of halal awareness, religiosity, knowledge of product ingredients and halal certification simultaneously affect the decision to purchase halal fast food. Then based on the results of the validity test on each statement of the halal awareness variable, religiosity. The magnitude of the influence of the halal awareness variable (X_1), religiosity

(X_2), product ingredient knowledge (X_3) and halal certification (X_4) affects the decision to purchase halal fast food (Y) by 67%, while the remaining 33% explain other variables not examined in this study. The multiple linear regression equation in this study is as follows $Y = 5.073 + 0.318X_1 + 0.106X_2 + 0.137X_3 + 0.351X_4 + e$.

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