

IMPACT OF HALAL LABELIZATION, CONSUMER AWARENESS AND BEHAVIOR INTENTION TOWARDS FAST FOOD BUYING DECISION

Bayu Tri Cahya¹, Fika Sufiana², Marufah Hidayah Islamiah³

¹ Fakultas Ekonomi Bisnis Islam, IAIN Kudus, Kudus, cahyab380@gmail.com

² Fakultas Ekonomi Bisnis Islam, IAIN Kudus, Kudus, Fikasulfia14@gmail.com

³ Fakultas Ekonomi Bisnis Islam, IAIN Kudus, Kudus, makrufah.islamiah@gmail.com

Abstract. Fast food is one type of food that is prepared and served quickly. In this research, the writer wants to know whether halal labeling, consumer awareness, and behavioral intention influences fast food buying decisions. This research used the quantitative method. The data in this study are primary. The technique of determining the sample using a proportional random sampling technique with sample size is 83 students from Islamic Economics and Business Faculty IAIN Kudus Sharia Economics Major in classes of 2015 and 2016. Data analysis techniques using linear regression analysis. The findings indicate that the variable halal labeling has a significant influence on the fast-food buying decision, consumer awareness variable have significantly influenced the fast-food buying decision and variable behavior intention has no effect which is not significant to the fast-food buying decision.

Keywords: Halal labeling, consumer awareness, behavior intention, buying decisions.

Abstrak. *Fast food* atau makanan cepat saji merupakan salah satu jenis makanan yang diolah dan disajikan dengan cepat. Dalam penelitian ini, penulis ingin mengetahui apakah label halal, kesadaran konsumen dan niat perilaku berpengaruh terhadap keputusan pembelian *fast food*. Penelitian ini menggunakan metode kuantitatif. Data dalam penelitian ini merupakan data primer. Teknik penentuan sampel menggunakan teknik proporsional random sampling dengan jumlah sampel sebanyak 83 mahasiswa Fakultas Ekonomi Islam dan Bisnis IAIN Kudus Jurusan Ekonomi Syariah angkatan 2015 dan 2016. Teknik analisis data menggunakan analisis regresi linier. Hasil penelitian menunjukkan bahwa variabel label halal berpengaruh signifikan terhadap keputusan pembelian *fast food*, variabel kesadaran konsumen berpengaruh signifikan terhadap keputusan pembelian *fast food* dan variabel niat berperilaku

tidak berpengaruh yang tidak signifikan terhadap keputusan pembelian *fast food*.

Kata Kunci: Label halal, Kesadaran Konsumen, Keinginan, Keputusan Pembelian.

Introduction

The tendency to eat out leads the foodservice industry towards the needs of managing customers and ensuring that all their needs and preferences can be met.¹ Fast food has been chosen because it is served fast and no need more time also can be served every time, hygienic serving, considered prestigious foods, modern foods, especially for young people. Fast food is available in quick time and ready to eat, such as fried chicken, hamburger, or pizza. Contents in fast food are salt, fat, sugar, and high calories but low nutritional content. If you consume too much fast food, it will cause many diseases and weight gain.²

Indonesia is a country with a population that is mostly Muslim. Based on the data presented by BPS Indonesia (last census) below:

Table 1.

Number of Religion in Indonesia (People)

No.	Religion	Number of Adherents
1.	Moslem	207 176 162
2.	Christian	16 528 513
3.	Catholic	6 907 873
4.	Hindu	4 012 116

¹ Sabainah Bachok, dkk., "Customer Awareness and Behavior Intention Towards the Use of Halal Logo on Restaurants", *Journal the Winners*, Vol. 12, No. 2, (2011): 196.

² Nurul Nurlita dan Nur Lathifah Mardiyati, "Hubungan Frekuensi Konsumsi Makanan Cepat saji (*Fastfood*) Dengan Tempat Tinggal Pada Mahasiswa FIK Dan FT Universitas Muhammadiyah Surakarta," *Artikel Ilmiah Mahasiswa*, ISSN 2579-9622 (2017): 23-24.

5.	Buddha	1 703 254
6.	Confucius	117 091
7.	Others	299 617
8.	Not answered	139 582
9.	Not asked	757 118

Source: BPS (2010)³

Based on the above table, it makes an opportunity for halal products to develop in Indonesia. Seeing the existence of a religion that developed in Indonesia besides Islam, triggering the emergence of external products that have not been labeled as halal also have the opportunity to develop their products in Indonesia. Today, halal and haram food become hot topics to be discussed because the food is brought into their bodies.⁴ As Muslim consumers, we can be more selective in choosing good and halal foods. Not only prioritizing tasty and delicious packaging but also prioritizing halal and haram. Halal or Haram was fundamental for Muslims. God has affirmed in the Qur'an surah An-Nahl verse 114:

فَكُلُوا مِمَّا رَزَقَكُمُ اللَّهُ حَلَالًا طَيِّبًا وَاشْكُرُوا نِعْمَتَ اللَّهِ إِن كُنْتُمْ إِيَّاهُ تَعْبُدُونَ ﴿١١٤﴾

It means: " Then eat of what Allah has provided for you [which is] lawfull and good. And be grateful for the favor of Allah, if it is [indeed] Him that you worship." (QS: An-Nahl verse: 114)⁵

³ BPS Sensus Penduduk 2010, Penduduk Menurut Agama Yang Dianut, <https://sp2010.bps.go.id/index.php/site/tabel?tid=321&wid=0>, diakses pada 24 Juli 2019.

⁴ Sabainah Bachok, dkk., "Customer Awareness and Behavior Intention Towards the Use of Halal Logo on Restaurants", 196.

⁵ Al-Qur'an, An-Nahl ayat 114, *Al-Qur'an dan Terjemahnya*, (Jakarta: Yayasan Penyelenggara penterjemah/pentafsir Al-Qur'an, 1971), 419.

The verse explains that Allah has commanded humans to only eat halal food. And also explained in Al-Qur'an ' Al-Baqarah verse 168:

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ ۚ إِنَّهُ لَكُمْ

عَدُوٌّ مُّبِينٌ

It means: " O mankind, eat from whatever is on earth [that is] lawful and good and do not follow the footsteps of Satan. Indeed, he is to you a clear enemy. "(QS: Al-Baqarah verse: 168)⁶

The halal label on the packaging in Indonesia is a logo composed of Arabic letters forming the word halal in a circle. Labeling regulations issued by the National Agency of Drug and Food Control Indonesia. Food factories must give additional labels on food products contains information about the content (ingredient) of the food product. So, consumers can obtain little information that can help them in determining halal products.⁷ Therefore, the guarantee of halal products is an important thing to get the attention of the state. As stated in the UUD 1945 that the State is a must to protect the entire Indonesian people and realize public welfare.⁸ Factories that produce products always pay attention to raw materials, auxiliary materials, production processes, and packaging, as well as considering the aspect of halal according to Islamic sharia, because consumers have the awareness to choose products that are labeled Halal.⁹

Based on the theory of planned behavior, a combination of attitudes toward behavior, subjective norms, and perceptions of behavioral control

⁶ Al-Qur'an, An-Nahl ayat 114, *Al-Qur'an dan Terjemahnya*, 45.

⁷ Tengku Putri Lindung Bulan dan Muhammad Rizal, "Pengaruh Labelisasi Halal terhadap Keputusan Pembelian Sosis Di Kuala Simpang Kabupaten Aceh Tamiang," *Jurnal Manajemen dan Keuangan*, Vol. 5, No.1, (2016): 431.

⁸ May Lim Charity, "Jaminan Produk Halal di Indonesia", *Jurnal Legislasi Indonesia*, 14, No. 1, (2017): 99.

⁹ Frety Rahmawati, "Pengaruh Labelisasi Halal, Kualitas Pelayanan Dan Gaya Hidup Terhadap Keputusan Pembelian Hoka-Hoka Bento Di Mall Malioboro Yogyakarta", *Artikel Ilmiah Mahasiswa*, (2017): 2.

results in the formation of behavioral intentions. As a rule, that attitude favorable with the subjective norm and perception of control will cause potential strength of an intention to behave in certain ways.¹⁰

The buying decision is the selection of two or more alternative buying decision choices means that someone can decide or there must be several choices available. The decision to buy can direct how the decision-making process is carried out.¹¹ Consumers who have made choices about alternatives usually buy the product they like, which forms a decision to buy.¹²

The results of a study conducted by Tengku Putri Lindung Bulan, the hypothesis stating that halal label has a positive and significant effect on sausage buying decisions in Kuala Simpang, Aceh Tamiang Regency can be accepted.¹³ Another study was conducted by Nurul Huda and Hulmansyah stating that the religious commitment variable has a great influence in the behavior of consuming halal products, it needs to be improved both the public role of internal and external in controlling the behavior of someone to consume halal products. This can be seen from the role of behavioral control which has a considerable influence on a person's behavior to consume halal products.¹⁴

Research conducted by Sabainah Bachok and fellow students from Malaysia states that from the perspective of Muslim consumers, products with the halal logo are more meaningful and very important than recognition from ISO or similar certification to produce and provide food. A restaurant's certification has a positive relationship with buying behavior. Increase the level of awareness of hygiene and halal food is the driving factor for the restaurant

¹⁰ Hawa'im Marchus dan Purwono, "Pengukuran Perilaku berdasarkan *Theory of Planned Behavior*", *Jurnal Insan*, Vol. 12, No. 1, (2010): 64.

¹¹ Dedy Ansari Harahap, "Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Konsumen Di Pajak Usu (Pajus) Medan", *Jurnal Keuangan dan Bisnis*, Vol. 7, No. 3, (2015): 232.

¹² Dedy Ansari Harahap, "Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Konsumen Di Pajak Usu (Pajus) Medan", 233.

¹³ Tengku Putri Lindung Bulan dan Muhammad Rizal, "Pengaruh Labelisasi Halal terhadap Keputusan Pembelian Sosis Di Kuala Simpang Kabupaten Aceh Tamiang", 438.

¹⁴ Nurul Huda, dkk., "Faktor Yang Mempengaruhi Perilaku Konsumsi Produk Halal Pada Kalangan Mahasiswa Muslim", *Jurnal Ekonomi dan Keuangan*, Vol. 2, No. 2, (2018): 268.

operator to get certification and build a good reputation from customers. By doing this, restaurants can generate more revenue and gain the trust of customers.¹⁵

Previous studies have examined halal labeling and buying decisions. The others are studying the behavior of consuming halal products. Based on these studies, the researchers in their research try to combine the effects of labeling variables, consumer awareness variables, and behavioral intention variables with buying decision variables in fast food. This research was conducted on the IAIN Kudus's students Faculty of Economics and Islamic Business because there was no related research conducted on students and because the average student had the habit of eating fast food

Literature Review

The Planned of Behavior Theory

The planned of behavior theory is an extension of theory of reasoned action that was developed by Fishbein and Ajzen. The theory of reasoned action is a model for predicting interests and behavior. This model includes the prediction of interests and behavior from attitudes and subjective norms. Model theory of reasoned action has limitations in predicting consumer interests and behavior because consumers do not have to control their own or are controlled by individual human beings themselves. Therefore, a theory of planned behavior model is proposed to improve this limitation.¹⁶ Research that has been done, with the same basis, namely the theory of planned behavior. This theory states that a person's intention to perform a behavior. The intention is an intermediate variable that causes the behavior of an attitude or other variables.

¹⁵ Sabainah Bachok, dkk., "Customer Awareness and Behavior Intention Towards The Use Of Halal Logo On Restaurants", 199.

¹⁶ Anggit Listyoningrum, "Analisis Minat Beli Konsumen Muslim Terhadap Produk Yang Diperpanjang Sertifikat Halalnya", *Jurnal Ekonomi & Keuangan Islam*, Vol. 2, No, 1, (2012): 42.

This theory proposed that the formation of behavior based on beliefs and evaluation fosters attitudes, subjective norms, and behavior controls.¹⁷

Halal Labelization

According to Tjiptono, a label is a part of the product that gives information about the product and the seller. A label can be part of the package or it can also be a tag attached to the product.¹⁸ While Basu Swasta defines the label as part of an item in the form of information (words) about the item or the seller. Thus, a label is part of the package, or it may be an etiquette attached directly to an item.¹⁹ Labels can be simple hangers attached to products or images that are intricately planned and become part of the package. Labels can carry only brand names or large amounts of information. Even if the seller chooses a simple label, the legal community is more numerous.²⁰

Halal word (حلال , *halāl, halaal*) is the Arabic term in the religion of Islam word kosher means " allowed" or " may". Etymologically, halal means things that are allowed and can be done because they are free or not bound by the provisions that prohibit them.²¹

So, the understanding of the Halal label is the writing of a halal statement or statement on the product packaging to show that the product in question is halal. Halal labels are obtained after obtaining permits for issuing halal labels on product packaging from authorized government agencies. As for what is meant by halal products are products that require according to Islamic law.²²

Consumer Awareness

¹⁷ Yustina Crismardani, "Theory Of Planned Behavior Sebagai Prediktor Intensi Berwirausaha", *Jurnal Kompetensi*, Vol. 10, No. 1, (2016): 92.

¹⁸ Fandy Tjiptono, *Strategi Pemasaran*, Edisi 2, (Yogyakarta: Penerbit Andi, 1997), 107.

¹⁹ Basu Swasta, *Azas-Azas Marketing*, (Yogyakarta: Liberty, 1984), 141.

²⁰ Philip Kotler, *Manajemen Pemasaran*, (Jakarta: Erlangga, 2008), 29.

²¹ Premi Wahyu Widyaningrum, "Pengaruh Label Halal, Kesadaran Halal, Iklan, Dan Celebrity Endorser Terhadap Minat Pembelian Kosmetik Melalui Variabel Persepsi Sebagai Mediasi", *Jurnal Ekonomi Dan Manajemen*, Vol. 2, No.2, (2019): 78.

²² Premi Wahyu Widyaningrum, "Pengaruh Label Halal, Kesadaran Halal, Iklan, Dan Celebrity Endorser Terhadap Minat Pembelian Kosmetik Melalui Variabel Persepsi Sebagai Mediasi", 78.

Awareness is knowing, understanding, and feeling. This understanding is also an awareness of a person or a group. Awareness about products is only limited to consumer awareness of the existence of a product, but the information that is known about the product is still very little.

Awareness experienced by individuals does not come just like that. Awareness of a product is built by needs, knowledge about new product attributes past consumption experiences, and also innovation individuals. Usually, consumers will look for information about the interest of the product and their needs, forming an awareness of the existence of the product. Consumer awareness about a product is measured to determine the extent of consumer knowledge being targeted about the existence of the product.²³

Awareness can be measured by the following indicators :²⁴

1. Knowledge includes knowing comprehension, application, analysis, synthesis, and evaluation.
2. Attitude includes receiving, responding, valuing, and responsible
3. The action includes perception, guided response, mechanism, and adoption.

Behavior Intention

Behavior intention is a visitor's assessment of the intention to revisit the same destination and the willingness to recommend the destination to others. Behavioral intention is defined as an individual's tendency to behave according to his feelings, knowledge, or evaluation from previous experience.²⁵

The concept of behavioral intention refers to the possibility of customers returning to the company services they have used or spreading positive

²³ Peter Dan Olson, *Consumer Behavior & Marketing Strategi*, (New York: Mcgraw-Hill, 1996), 168.

²⁴ Andhini Fitria Prasanti, "Pengaruh Afektivitas Dan Kesadaran (Awareness) Akan Kesehatan Terhadap Intensi Pembelian Sandal Kesehatan Melalui *Electronic Home Shopping* Pada Lanjut Usia (Lansia) PWRI Nganjuk", *Artikel Ilmiah Mahasiswa*, (2013) :5.

²⁵ Mildayani Rahmi, dkk., "Pengaruh *Customer Experience* Terhadap *Behavioral Intention* Wisatawan Di Saung Angklung Udjo", *Jurnal Tourism And Hospitality Essentials (The)*, Vol. 6, No. 2, (2016): 1033.

information about the company to family and friends. This action results from customer satisfaction. On the other hand, dissatisfaction creates a negative influence on behavior intention. Some studies found that the value of the experience encourages positive behavioral intentions, the integration of building experience will influence positive behavioral intentions.²⁶

If a product has a profit behavioral intention, the company will be able to survive and win the competition. One of the beneficial behaviors is a positive attitude about a product or service provider. This positive attitude can be a positive word of mouth. If our customers spread the good news to others or their friends, it will encourage purchases.²⁷

There are four dimensions of behavioral intention, namely:²⁸

1. Repurchase Intention

Repurchase only refers to the possibility of customers who self-report using the brand again in the future.

2. Price Premium

Willingness to pay more reflects individual judgment as to how much they will be willing to pay to receive good service or avoid loss of goods or services.

3. Word of Mouth

Information communication is directed at consumers or the characteristics of certain goods and their services or sellers.

4. Loyalty

Loyalty can be realized by increasing business with the company in the future and by expressing a preference for it.²⁹

²⁶ Trixie Nova Bella Tandijaya, "Analisa Pengaruh *Service Quality* Terhadap *Behavioral Intentions* Dengan *Perceived Value* Dan *Customer Satisfaction* Sebagai Variabel Intervening Pada Pendidikan Tinggi", *Jurnal Manajemen Pemasaran*, Vol. 12, No. 2, (2018): 86.

²⁷ Lily Purwianti Dan Karen Tio, "Faktor-Faktor Yang Mempengaruhi *Behavioral Intention*", *Jurnal Manajemen Maranatha*, 17, No. 1, (2017): 17.

²⁸ Mildayani Rahmi, dkk., "Pengaruh *Customer Experience* Terhadap *Behavioral Intention* Wisatawan Di Saung Angklung Udjo", 1033.

Buying Decision

According to Kotler and Armstrong, buying decisions are the behavior of consumer buyers referring to the buying behavior of an individual and household consumers who buy goods and services for personal consumption. A buying decision is a process where consumers go through certain stages to purchase a product.³⁰

According to Philip Kotler and Gary Armstrong, purchasing decisions are strongly influenced by the following factors:³¹

1. Cultural Factors: culture, subculture, and social class
2. Social Factors: reference groups, family, and role roles
3. Personal factors: age and stages of the life cycle, work and economic environment, lifestyle, personality, and self-concept
4. Psychological Factors: Motivation, Perception, Learning and Beliefs and Attitudes

Buying Decision Making Process

Consumers decide to buy goods or services through the following stages:³²

1. The introduction of Needs (Needs Recognition)
2. Search Information (Information Search)
3. Assessment of Various Types of Information Collected (Alternative Evaluation)
4. Buying Decisions (purchase Decision)
5. Evaluation of Purchase (Post Purchase Evaluation)

²⁹ Trixie Nova Bella Tandijaya, "Analisa Pengaruh *Service Quality* Terhadap *Behavioral Intentions* Dengan *Perceived Value* Dan *Customer Satisfaction* Sebagai Variabel Intervening Pada Pendidikan Tinggi", 86-87.

³⁰ Philip Kotler dan Armstrong, *Principles Of Marketing*, Edisi 13, (England: Pearson, 2010), 289.

³¹ Vinna Sri Yuniarti, *Perilaku Konsumen*, (Bandung: Pustaka Setia, 2002), 215.

³² Vinna Sri Yuniarti, *Perilaku Konsumen*, 217.

Previous Research

Premi Wahyu Widyaningrum (2019) conducted a study to determine the effect of halal labeling, halal awareness, advertising, and celebrity endorsers on the buying interest of cosmetics. The results showed all variables tested in the model has a positive relationship, it can be said if one variable increases then give rise influence also on other variables. The results showed that the use of halal labels, halal awareness, advertisements, and celebrity endorsers appropriately, would provide a large stimulus to consumers' perceptions of cosmetics purchase interest effectively and efficiently.

Mohammad Ali Abdolvand et al. (2016) conducted to find out the components of the influence of consumer awareness on consumer ethnocentrism and loyalty regards to functions of international brands. The results of this study indicate that variable consumer awareness has a significant influence on ethnocentrism and loyalty regards. Besides that, ethnocentrism also influences the loyalty regards and functions of international brands.

Sabainah Bachok et al. conduct research to determine the effect of customer awareness variables and behavioral intention variables on the use of halal logos in restaurants. The results showed that the variable customer awareness and behavior intention variables significantly influence the use of halal logos in restaurants.

Hypothesis

The effect of halal labeling on buying decisions for fast food products

Research conducted by Tengku Putri Lindung Bulan and Muhammad Rizal in 2016 entitled the effect of labeling on sausage buying decisions in Kuala Simpang, Aceh Tamiang Regency. Showed that the halal label significantly

positive to buying decisions of sausage in Kuala Simpang Aceh Tamiang.³³ Based on the description and results of previous studies, then the hypothesis can be formulated as follows:

H1: Halal labeling is positively associated with fast food buying decisions

The Effect of Consumer Awareness on The Decision to Buy Fast Food Products

Research by Sabainah Bachok et al. In 2011 concerning customer awareness and behavioral intention towards the use of the halal logo on restaurants. Indicates that customer awareness and behavioral intention have a positive and significant effect on the use of halal logos in restaurants (the use of halal logos in restaurants).³⁴ Based on the description and results of previous studies, then the hypothesis can be formulated as follows:

H2: consumer awareness is positively associated with fast food buying decisions.

Effect of behavioral intention on fast food buying decisions

Research conducted by Achmad Fauzi et al., In 2018 about the effect of behavioral intention on user behavior on the use of online transportation applications (case studies on gojek and grab users among Telkom university students) behavioral intention has a positive and significant effect on user behavior. This means more users are willing to use online transportation services, which will have an impact on service users in the future.³⁵ Based on the description and results of previous studies, then the hypothesis can be formulated as follows:

³³ Tengku Putri Lindung Bulan Dan Muhammad Rizal, "Pengaruh Labelisasi Halal Terhadap Keputusan Pembelian Sosis Di Kuala Simpang Kabupaten Aceh Tamiang", 438.

³⁴ Sabainah Bachok, dkk., "Customer Awareness and Behavior Intention Towards the Use of Halal Logo on Restaurants", 200.

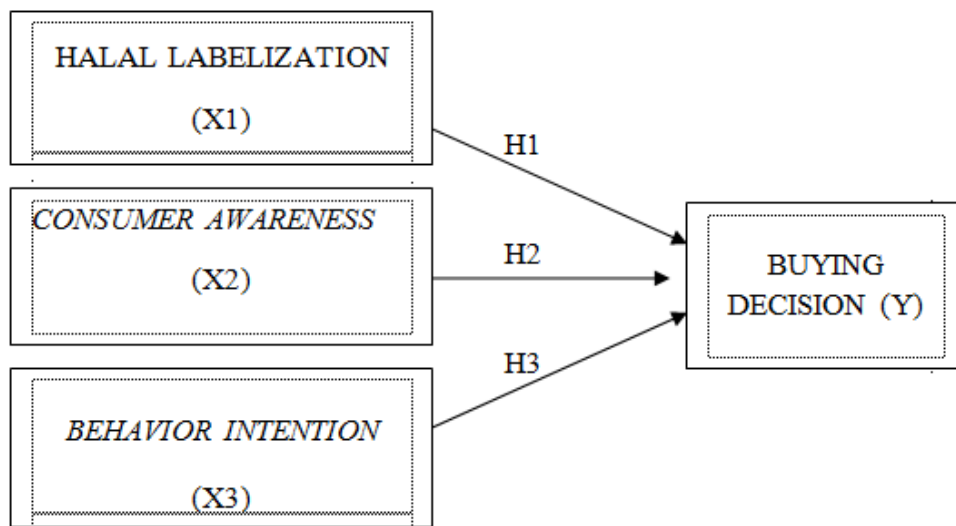
³⁵ Achmad Fauzi, dkk., "Pengaruh Behavioral Intention Terhadap Use Behavior Pada Penggunaan Aplikasi Transportasi Online (Studi Kasus Pada Pengguna Go-Jek Dan Grab Kalangan Mahasiswa Telkom University)", *Jurnal E-Proceeding of Management*, Vol. 5, No. 2, (2018): 1795.

H3: Behavior intention is positively associated with fast food buying decisions.

Theoretical Framework

Based on the explanation that has been presented in the previous section, the framework of this study is formulated in the picture as follows:

Figure 1. Theoretical Framework



Research Methods

Types and Approaches

The type of this research is field research. Because the writer is directly involved in the research. The approach used by researchers is quantitative.

Population and Sample

Population in this study were students of the Faculty of Islamic Economics and Business IAIN Kudus Sharia Economics Major class of 2015 and

2016 with a population of 503 students.³⁶ Determination of sample size can be determined by the Slovin formula as follows:³⁷

$$n = \frac{N}{1 + Ne^2}$$

n = sample size

N = population size

e = degree of accuracy or critical value desired by the author is 10%. Due to time and cost constraints, this error rate was chosen.

Then the calculation is:

$$\begin{aligned} n &= \frac{N}{1 + Ne^2} = \frac{503}{1 + 503(0.1)^2} = \frac{503}{1 + 503(0.01)} = \frac{503}{1 + 5.03} = \frac{503}{6.03} = 83.4 \\ &= 83 \end{aligned}$$

Based on the calculation of the Slovin formula above, then a sample of 83 respondents was obtained.

Variable Identification

The variables in this study consisted of three independent variables namely halal labeling (X1), consumer awareness (X2), and behavior intention (X3). And the dependent variable is the is buying= decisions (Y).

Data Collection Techniques

Data source

³⁶ Sikadu IAIN Kudus, "Laporan Status Mahasiswa Fakultas Ekonomi Dan Bisnis Islam Semester Genap Tahun Akademik 2018/2019", 4 Agustus 2019.

³⁷A. Muri Yusuf, *Metode Penelitian Kuantitatif, Kualitatif dan Penelitian Gabungan*, (Jakarta: Kencana, 2014), 170.

1. Primary Data, where collecting primary data in the form of direct survey research on the subject.
2. Secondary data, where the research data collection is derived from books, research journals, and other literature that supports and is related to research problems.

Method of collecting data

1. Documentation, where the authors use the method of documentation to obtain information about IAIN Kudus's students and other supporting data
2. The questionnaire, which the authors spread a questionnaire or questionnaires to students by using a Likert scale. In this research, the answers to the questionnaire were students of the Faculty of Economics and Islamic Business, major of Islamic Economics 2015 and 2016.

Result and Discussion

Overview of Respondents

The amount of the sample that has been determined is 83 students of the Faculty of Islamic Economics and Business IAIN Kudus Sharia Economics Major class of 2015 and 2016. To determine the number of sample students of the Faculty of Islamic Economics and Business IAIN Kudus Sharia Economics Major class of 2015 and 2016, a proportional random sampling method was used. With the proportional random sampling method, the distribution of students is obtained using the following formula:³⁸

$$\text{Group Samples} = \frac{\text{total each of groups}}{\text{total}} \times \text{size of sample}$$

Then the samples of each generation are obtained:

1. Student of Sharia Economics Major class of 2015

³⁸ A. Muri Yusuf, *Metode Penelitian Kuantitatif, Kualitatif dan Penelitian Gabungan*, 162.

$$\begin{aligned} \text{Class of 2015} &= \frac{\text{total each of groups}}{\text{total}} \times \text{size of sample} = \frac{253}{503} \times 83 \\ &= \frac{20.999}{503} = 41.747 \text{ rounded up 42 students} \end{aligned}$$

2. Student of Sharia Economics Major class of 2016

$$\begin{aligned} \text{Class of 2016} &= \frac{\text{total each of groups}}{\text{total}} \times \text{size of sample} = \frac{250}{503} \times 83 \\ &= \frac{20.750}{503} = 41.252 \text{ rounded up 41 students} \end{aligned}$$

Test Instrument

Validity Test

The validity test in this study was conducted by calculating the correlation between scores or statement items with scores of variables or variables. Validity Test results that the data used is valid. In the validity test results, each item shows that r count is greater than r table (0.2159) and is positive. Thus, the item or statement is said to be valid. Reliability is used to measure the consistency of the results questionnaire answers. if the alpha Cronbach value > 0.70, the variable is reliable. The reliability test results showed that all the variables of halal labeling, consumer awareness, behavior intention, and buying decisions showed a Cronbach value of alpha > 0.70. Thus, each variable is reliable to use.

Hypothesis Test

Hypothesis testing is used to find solutions to the problems that are raised. Before being at this stage, the assumptions were tested, and based on tests conducted there was no problem with the classical assumption test. The next hypothesis test is used by Multiple Linear Regression Analysis. Result of multiple linear regression obtained regression equation variables influence halal labeling (X1), consumer awareness (X2), behavior Intention (X3) of the Buying Decision (Y) are as follows:

$$\hat{Y} = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 7,716 + 0,623X_1 + 0,419X_2 + (-0,277)X_3 + e$$

The test results showed that the coefficient of determination is notated by an adjusted R square of 0.382. This can explain the dependent variable (buying decision) of 35.9% while the remaining 35% is explained by other variables not explained in this study.

F simultaneous test results obtained F count of 14.763 and F table df $(nk-1) = 83-3-1 = 79$, then obtained F table 2.720 with a significance level of $0.00 > 0.05$. Because the F count is greater than the F table ($16,311 > 2,720$), H_0 is rejected, meaning that the labeling of halal, consumer awareness, and behavior intention simultaneously influences fast food purchasing decisions on students of the Student of Islamic Economics and Business Faculty IAIN Kudus Sharia Economics Major.

Table 2.
Partial Test Results (t-test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.716	4.473		1.725	.088
	Halal Labelization	.623	.096	.576	6.464	.000
	Consumer Awareness	.419	.167	.287	2.501	.014
	Behavior Intention	-.277	.151	-.212	-1.842	.069
a. Dependent Variable: Buying Decision						

Source: Data Processed 2019

Based on the t test, it can be concluded that the halal labeling and consumer awareness variables significantly influence the fast-food buying decision. While behavior intention does not affect fast food buying decisions.

Discussion

Effect of Halal labeling on Fast food Buying Decision

The results showed that halal labeling influenced buying decisions. This can be seen from the results of one-sided testing using a significance level of $\alpha = 5\%$ with degrees of freedom $df (nk-1) = 83-3-1 = 79$ obtained $t_{table} = 1.6643$. The rules of decision making are said to be affected if the value of t arithmetic is greater than t table. Calculation results obtained by value t arithmetic amounted to 6.244. Thus t count is greater than t table ($6.244 > 1.6643$), so H_1 is accepted. This means that there is an influence of halal labeling on fast food purchasing decisions on students of Islamic Economics and Business Faculty IAIN Kudus Sharia Economics Major. Halal labeling has a significance coefficient of (0,000 < 0.05), so it can be concluded that halal labeling has a significant effect on buying decisions.

This is relevant to the theory that the absence of halal labels on a product will make Muslim consumers careful in deciding the consumption of these products. With the halal labeling of a product, consumers get a little information that can help them determine their halal product.

The inclusion of halal product labels is carried out to protect Muslim consumers, due to the many problems of halal labeling on products containing illicit ingredients for consumption. To anticipate this, the production process requires the provisions of the halal conditions of a product in a voluntary manner. With the halal label listed on the product packaging, it will directly affect consumers, especially Muslim communities, to use the product. The emergence of a sense of security and comfort in consuming these products will

increase trust and buying interest.³⁹ Thus the decision to buy fast food made by students of Islamic Economics and Business Faculty IAIN Kudus Sharia Economics Major in the class of 2015 and 2016 is considered to be a major influence on the halal label. They are more concerned with halal aspects than taste in consuming fast food.

The results of this study are consistent with research conducted by Tengku Putri Lindung Bulan and Muhammad Rizal in 2016 which showed that the halal labeling variable had a positive and significant effect on buying decisions.

The Effect of Consumer Awareness on Fastfood Buying Decisions

The results showed that consumer awareness influenced buying decisions. This can be seen from the results of one-sided testing using a significance level of $\alpha = 5\%$ with degrees of freedom $df (nk-1) = 83-3-1 = 79$ obtained $t_{table} = 1.6643$. The rules of decision making are said to be influential if the value of $t_{arithmetic}$ is greater than t_{table} . Calculation results obtained by value $t_{arithmetic}$ amounted to 1.720. Thus t_{count} is greater than t_{table} ($1,720 > 1.6643$), so H_2 is accepted. This means that there is an effect of consumer awareness on fast food buying decisions on students of Islamic Economics and Business Faculty IAIN Kudus Sharia Economics Major. The results showed that the consumer awareness variable has a significant coefficient of (0.089 < 0.05), so it can be concluded that the consumer awareness variable has a significant effect on buying decisions.

Based on the stimulus-response theory, knowledge of a product is very important in decision making. Where a product provides brand knowledge, so consumers will be interested or motivated to make decisions. If the stimulus or stimulus that is given is good it will have a big effect on consumer response. This is closely related to consumer awareness. Consumer awareness is defined as a condition where an individual has full control over internal and external stimuli. So consumer awareness is a form of response from the results of

³⁹ Farokhah Niswah, "Pengaruh Pencantuman Label Halal Terhadap Keputusan Pembelian Kosmetik Oleh Mahasiswa Jurusan Ekonomi Islam Fakultas Ekonomi Dan Bisnis Universitas Airlangga", *Jurnal Ekonomi*, (2016): 13.

receiving the stimulus. Awareness of a product is built by needs, knowledge about new product attributes past consumption experiences, and also one's innovativeness. Usually, consumers will find information about the products they are interested in and their needs so that awareness is formed about the existence of the product. Consumer awareness is measured to determine the extent of targeted consumer knowledge regarding the existence of these products. If consumer awareness is higher in a product, it will affect the purchasing decisions on the product. The results showed that there was an effect of consumer awareness on purchasing decisions. This can be seen that the students of the Faculty of Economics and Islamic Business of Islamic Economics Study Program IAIN Kudus in the class of 2015 and 2016 in making fast food purchases are based on consumer awareness.

The results of this study are consistent with research conducted by Mohammad Ali Abdolvand et al in 2016, which showed that the consumer awareness variable has a significant influence on ethnocentrism and loyalty regards.

The Effect of Behavior Intention on Fast Food Buying Decisions

The results showed that behavior intention influences buying decisions. This can be seen from the results of one-sided testing using a significance level of $\alpha = 5\%$ with degrees of freedom $df (nk-1) = 83-3-1 = 79$ obtained $t_{table} = 1.6643$. The rules of decision making are said to be influential if the value of $t_{arithmetic}$ is greater than t_{table} . Calculation results obtained by value $t_{arithmetic}$ amounted to -0.633 . Thus t_{count} is smaller than the t_{table} ($-0.633 < 1.6643$), so H_3 is rejected. This means that there is no influence of behavioral intention on fast food buying decisions on students of Islamic Economics and Business Faculty IAIN Kudus Sharia Economics Major. The results showed that the behavioral intention variable had a significance coefficient of $(0.529 > 0.05)$, so it can be concluded that the behavioral intention variable had no significant effect on buying decisions.

Based on the theory of planned behavior, this theory is used to predict interest and consumer behavior in buying a product. This theory states that behavioral intention and evaluation are based on the belief that fosters attitudes, subjective norms, and behavioral control. Departing from this theory, the concept of behavioral intention is formed. Behavioral intention is the behavior of consumers who are loyal to the brand, product, and company or in other words a behavior or attitude of consumers who have the desire to use it continuously and tell its superiority to other parties. This action is the result of customer satisfaction. If the more positive the individual has, the higher the intention or intention to buy a product. In this study, the results showed that behavioral intention does not affect fast food buying decisions. This allows the negative effects of fast food itself so that consumers do not want to make purchases continuously.

The results of this study are consistent with research conducted by Achmad Fauzi et al., In 2018 regarding the effect of behavioral intention on user behavior.

Conclusion

Based on the results of data analysis about the impact of halal labeling, consumer awareness and behavioral intention towards fast food buying decisions on students of Islamic Economics and Business Faculty IAIN Kudus Sharia Economics Major can be concluded as follows:

1. This study proves that halal labelization has a positive and significant influence on fast food buying decisions. Thus, the decision to buy fast food made by Islamic Economics and Business Faculty IAIN Kudus Sharia Economics Majors in the class of 2015 and 2016 is due to a large influence on the halal label. They are more concerned with halal aspects than taste in consuming fast food.
2. This research proves that consumer awareness has a positive and significant influence on fast food buying decisions. This can be seen that

the students of Islamic Economics and Business Faculty IAIN Kudus Sharia Economics Major in the class of 2015 and 2016 in making fast food purchases are based on consumer awareness.

3. This study proves that behavioral intention has a negative and not significant effect on fast food buying decisions. This allows the negative effects of fast food itself so that consumers do not want to make purchases continuously.

Suggestion

Based on the limitations of this study, suggestions for further research are as follows:

1. Limited of objects this research is students of Islamic Economics and Business Faculty IAIN Kudus Sharia Economics Major. In further research, it is necessary to observe objects with large object observations, so that it can be used as a reference for further research interests.
2. For further research, it should use other variables that can influence the buying decision of fast-food products, because there are still many variables that influence the buying decision of fast-food products

References

- An-Nahl ayat 114. *Al-Qur'an dan Terjemahnya*. Jakarta:Yayasan Penyelenggara penterjemah/pentafsir Al-Qur'an, 1971.
- Bachok, Sabainah, et al. "Customer Awareness and Behavior Intention Towards the Use Of Halal Logo On Restaurants". *Journal the Winners*. Vol. 12, No. 2 (2011).
- BPS Sensus Penduduk 2010. Penduduk Menurut Agama Yang Dianut.- 24 Juli 2019. <https://sp2010.bps.go.id/index.php/site/tabel?tid=321&wid=0>.
- Bulan, Tengku Putri Lindung, dan Muhammad Rizal. "Pengaruh Labelisasi Halal terhadap Keputusan Pembelian Sosis Di Kuala Simpang Kabupaten Aceh Tamiang". *Jurnal Manajemen dan Keuangan*. Vol. 5, No.1 (2016).

- Crismardani, Yustina. "Theory Of Planned Behavior Sebagai Prediktor Intensi Berwirausaha". *Jurnal Kompetensi*. Vol. 10, No. 1 (2016).
- Charity, May Lim. "Jaminan Produk Halal Di Indonesia". *Jurnal Legislasi Indonesia*. Vol. 14, No. 1 (2017).
- Harahap, Dedy Ansari. "Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Konsumen Di Pajak Usu (Pajus) Medan". *Jurnal Keuangan dan Bisnis*. Vol. 7, No. 3. (2015).
- Huda, Nurul, et al. "Faktor Yang Mempengaruhi Perilaku Konsumsi Produk Halal Pada Kalangan Mahasiswa Muslim". *Jurnal Ekonomi dan Keuangan*. Vol. 2, No. 2 (2018).
- Fauzi, Achmad, et al. "Pengaruh Behavioral Intention Terhadap Use Behavior Pada Penggunaan Aplikasi Transportasi Online (Studi Kasus Pada Pengguna Go-Jek Dan Grab Kalangan Mahasiswa Telkom University)". *Jurnal E-Proceeding Of Management*. Vol. 5, No. 2 (2018).
- Kotler, Philip. *Manajemen Pemasaran*. Jakarta: Erlangga, 2008.
- Kotler, Philip, dan Armstrong. *Principles Of Marketing*, Edisi 13. England: Pearson, 2010.
- Listyoningrum, Anggit, "Analisis Minat Beli Konsumen Muslim Terhadap Produk Yang Diperpanjang Sertifikat Halalnya". *Jurnal Ekonomi & Keuangan Islam*. Vol. 2, No. 1 (2012).
- Niswah, Farokhah. "Pengaruh Pencantuman Label Halal Terhadap Keputusan Pembelian Kosmetik Oleh Mahasiswa Jurusan Ekonomi Islam Fakultas Ekonomi Dan Bisnis Universitas Airlangga". *Jurnal Ekonomi* (2016).
- Nurlita, Nurul dan Nur Lathifah Mardiyati. "Hubungan Frekuensi Konsumsi Makanan Cepat saji (Fastfood) Dengan Tempat Tinggal Pada Mahasiswa FIK Dan FT Universitas Muhammadiyah Surakarta". *Artikel Ilmiah Mahasiswa*. ISSN 2579-9622 (2017).
- Marchus, Hawa'im, dan Purwono. "Pengukuran Perilaku berdasarkan Theory of Planned Behavior". *Jurnal Insan*. Vol. 12, No. 1 (2010).
- Peter Dan Olson. *Consumer Behavior & Marketing Strategi*. New York: Mcgraw-Hill, 1996.
- Prasanti, Andhini Fitria. "Pengaruh Afektivitas Dan Kesadaran (Awareness) Akan Kesehatan Terhadap Intensi Pembelian Sandal Kesehatan Melalui Electronic Home Shopping Pada Lanjut Usia (Lansia) PWRI Nganjuk". *Artikel Ilmiah Mahasiswa* (2013).
- Purwianti, Lily, Dan Karen Tio. "Faktor-Faktor Yang Mempengaruhi Behavioral Intention". *Jurnal Manajemen Maranatha*. Vol. 17, No. 1 (2017).

- Rahmawati, Frety. "Pengaruh Labelisasi Halal, Kualitas Pelayanan Dan Gaya Hidup Terhadap Keputusan Pembelian Hoka-Hoka Bento Di Mall Malioboro Yogyakarta". *Artikel Ilmiah Mahasiswa* (2017).
- Rahmi, Mildayani, et al. "Pengaruh *Customer Experience* Terhadap *Behavioral Intention* Wisatawan Di Saung Angklung Udjo". *Jurnal Tourism And Hospitality Essentials (The)*. Vol. 6, No. 2 (2016).
- Setiadi, Nugroho J. *Perilaku Konsumen*. Jakarta: Prenada Media Group, 2003.
- Sikadu IAIN Kudus. "Laporan Status Mahasiswa Fakultas Ekonomi Dan Bisnis Islam Semester Genap Tahun Akademik 2018/2019". 4 Agustus, 2019.
- Sumarwan, Ujang. *Perilaku Konsumen Teori Dan Penerapannya Dalam Pemasaran*. Bogor: Ghalia Indonesia, 2011.
- Swasta, Basu. *Azas-Azas Marketing*. Yogyakarta: Liberty, 1984.
- Tandijaya, Trixie Nova Bella. "Analisa Pengaruh *Service Quality* Terhadap *Behavioral Intentions* Dengan *Perceived Value* Dan *Customer Satisfaction* Sebagai Variabel Intervening Pada Pendidikan Tinggi", *Jurnal Manajemen Pemasaran*. Vol. 12, No. 2 (2018).
- Tjiptono, Fandy. *Strategi Pemasaran*. Edisi 2. Yogyakarta: Penerbit Andi, 1997.
- Widyaningrum, Premi Wahyu. "Pengaruh Label Halal, Kesadaran Halal, Iklan, Dan *Celebrity Endorser* Terhadap Minat Pembelian Kosmetik Melalui Variabel Persepsi Sebagai Mediasi". *Jurnal Ekonomi Dan Manajemen*. Vol. 2, No.2 (2019).
- Yusuf, A. Muri. *Metode Penelitian Kuantitatif, Kualitatif dan Penelitian Gabungan*. Jakarta: Kencana, 2014.