

# THE INFLUENCE OF HALAL LABELING, CONSUMER KNOWLEDGE, AND HALAL AWARENESS ON THE PURCHASE DECISION OF SMEs' PRODUCTS MODERATED BY LOCAL WISDOM IN THE COMMUNITY IN TERNATE CITY

Muhlisin<sup>1</sup>, Muslimin Kara<sup>2</sup>, Sudirman<sup>3</sup>, & Rahman Ambo Masse<sup>4</sup>

<sup>1,2,3,4</sup>Universitas Islam Negeri Alauddin Makassar, Indonesia

Correspondence Email: [muhlisin110479@gmail.com](mailto:muhlisin110479@gmail.com)

## ABSTRACT

This study aims to determine the influence of halal labeling, consumer knowledge, and halal awareness on the purchase decision of SMEs' products with local wisdom as a moderation variable. The research method uses a quantitative approach with the research object of the Ternate City community, with a total of 250 respondents. Data analysis was carried out using the SPSS method. The study results show that *halal labeling*, *consumer knowledge*, and *halal awareness positively and significantly affect* the purchase decision of SMEs' products in Ternate City. The relationship of influence is indirect; *local wisdom* can moderate the relationship between *halal labeling* interaction on purchase decisions, *local wisdom* is also able to moderate the influence of *consumer knowledge* variables on purchase decisions, and *local wisdom* can moderate the relationship between *halal awareness* interaction on the purchase decision of SMEs' products in Ternate City. This research improves the purchase decision of SMEs' products through halal labeling, consumer knowledge, and halal awareness, which is more effective. Halal labeling emphasizes the need to increase knowledge of the importance of halal labels in a product; besides that, consumer knowledge and halal awareness also have an important role in supporting SMEs' business actors under the goals of Islamic Sharia.

**Keywords:** Consumer Knowledge, Halal Awareness, Halal Labeling, Local Wisdom, Purchase Decision

## 1. INTRODUCTION

The rapid development of media provides consumers with broader access to various information. Amid world modernization, this affects people's consumption patterns. Over time, various new needs arise and need to be met. Unfortunately, many people spend money on things that are not necessary or follow the latest trends. (Bulan & Rizal Muhammad, 2016).

Purchase decisions need attention from manufacturers who market their products in the community (Yuli Master Hutagalung and Handoyo Djoko Waluyo, 2020). Purchase decisions play an important role in determining how far a company will go in the future. Although the purchase

decision has similarities for many people, what distinguishes them is the personality, age, income, and lifestyle factors of each individual (Rini Astuti and M Ali Hakim, 2021)

In Indonesia, the economic sector is primarily driven by the contribution of SMEs'. Even during economic crises, this sector has proven to survive, showing that SMEs' have advantages and great potential to continue to be developed. This potential can be further optimized with the right policies and support from appropriate institutions (Muslimin Kara, 2013)

SMEs' have various advantages and competitiveness in the Indonesian economy, mainly because they can take advantage of local resources. In addition, the SMEs' sector is expected to be able to manage the products produced and their industrial activities by paying attention to the impact on the environment, including managing production waste so as not to damage the surrounding ecosystem (St Nur Rahma and Siradjuddin Siradjuddin, 2022).

According to data from the Ternate City Cooperatives and SMEs' Office in 2023, Ternate has many SMEs' consisting of 9,869 micro businesses, 3,534 small businesses, and 807 medium businesses. This city has the characteristics of a sultanate area with strong Islamic values. The cultural philosophy in Ternate is known as *the custom of Matoto agama, the religion of Matoto kitabullah*, and *Kitabullah matoto Jouta'ala*. These principles show that customs and sharia can go hand in hand, strengthening each other without having to be mixed up at one time.

Purchase decisions reflect consumer preferences toward goods and attributes considered important before purchasing. This process begins with a search for information about the product that someone wants to own and use (Anggi Irawan and Irwan Misbach, 2020). This process is an effort to solve price problems, consisting of five stages: recognizing problems, receiving information, evaluating alternatives, making purchase decisions, and post-purchase behavior (Sudirman Sudirman, 2019). Consumers do not immoderately choose when deciding to buy, but they will go through several stages. This stage occurs due to consumer preferences, a tendency to like or dislike a product (Ammar Aiman, Asep Agus Handaka, and Walim Lili, 2017).

Halal labels on product packaging have an important role. Many SMEs' products, especially food in Ternate City, do not yet have halal labels. It happens because licensing standards have not been met, as well as the reluctance of SMEs actors to take care of them due to procedures that are considered complicated, high processing costs, and difficulties in understanding the online application process. SMEs' products that already have a halal label are in great demand because they have been proven to be safe for Muslim consumers and hygienic (Sri Ernawati & Iwan Koerniawan, 2023)

Another factor that influences purchasing decisions is *consumer knowledge*. Consumer insight into product information can be a guide in making purchasing decisions. Consumers familiar with the various products available will find it easier to find their needs quickly without searching for information on the internet or social media. Common challenges are related to product quality and price, which are the primary considerations in building consumer confidence to buy.

Halal awareness is an understanding that arises from a person's knowledge of halal concepts, processes, and principles, thus encouraging consumers to prioritize halal products (Saputra & Jaharuddin, 2022). Halal awareness arises in consumers because of firmly held religious values. In other words, consumers consider religious values and halal aspects when making purchase decisions or choosing products to consume.

In the theory of consumer behavior from an Islamic point of view, Muslims must adjust their consumption activities under Islamic law to achieve Falah. Therefore, according to Allah's

command to consume halal and tayyib goods, every Muslim consumer must have halal or halal awareness. This halal awareness will affect their preferences in purchasing decisions.

Custom is one of the local wisdom values of the people of Ternate City. *Adat se Atorang* is a fundamental law sourced from the Quran al Karim and the sunnah of the Prophet, a legacy left by the Prophet Muhammad SAW. These values help SMEs' actors build harmonious cooperative relationships with other entrepreneurs, thereby reducing individualistic attitudes in doing business. For example, the value of local wisdom that is important to be applied in SMEs' is an attitude of mutual respect in transactions, such as not talking about the ugliness of fellow sellers in front of buyers. This attitude of mutual respect supports harmony between business actors. In addition, values such as honesty, for example, not deceiving customers, are also important to be applied.

## 2. METHODS

This study is quantitative research based on a method with a philosophy of positivism approach, using a specific population and sampling techniques that are generally carried out randomly. This research was conducted on the Ternate City community, and it is estimated to take three months. Based on the goals to be achieved, this research is included in the explanatory research category, which aims to explain the symptoms arising from the research object.

This study uses a survey approach, where researchers will take samples from the population by utilizing questionnaires to collect factual data or explain phenomena in the people of Ternate City. The population of this study is the people of Ternate City, whose number is unknown and belongs to the category of unlimited population. An infinite population means a data source that has no clear quantitative limits.

The determination of the minimum sample size in this study follows the statement of Hair et al., which suggests that the number of samples as respondents should be adjusted to the number of question indicators in the questionnaire, assuming  $\pi \times 5$  observed variables (indicators) to  $\pi \times 10$  observed variables (indicators). In this study, there are 50 question items to measure five variables, so the number of respondents required is 50 statement items multiplied by 5, namely 250 respondents. Therefore, the number of samples taken in this study is 250 respondents.

The data collection techniques in this study include: 1) Literature Study, which is used to obtain secondary data as a reference in formulating theories to build a basis for thinking in analyzing primary data and strengthening hypotheses in discussing research problems; and 2) Field Data Collection, which is carried out to obtain primary data needed for analysis. This primary data was obtained through several methods, namely observation, interviews, and questionnaires. The determination of the score category uses the Likert scale, where the score levels are: a) Strongly agree with the score of 5; b) Agree with the score of 4; c) Disagree with a score of 3; d) Disagree with the score of 2; and e) Strongly disagree with the score of 1. Hypothesis testing was carried out using SPSS 27.

**Table 1.1. Variable Operational Definition**

<b>Variable 1</b>	<b>Definition 2</b>	<b>Indicator 3</b>
<i>Halal labeling</i>	<i>Halal Labeling</i> is the inclusion of halal writing or statements on product packaging to show that the product in question has the status of a halal product; in Indonesia, the institution authorized by the Government in the halal certification process is the Indonesian Ulema Council (MUI).	<ol style="list-style-type: none"> <li>1. Picture</li> <li>2. Writing</li> <li>3. Combination of Image and Writing</li> <li>4. Sticking to Packaging</li> </ol>
<i>Consumer Knowledge</i>	<i>Consumer knowledge</i> is about specific products or services produced by SMEs' actors in Ternate City.	<ol style="list-style-type: none"> <li>1. Consumers have good information about services and products</li> <li>2. Consumers know the concept of the products and services offered</li> <li>3. Consumers know the superiority of recommended products and services</li> <li>4. Consumers have good knowledge of services and products</li> <li>5. Consumers know a lot about the services and products used</li> <li>6. Consumers understand the services offered.</li> </ol>
<i>Halal Awareness</i>	<i>Halal Awareness</i> is consumer awareness of halal in using products under Sharia teachings accompanied by halal labels on products produced by SMEs' actors in Ternate City.	<ol style="list-style-type: none"> <li>1. Consumers always ensure that the products they consume are halal</li> <li>2. Consumers constantly make sure the products they consume contain halal ingredients</li> <li>3. Consumers always ensure that the products they consume are processed/produced through the halal process</li> <li>4. Consumers will only buy products if they have a halal label</li> <li>5. Have enough knowledge to decide to purchase halal products.</li> </ol>
<i>Purchase Decision</i>	A purchase decision is something that consumers decide on after going through several processes.	<ol style="list-style-type: none"> <li>1. Product Options</li> <li>2. Brand Selection</li> <li>3. Distributor Options</li> <li>4. Purchase Time</li> <li>5. Purchase Amount</li> <li>Payment Methods.</li> </ol>
<i>Local Wisdom Adat se Atorang</i>	Local Wisdom <i>adat se Atorang</i> is a customary law that has taken root continuously and covers various aspects of life; customary law is based on Islamic sharia rules, also called <i>adat matoton agama</i> .	<ol style="list-style-type: none"> <li>1. Obedience to God</li> <li>2. Life under the teachings of Islamic sharia</li> <li>3. Harmony</li> <li>4. Community Interaction</li> </ol>

### 3. RESULTS AND DISCUSSION

#### A. Characteristics Respondent

A total of 250 respondents, consisting of male and female residents of Ternate City, were successfully collected randomly. These respondent characteristics are an integral part of the

research variables. The characteristics of the respondents can be known from the results of the research that has been carried out as follows:

#### 1. Gender

Table 1.2. Respondent Characteristics by Gender

Gender	Sum	Percentage (%)
Laki-Laki	141	56,4%
Perempuan	109	43,6%
<b>Total</b>	<b>250</b>	<b>100%</b>

*Source: primary data, processed (2024)*

The table above shows that the respondents in this study are dominated by men, with a total of 141 people or 56.4%, while the number of female respondents is 109 people or 43.6%.

#### 2. Education Level

Table 1.3. Characteristics of Respondents Based on Education Level

Gender	Sum	Percentage (%)
SMA	52	20,8%
S1	124	49,6%
S2	66	26,4%
S3	8	3,2%
<b>Total</b>	<b>250</b>	<b>100%</b>

*Source: primary data, processed (2024)*

The table shows that in this study, respondents with high school education level amounted to 52 people or 20.8%, respondents with S1 education as many as 124 people or 49.6%, S2 education level as many as 66 people or 26.4%, and S3 education level as many as eight people or 3.2%.

### B. Description of Research Results

#### 1. Description of Halal Labeling Variables

Table 1.4. Halal Labeling Variables

No	Statement Items	Answer Score					Mean	Std Deviasi
		SS	S	KS	TS	STS		
1	X <sub>1.1</sub>	118	112	7	7	6	4,32	0,855
2	X <sub>1.2</sub>	158	87	5	0	0	4,61	0,528
3	X <sub>1.3</sub>	187	58	5	0	0	4,73	0,489
4	X <sub>1.4</sub>	157	93	0	0	0	4,63	0,484
5	X <sub>1.5</sub>	151	96	3	0	0	4,59	0,516
6	X <sub>1.6</sub>	171	79	0	0	0	4,68	0,466
7	X <sub>1.7</sub>	169	81	0	0	0	4,68	0,469
8	X <sub>1.8</sub>	164	81	5	0	0	4,62	0,598
9	X <sub>1.9</sub>	169	81	0	0	0	4,68	0,469
10	X <sub>1.10</sub>	188	62	0	0	0	4,75	0,433
<b>Total</b>							<b>46,28</b>	<b>1,918</b>

The table shows that of the 10 statement items provided, respondents' responses mainly were "strongly agree" and "agree." A total of 118 respondents answered in favor of statement X1.1, 158 respondents strongly agreed with statement X1.2, 187 respondents strongly agreed with

statement X1.3, 157 respondents strongly agreed with statement X1.4, 151 respondents strongly agreed with statement X1.5, 171 respondents strongly agreed with statement X1.6, 169 respondents strongly agreed with statement X1.7, 164 respondents strongly agreed with statement X1.8, 169 respondents strongly agreed with the X1.9 statement, and 188 respondents strongly agreed with the X1.10 statement.

## 2. Description of Consumer *Knowledge Variables*

Table 1.5. Variabel *Consumer Knowledge*

No	Statement Items	Answer Score					Mean	Std Deviasi
		SS	S	KS	TS	STS		
1	X <sub>2.1</sub>	141	109	0	0	0	4,56	0,497
2	X <sub>2.2</sub>	135	114	1	0	0	4,54	0,508
3	X <sub>2.3</sub>	134	107	9	0	0	4,50	0,569
4	X <sub>2.4</sub>	150	100	0	0	0	4,60	0,491
5	X <sub>2.5</sub>	145	104	1	0	0	4,58	0,503
6	X <sub>2.6</sub>	137	112	1	0	0	4,54	0,507
7	X <sub>2.7</sub>	141	109	0	0	0	4,56	0,497
8	X <sub>2.8</sub>	135	114	1	0	0	4,54	0,508
9	X <sub>2.9</sub>	134	107	9	0	0	4,50	0,569
10	X <sub>2.10</sub>	150	100	0	0	0	4,60	0,491
<b>Total</b>							<b>45,52</b>	<b>3,510</b>

The table shows that of the 10 statement items provided, respondents' responses mainly were "strongly agree" and "agree." A total of 141 respondents agreed with X2.1, 135 respondents strongly agreed with X2.2, 134 respondents strongly agreed with X2.3, 150 respondents strongly agreed with X2.4, 145 respondents strongly agreed with X2.5, 137 respondents strongly agreed with X2.6, 141 respondents strongly agreed with X2.7, 135 respondents strongly agreed with X2.8, 134 respondents strongly agreed with the X2.9 statement, and 140 respondents strongly agreed with the X2.10 statement.

## 3. Description of Halal *Awareness Variables*

Table 1.6. Halal Awareness *Variables*

No	Statement Items	Answer Score					Mean	Std Deviasi
		SS	S	KS	TS	STS		
1	X <sub>3.1</sub>	155	95	0	0	0	4,62	0,486
2	X <sub>3.2</sub>	151	94	5	0	0	4,58	0,533
3	X <sub>3.3</sub>	158	92	0	0	0	4,63	0,483
4	X <sub>3.4</sub>	167	77	6	0	0	4,64	0,528
5	X <sub>3.5</sub>	154	95	1	0	0	4,61	0,496
6	X <sub>3.6</sub>	137	113	0	0	0	4,55	0,499
7	X <sub>3.7</sub>	138	112	0	0	0	4,55	0,498
8	X <sub>3.8</sub>	152	98	0	0	0	4,61	0,489
9	X <sub>3.9</sub>	154	90	6	0	0	4,59	0,539
10	X <sub>3.10</sub>	162	88	0	0	0	4,65	0,479
<b>Total</b>							<b>46,04</b>	<b>2,134</b>

The table shows that of the 10 statement items provided, respondents' responses mainly were "strongly agree" and "agree." A total of 155 respondents agreed with the X3.1 statement,

151 respondents strongly agreed with the X3.2 statement, 158 respondents strongly agreed with the X3.3 statement, 167 respondents strongly agreed with the X3.4 statement, 154 respondents strongly agreed with the X3.5 statement, 137 respondents strongly agreed with the X3.6 statement, 138 respondents strongly agreed with the X3.7 statement, 152 respondents strongly agreed with the X3.8 statement, 154 respondents strongly agreed with the X3.9 statement, and 162 respondents strongly agreed with the X3.10 statement.

#### 4. Description of Local *Wisdom Variables*

Table 1.7. Variable *Local Wisdom*

No	Item Pernyataan	Skor Jawaban					Mean	Std Deviasi
		SS	S	KS	TS	STS		
1	M.1	124	119	7	0	0	4,47	0,553
2	M.2	114	96	10	0	0	4,54	0,574
3	M.3	137	107	6	0	0	4,52	0,546
4	M.4	159	91	0	0	0	4,64	0,482
5	M.5	144	104	2	0	0	4,57	0,512
6	M.6	141	109	0	0	0	4,56	0,497
7	M.7	161	86	3	0	0	4,63	0,508
8	M.8	125	112	13	0	0	4,45	0,594
9	M.9	157	85	8	0	0	4,60	0,553
10	M.10	122	115	13	0	0	4,44	0,593
<b>Total</b>							<b>45,41</b>	<b>2,529</b>

The table shows that of the 10 statement items provided, respondents' responses mainly were "strongly agree" and "agree." A total of 124 respondents agreed with M.1's statement, 114 respondents strongly agreed with M.2's statement, 137 respondents strongly agreed with M.3's statement, 159 respondents strongly agreed with M.4's statement, 144 respondents strongly agreed with M.5's statement, 141 respondents strongly agreed with M.6's statement, 161 respondents strongly agreed with M.7's statement, 125 respondents strongly agreed with M.8's statement, 157 respondents strongly agreed with the M.9 statement, and 122 respondents strongly agreed with the M.10 statement.

#### 5. Description of Purchase Decision Variables

Table 1.8. Purchase decision variables

No	Item Pernyataan	Skor Jawaban					Mean	Std Deviasi
		SS	S	KS	TS	STS		
1	Y.1	178	67	5	0	0	4,69	0,504
2	Y.2	141	107	2	0	0	4,56	0,514
3	Y.3	131	100	19	0	0	4,45	0,633
4	Y.4	121	118	11	0	0	4,44	0,576
5	Y.5	125	125	0	0	0	4,50	0,501
6	Y.6	115	114	21	0	0	4,38	0,636
7	Y.7	118	121	11	0	0	4,43	0,578
8	Y.8	193	56	1	0	0	4,77	0,432
9	Y.9	129	121	0	0	0	4,52	0,501
10	Y.10	147	94	5	4	0	4,54	0,621
<b>Total</b>							<b>45,26</b>	<b>2,471</b>

The table shows that of the 10 statement items provided, respondents' responses were dominated by answers "strongly agree" and "agree." A total of 178 respondents agreed with statement Y.1, 141 respondents strongly agreed with statement Y.2, 131 respondents strongly agreed with statement Y.3, 121 respondents strongly agreed with statement Y.4, 125 respondents strongly agreed with statement Y.5, 115 respondents strongly agreed with statement Y.6, 118 respondents strongly agreed with statement Y.7, 193 respondents strongly agreed with statement Y.8, 129 respondents strongly agreed with the statement Y.9, and 147 respondents strongly agreed with the statement of Y.10.

### C. Data Analysis Results

#### 1. Validity and Reliability Test

##### a. Validity Test

Table 1.9. Validity Test

No	Variable	Item	r- Calculate	R-Table	Ket.
1	2	3	4	5	6
1.	<i>Halal Labeling</i> (X <sub>1</sub> )	X <sub>1.1</sub>	0,426	0,124	Valid
		X <sub>1.2</sub>	0,504	0,124	Valid
		X <sub>1.3</sub>	0,390	0,124	Valid
		X <sub>1.4</sub>	0,337	0,124	Valid
		X <sub>1.5</sub>	0,509	0,124	Valid
		X <sub>1.6</sub>	0,369	0,124	Valid
		X <sub>1.7</sub>	0,374	0,124	Valid
		X <sub>1.8</sub>	0,171	0,124	Valid
		X <sub>1.9</sub>	0,235	0,124	Valid
		X <sub>1.10</sub>	0,258	0,124	Valid
2.	<i>Consumer Knowledge</i> (X <sub>2</sub> )	X <sub>2.1</sub>	0,773	0,124	Valid
		X <sub>2.2</sub>	0,826	0,124	Valid
		X <sub>2.3</sub>	0,439	0,124	Valid
		X <sub>2.4</sub>	0,848	0,124	Valid
		X <sub>2.5</sub>	0,337	0,124	Valid
		X <sub>2.6</sub>	0,795	0,124	Valid
		X <sub>2.7</sub>	0,773	0,124	Valid
		X <sub>2.8</sub>	0,826	0,124	Valid
		X <sub>2.9</sub>	0,439	0,124	Valid
		X <sub>2.10</sub>	0,848	0,124	Valid
3.	<i>Halal Awareness</i> (X <sub>3</sub> )	X <sub>3.1</sub>	0,537	0,124	Valid
		X <sub>3.2</sub>	0,371	0,124	Valid
		X <sub>3.3</sub>	0,634	0,124	Valid
		X <sub>3.4</sub>	0,284	0,124	Valid
		X <sub>3.5</sub>	0,546	0,124	Valid
		X <sub>3.6</sub>	0,470	0,124	Valid
		X <sub>3.7</sub>	0,640	0,124	Valid
		X <sub>3.8</sub>	0,215	0,124	Valid
		X <sub>3.9</sub>	0,318	0,124	Valid
		X <sub>3.10</sub>	0,246	0,124	Valid
4.	<i>Local Wisdom</i> (M)	M.1	0,560	0,124	Valid



	M.2	0,521	0,124	Valid
	M.3	0,284	0,124	Valid
	M.4	0,343	0,124	Valid
	M.5	0,496	0,124	Valid
	M.6	0,337	0,124	Valid
	M.7	0,412	0,124	Valid
	M.8	0,536	0,124	Valid
	M.9	0,563	0,124	Valid
	M.10	0,572	0,124	Valid
5. Purchase Decision (Y)	Y.1	0,484	0,124	Valid
	Y.2	0,458	0,124	Valid
	Y.3	0,449	0,124	Valid
	Y.4	0,551	0,124	Valid
	Y.5	0,427	0,124	Valid
	Y.6	0,446	0,124	Valid
	Y.7	0,571	0,124	Valid
	Y.8	0,564	0,124	Valid
	Y.9	0,401	0,124	Valid
	Y.10	0,186	0,124	Valid

The table above shows that all statement items in this study have a positive *corrected item-total correlation* (r-calculus) value and are more significant than the r-table, which is 0.124. It shows that all items in this study are valid, so further data testing can be carried out.

b. Reliability Test

Table 1.10. Reality Test

No	Variable	Cronbach Alpha	Information
1	<i>Halal labeling</i>	0,720	Reliable
2	<i>Consumer knowledge</i>	0,872	Reliable
3	<i>Halal awareness</i>	0,892	Reliable
4	<i>Local wisdom</i>	0,800	Reliable
5	Purchase decision	0,853	Reliable

The table shows that the Cronbach Alpha value for all variables is more than 0.60. It shows that the questionnaire instrument used to measure the variables of *halal labeling*, *consumer knowledge*, *halal awareness*, *local wisdom*, and *purchasing decisions* is reliable or trustworthy as a measurement tool for these variables.

a. Classical Assumption Test

a. Norm Originality Test

Table 1.11. Uncle *Kolmogorov-Smirnov***One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		250
Normal Parameters <sup>b</sup>	Mean	,0000000
	Std. Deviation	2,38926380
	Absolute	,029
Most Extreme Differences	Positive	,029
	Negative	-,022
Test Statistic		,029
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>

The table above shows that the Kolmogorov-Smirnov Z value in this study is 0.029 with a significance of 0.200. It indicates that the data is normally distributed, with a significance value greater than 0.05.

## b. Multicolonality Test

Table 1.12. Multicollinearity Test

<b>Coefficients</b>			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Halal Labeling	,921	1,086
	Consumer Knowledge	,925	1,081
	Halal Awareness	,931	1,074
	Local Wisdom	,931	1,074

*a. Dependent Variable: Purchase Decision*

Based on the results of the above test, the VIF value for all variables is below 10, with details: *halal labeling* of 1.086, *consumer knowledge* of 1.081, *halal awareness* of 1.074, and *purchase decision* of 1.074. It shows no symptom of multicollinearity between independent variables, as all VIF values are less than 10. In addition, the tolerance value also supported this result, with all variables having a value of more than 0.10: *halal labeling* of 0.921, *consumer knowledge* of 0.925, *halal awareness* of 0.931, and *purchase decision* of 0.931.

## c. Heteroscedasticity Test

Table *Glejser Test***Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,072	3,192		,649	,517
	Halal Labeling	,008	,050	,011	,166	,869
	Consumer Knowledge	,010	,027	,025	,373	,710
	Halal Awareness	,023	,045	,034	,510	,610
	Local Wisdom	-,045	,038	-,080	-1,207	,229

a. *Dependent Variable: RES2*

Based on the table above, the significance value for *halal labeling* is 0.869, *consumer knowledge* is 0.710, and *halal awareness* is 0.610. Thus, it can be concluded that the regression model does not contain heteroscedasticity, as all independent variables have a significance level above the confidence level of 0.05.

## 1. Hipotesis Test

a. Determination Coefficient Test (R<sup>2</sup>)

Table

## Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,759 <sup>a</sup>	,667	,640	2,421
a. Predictors: (Constant), Halal Awareness*Local Wisdom, Consumer Knowledge, Halal Labeling, Halal Awareness, Consumer Knowledge*Local Wisdom, Local Wisdom, Halal Labeling*Local Wisdom				
b. Dependent Variable: Keputusan Pembelian				

The determination coefficient (Adjusted R Square) value was obtained at 0.640 based on the table. It means that the independent variables (*halal labeling*, *consumer knowledge*, and *halal awareness*) can explain the bound variable, namely the purchase decision, by 64%, while the rest are influenced by other variables not analyzed in this model.

## b. T Test (Partial Test)

Table  
Partial Test (T-Test)  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	30,686	7,625		4,024	,000
Halal Labeling	,421	,160	,327	2,625	,001
Consumer Knowledge	,205	,092	,192	2,222	,008
Halal Awareness	,834	,423	,720	1,973	,006
Halal Labeling*Local Wisdom	,514	,128	,422	4,018	,001
Consumer Knowledge*Local Wisdom	,303	,118	,218	2,561	,001
Halal Awareness*Local Wisdom	,620	,231	,546	2,681	,003

a. Dependent Variable: Purchase Decision

Based on the table above, a model of multiple regression equations can be created as follows:

$$Y = 30.686 + 0.421X_1 + 0.205X_2 + 0.834X_3 + 0.514X_1*Z + 0.303X_2*Z + 0.620X_3*Z$$

1. Based on the table and the equation results, the regression coefficient value for the influence of *halal labeling* variables was obtained at 0.421 units. It shows that if *halal labeling* (X1) increases by one unit, the purchase decision of SMEs' products will also increase by 0.421 units, assuming other variables remain constant. In addition, the t-count value of 2.625 is greater than the t-table of 1.650, and the significance value of 0.001 is smaller than the alpha of 0.05. Thus, H<sub>0</sub> was rejected, and H<sub>1</sub> was accepted, which means that *the halal labeling* variable (X1) positively and significantly influences the purchase decision (Y) of SMEs' products in Ternate City.
2. Based on the table above, the consumer knowledge variable's regression coefficient value is 0.205 units. If *consumer knowledge* (X2) increases by one unit, the purchase decision of SMEs' products will increase by 0.205 units, assuming the other variables remain constant. In addition, the t-count value of 2.222 is greater than the t-table of 1.650, and the significance value of 0.008 is smaller than the alpha of 0.05. Thus, H<sub>0</sub> was rejected, and H<sub>2</sub> was accepted, which means that the *consumer knowledge* variable (X2) positively and significantly influences the purchase decision (Y) of SMEs' products in Ternate City.
3. Based on the table above, the regression coefficient value for *the halal awareness* variable is 0.834 units. It shows that if *halal awareness* (X3) increases by one unit, the purchase decision of SMEs' products will also increase by 0.834 units, assuming other variables remain constant. In addition, the t-count value of 1.973 is greater than the t-table of 1.650, and the significance value of 0.006 is smaller than the alpha of 0.05. Thus, H<sub>0</sub> was rejected, and H<sub>3</sub> was accepted, which means that *the halal awareness* variable (X3) positively and significantly influences the purchase decision (Y) of SMEs' products in Ternate City.

c. Test of *Moderate Regression Analysis* (MRA)

Table  
Test of *Moderated Regression Analysis* (MRA)

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	30,686	7,625		4,024	,000
Halal Labeling	,421	,160	,327	2,625	,001
Consumer Knowledge	,205	,092	,192	2,222	,008
Halal Awareness	,834	,423	,720	1,973	,006
Halal Labeling*Local Wisdom	,514	,128	,422	4,018	,001
Consumer Knowledge*Local Wisdom	,303	,118	,218	2,561	,001
Halal Awareness*Local Wisdom	,620	,231	,546	2,681	,003

a. *Dependent Variable: Purchase Decision*

1. Based on the table, the regression coefficient value for the moderation variable (*halal labeling x local wisdom*) was obtained as 0.514 units. It shows that a 1% increase in the interaction between *halal labeling* and *local wisdom* will increase the purchase decision of SMEs' products in Ternate City by 0.514%. With a significance value of 0.001, which is smaller than alpha 0.05, it can be concluded that *local wisdom* strengthens the positive influence of *halal labeling* on the purchase decision of SMEs' products in Ternate City, so H<sub>4</sub> is accepted.
2. Based on the table, the regression coefficient value for the moderation variable (*consumer knowledge x local wisdom*) is 0.303 units. It shows that a 1% increase in the interaction between *consumer knowledge* and *local wisdom* will increase the purchase decision of SMEs' products in Ternate City by 0.303%. With a significance value of 0.001, which is smaller than alpha 0.05, it can be concluded that *local wisdom* strengthens the positive influence of *consumer knowledge* on the purchase decision of SMEs' products in Ternate City, so H<sub>5</sub> is accepted.
3. Based on the table, the regression coefficient value for the moderation variable (*halal awareness x local wisdom*) is 0.620 units. It shows that a 1% increase in the interaction between *halal awareness* and *local wisdom* will increase the purchase decision of SMEs' products in Ternate City by 0.620%. With a significance value of 0.005, which is smaller than alpha 0.05, it can be concluded that *local wisdom* strengthens the positive influence of *halal awareness* on the purchase decision of SMEs' products in Ternate City, so H<sub>6</sub> is accepted.

#### D. Discussion of Research Results

1. The Effect of Halal Labeling on the Purchase Decision of SMEs' Products in the Community in Ternate City

Based on the t-test results, halal labeling significantly influences the purchase decision of SMEs' products in Ternate City. The results showed that the t-count value was more significant

than the t-table ( $2.625 > 1.650$ ) or the significance value was smaller than  $\alpha$  ( $0.002 < 0.05$ ), so the hypothesis was accepted.

The results of this study show that halal labeling plays a role in influencing the purchase decision of SMEs' products among the people of Ternate City. Halal labels provide added value to products, increasing consumer confidence so they feel safer and more confident in choosing and consuming food products with the halal label. One of the relevant studies was conducted by Arista and Fikriyah, which found that halal labels, along with factors such as price and brand ambassadors, had a positive effect on the purchase decision of Scarlett Whitening cosmetic products in Sidoarjo (Meidyna Syafa Maura And Maulana Syarif Hidayatullah, 2023).

These results show that the halal label is not just a logo with Arabic characters but a symbol that the product is produced in Islam according to Islamic law and is suitable and halal for consumption. The presence of the halal label provides legal guarantees and protection for consumers. Halal labeling's primary purpose is to identify a product or brand, know the product type, and provide information about the manufacturer, time, place, and product content. Each package includes the name of the product, a list of ingredients used, net weight, manufacturer's name, expiration date, and halal classification, which indicates that the product is free from pigs or its derivatives, does not use alcoholic ingredients, and the meat used comes from animals slaughtered according to Islamic law. Muslim consumers' awareness of the importance of halal products in food and beverages plays a significant role, both partially and together. Halal labels influence consumers' purchasing decisions when choosing a product.

This research aligns with Maslow's theory of the Hierarchy of Needs, which states that the hierarchy of needs is one of the psychological theories that generate motivation in individuals to meet daily needs. This theory was introduced by Abraham Maslow in 1943 through his work "A Theory of Human Motivation" in the journal *Psychological Review*. Maslow argues that to achieve a higher level of need, a person must first meet their basic needs, and the desire to meet these needs can be a source of motivation (Anas, 2023).

Overall, the results of this study indicate that halal labels significantly impact product purchase decisions. The halal label is a marker of halalness and contributes to the perception of quality and consumer trust. Therefore, manufacturers must make halal labels an integral part of their marketing strategy, especially in markets sensitive to halal issues.

## 2. The Influence of Consumer Knowledge on the Purchase Decision of SMEs' Products in the Community in Ternate City

Based on the t-test results, consumer knowledge significantly influences the purchase decision of SMEs' products in the community of Ternate City. The variable of consumer knowledge showed that the t-count value was more significant than the t-table ( $2.222 > 1.650$ ) or the significance value was smaller than  $\alpha$  ( $0.007 < 0.05$ ), so the hypothesis was accepted.

Information about the content of the product is usually listed on the packaging label. Business actors must convey honest and accurate information about the product's contents, which is presented as an integral part of each packaging and listed on the label. It guarantees that the packaged product does not contain haram elements for Muslim consumers under halal requirements. These results are consistent with research conducted by Lada et al., which showed that consumers' knowledge of halal products significantly influenced their attitudes toward the product. In other words, the higher the consumer's understanding of halal products, the more positive their attitude toward them (Lada et al., 2009). The results of this study are also in line with a study conducted by Novika Reski Meilina in 2022 entitled "The Influence of Culture and Consumer Knowledge on Purchasing Decisions for Danish Products (Case Study of An-Nur Islamic

Boarding School 2 Bululawang Malang)." The study results show that the *Consumer Knowledge* variable has a positive and significant influence on purchase decisions, which means that if *Consumer Knowledge* increases, purchase decisions will also increase (Meilina et al., 2022). However, the results of this study are contrary to the research conducted by Fadhila and Tricahyono in 2020, namely *that consumer knowledge* does not influence purchasing decisions (Siti Fadhila and others, 2020).

This research is aligned with *Consumer Behavior Theory*, which examines how psychological, social, and environmental factors affect consumer purchasing decisions. Concerning *consumer knowledge*, this theory states that knowledge about products (both in general and specific) greatly influences purchasing behavior. Consumers with more information about a product tend to be more confident in choosing, evaluating alternatives, and making more informed purchasing decisions. Consumer behavior theory studies how individuals, groups, or organizations choose, buy, use, and sell products, services, and experiences. The results of this study show that the knowledge of the public or consumers about a product significantly affects their positive attitude toward the product offered. The better the consumer understands the product, the higher their interest and buying decision. Thus, marketers or SMEs' actors can set the right strategy to market their products so that consumers can make easier decisions in choosing each product offered.

### 3. The Effect of Halal Awareness on the Purchase Decision of SMEs' Products in the Community in Ternate City

Based on the t-test results, halal awareness significantly influences the purchase decision of SMEs' products in the people of Ternate City. The halal awareness variable showed that the t-count value was more significant than the t-table ( $1.973 > 1.650$ ) or the significance value was smaller than  $\alpha$  ( $0.008 < 0.05$ ), so the hypothesis was accepted. This study's results align with research conducted by Syabita Ivanisa in 2023, which shows that halal awareness through consumer trust has a positive and significant influence on purchase decisions (IVANISA, 2023). This result is reinforced by Bashir's research, which aims to determine whether halal awareness, logo, and consumer attitudes affect foreign consumers' intentions to buy halal food products in South Africa (Bashir, 2020).

The results of this study are under *the Theory of Planned Behavior* (TPB), a theory developed by Icek Ajzen to predict individual behavior based on intentions and factors that affect it. In the context of awareness of halal products, the SDGs can be used to analyze how this awareness affects consumer purchasing decisions, especially in communities that prioritize halal products. The test results show that the higher the level of halal awareness, the greater their tendency to choose halal products. These findings support the truth of the *Consumer Behavior Theory* developed by Kotler et al., where halal awareness is included in psychological factors that include beliefs and attitudes (Juliana et al., 2022)

These results show that consumer confidence in halal products reflects compliance with Islamic teachings, where Muslims have the habit of maintaining and being aware of the halalness of their products. For Muslims, choosing halal products is not only a choice but also an obligation to obey religious regulations, with the belief that halal food and drinks consumed will provide benefits for the body. Awareness of the halalness of products is fundamental because a Muslim who understands the value of halal pays attention to the label or health aspect and shows loyalty to halal products based on understanding the prohibitions and consequences of consuming non-halal products. Consumers' religious and spiritual values directly influence their behavior and decisions and guide them in choosing the food and beverages they consume. Religious beliefs serve as a reference for determining food, beverages, and other products under religious prohibitions on the consumption of non-halal products.

4. *Local wisdom can moderate the influence of halal labeling on the Purchase Decision of SMEs' Products in the People of Ternate City.*

The Moderated Regression Analysis test results show that local wisdom strengthens the relationship between halal labeling and the purchase decision of SMEs' products in the people of Ternate City. The Halal Labeling\*Local Wisdom interaction variable had a positive regression coefficient of 0.514, with a t-count value of 4.018, more significant than the t-table 1.650. It shows that the interaction between local wisdom and halal labeling is significant, where local wisdom strengthens the influence of halal labeling on purchasing decisions.

Muslim consumers are very concerned about the halalness of the products they consume. In Ternate, SMEs' in the food and beverage sector need to meet these expectations by providing halal-certified products. The halal label guarantees that the product is safe and under sharia. SMEs with halal certification will find it easier to gain the trust of local consumers, especially in Muslim-majority markets. This study's results align with a study by Siti Aisyah Darma Tasia in 2023. Based on the MRA test, promotion can also moderate the influence of product quality, halal labeling, and promotion on purchasing decisions in the Getasan Village community.

This research is in line with Consumer Value Theory, which states that consumers' purchasing decisions are influenced by the values they adhere to. In the context of local wisdom, these values include community traditions, culture, and social norms. Local wisdom can act as a filter that moderates how consumers respond to halal labeling, so purchasing decisions depend not only on halal labels but also on the product's suitability with local cultural values. The study results show that halal labels and local wisdom complement each other in maintaining cultural and religious identities while providing added economic value and encouraging social and environmental sustainability. The relationship between local wisdom and purchasing decisions significantly impacts, especially in societies that highly value traditional values and local culture. Local wisdom often shapes a society's cultural identity, and consumers tend to be more confident and comfortable buying products or services following their cultural values. Products that utilize local wisdom in design, materials, or production processes are more appreciated because they are considered more authentic and relevant to their daily lives.

The results of this study show that the values of local wisdom reflected in the attitude of togetherness, honesty, mutual trust and help greatly influence diversity in Ternate City, as seen in the buying and selling activities of SMEs' products. Although there are differences in religious beliefs, this is not an obstacle to trading activities. Instead, they coexist and work together, interacting with each other in trading activities. The togetherness in the routine as producers and consumers brings life values that are an example of avoiding individualistic lifestyles in today's social life. Similar research by Iswanto et al. also shows that in order to achieve harmony in trade, it is better to be oriented towards falah values (Shovit & Indrayani. Luh, 2021)

5. *Local wisdom can moderate the influence of consumer knowledge toward the Purchase Decision of SMEs' Products in the People of Ternate City.*

The Moderated Regression Analysis test results show that local wisdom strengthens the relationship between consumer knowledge and the purchase decision of SMEs' products in the people of Ternate City. The interaction variable Consumer Knowledge\*Local Wisdom had a positive regression coefficient of 0.303, with a t-count value of 2.561, more significant than the t-table 1.650.

SMEs' in Ternate not only offer products but also reflect cultural values and local wisdom. As a city with a long history in the spice trade, local cultures such as the Se Atorang custom influence how SMEs operate. Values such as honesty, mutual support, and togetherness are very



influential in the production and marketing process of products. Consumers who understand that SMEs' products in Ternate reflect local cultural values will have a higher appreciation for the product. It impacts purchasing decisions, where consumers are encouraged to support products rooted in local cultural identities and traditions. This research aligns with the theory of Cultural Capital by Pierre Bourdieu. Bourdieu developed the concept of cultural capital, which includes the knowledge, skills, education, and cultural values individuals or groups possess. Local wisdom is a form of cultural capital that can influence consumer behavior and preferences. Consumers who know local culture and traditions tend to appreciate products that harmonize with local wisdom. In this context, consumer knowledge is key to their appreciation of the products or services' cultural value.

The relationship between local wisdom and consumer knowledge forms a mutually reinforcing cycle. The more consumers understand local wisdom, the higher their appreciation for products that reflect local culture, values, and sustainability. On the contrary, companies that prioritize and preserve local wisdom in their products will get a special place in the hearts of consumers who appreciate these values. This study shows that local wisdom strengthens the influence of consumer knowledge on the purchase decision of SMEs' products in the people of Ternate City. It emphasizes that local wisdom plays an important role in strengthening the influence of consumer knowledge on purchasing decisions. Based on the results of data analysis, it is known that Customer Knowledge has a positive and significant influence on employee productivity. It shows that the Consumer Knowledge variable influences people in improving purchasing decisions. Consumer Knowledge is formed by indicators such as understanding product characteristics or specialties, product advantages, and information about consumer satisfaction.

The results of this study show that the values of local wisdom can influence purchase decisions. Local wisdom also positively contributes to SMEs' actors in developing their businesses. Local wisdom values can help SMEs' actors establish good relationships with the community, thereby reducing individualistic attitudes in running a business. This finding is in line with Ariyanto's research, which states that cultural variables have a significant influence on purchase decisions, and is supported by Irwan's research, which shows that the stronger the culture embedded in a person, the higher the tendency to buy products that are under that culture. In the context of this research, the stronger the Islamic Culture in students, the stronger the purchase decision for products that are in line with these values (Meilina et al., 2022)

6. *Local wisdom* can moderate the influence of *halal awareness* on SMEs' Product Purchase Decisions in the People of Ternate City.

The Moderated Regression Analysis (MRA) test results show that local wisdom strengthens the relationship between halal awareness and the decision to purchase SMEs' products in the people of Ternate City. The interaction variable between Halal Awareness and Local Wisdom had a positive regression coefficient of 0.620 with a t-count value of 2.681, more significant than the t-table of 1.650. The people of Ternate, the majority of whom are Muslims, show high concern for halal-certified products. This awareness includes the belief that the products consumed are not only under sharia but also produced well and hygienically (tayyib). Consumers increasingly prioritize halal products, so SMEs must ensure that their products meet these standards. SMEs' in Ternate, especially those engaged in the food, beverage, and consumer products sectors, must pay attention to halal standards to compete. The high public awareness of halal products poses a challenge for SMEs' that do not yet have halal certification because they can potentially lose market share. On the other hand, SMEs' that have become halal certified can attract more customers, increase sales, and expand their market reach.

Local wisdom plays a role in increasing halal awareness because the products produced generally follow halal and tayyib principles, both ethically and morally. However, halal certification is still needed to increase consumer confidence and expand market reach. By combining local wisdom and halal certification formalities, SMEs' can give consumers more confidence that their products are safe, quality, and under religious provisions. The findings of this study are consistent with the results of a study by R.N. Rizky in 2020. Halal Awareness is the knowledge and awareness of every Muslim undergoing various management stages, including understanding raw materials, packaging, and deciding to consume the product (Rosalina Noor Rizky, 2020).

The results of this study support the Reasoned Action Theory (TRA) and the Planned Behavior Theory (TPB), which state that a person's intention to take an action, such as a purchase decision, is influenced by attitudes, subjective norms, and behavioral control. In the context of halal awareness and purchase decisions, local wisdom shapes social norms and people's attitudes towards halal products, strengthening the relationship between halal awareness and purchasing decisions. Here, halal awareness affects consumer attitudes towards halal products, while local wisdom plays a role in strengthening subjective norms because local values and traditions are often closely related to people's social norms. Local wisdom that supports awareness of halal products can strengthen social norms that encourage the decision to buy halal products.

This study shows that local wisdom strengthens the influence of halal awareness on the purchase decision of SMEs' products in the people of Ternate City. It indicates that local wisdom is an important factor in strengthening the impact of halal awareness on purchasing decisions. The Halal Awareness variable positively and significantly influences the purchase decision of SMEs' products in the people of Ternate City. Therefore, it can be concluded that halal awareness affects purchasing decisions, which means that the people of Ternate already have awareness about products, especially halal local products, and it also affects their consumption level of local products.

### 3. CONCLUSION

- a. This study found that halal labeling variables positively and significantly influence the purchase decision of SMEs' products. It means that the higher the understanding of the halal label on a product, the stronger the purchasing decision will be.
- b. This study shows that the variable of consumer knowledge has a positive and significant influence on the purchase decision of SMEs' products. It means that the better the consumer understands a product, the stronger the purchase decision.
- c. This study shows that the halal awareness variable positively and significantly influences the decision to purchase SMEs' products. It means that the higher the awareness of halal products, the stronger the purchasing decisions will be.
- d. This study shows that the local wisdom variable can positively and significantly moderate the influence of halal labeling on the purchase decision of SMEs' products.
- e. This study shows that the local wisdom variable can positively and significantly moderate the influence of consumer knowledge on the purchase decision of SMEs' products.
- f. This study shows that the local wisdom variable can positively and significantly moderate the influence of halal awareness on the purchase decision of SMEs' products.

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