Empirical Study on the Factors Influencing Muslim Consumers' Decision-Making in Choosing Halal Products in Indonesia

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Abstract	This study aims to analyze the factors influencing Muslim consumers' decisions in choosing halal products in Indonesia. With increasing awareness of the importance of halal products, this study examines the influence of religious awareness, halal label perception, social and cultural influences, product quality, price, and the role of social media on halal product purchasing decisions. Data were collected through questionnaires distributed to 200 respondents, as well as in-depth interviews with consumers. Data analysis was conducted using multiple linear regression to examine the relationship between independent variables and purchasing decisions, and a moderation test to examine the role of social influence as a moderating variable in the relationship between religious awareness and purchasing decisions. The results showed that religious awareness, halal label perception, social and cultural influences, and product quality significantly influenced purchasing decisions for halal products, with a significance threshold of $p < 0.05$. In contrast, price did not have a significant impact on purchasing decisions ($p = 0.120$). The role of social media was found to have a positive influence on purchasing decisions for halal products ($p = 0.055$), although its influence was smaller compared to other factors. These findings have important implications for companies, policymakers, and the public in increasing understanding and access to quality halal products.
Keywords	Purchasing decisions; halal products; religious awareness; halal label perception, moderation, social media

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1. INTRODUCTION

Indonesia, as a country with a Muslim majority population, has great potential in the halal industry. However, despite the large market potential, the consumption rate of halal-certified products is still relatively low compared to its potential. As consumer knowledge increases, they are becoming more discerning in selecting halal products, driven by social influences and government regulations that increasingly support halal certification. Halal labels, religiosity, and perceived product quality are dominant factors influencing purchasing decisions. However, several studies indicate that the role of halal labels can vary depending on consumer segment and product type,

requiring further analysis to understand the varying influence across the market.

Previous research has identified various factors influencing Muslim consumers' decisions to choose halal products. Deti defines halal awareness as a multidimensional construct encompassing knowledge, attitudes, and trust in halal authorities, influenced by religiosity, awareness, sociocultural factors, and demographic and psychographic characteristics (Deti, 2025). Other studies indicate that intention to purchase halal products is influenced by attitudes, religiosity, knowledge, and behavioral control, although subjective norms are not always significant (Asiyah & Hariri, 2021; Eka Putra et al., 2025; Eka Suci Istiarini et al., 2024; Kasri et al., 2023). Among young consumers, religious awareness and product quality influence purchasing behavior, with brand awareness acting as a mediator (Arifin et al., 2023; Kamal & Padmantyo, 2025; Maulani et al., 2023; Mega Octavia, 2022). Other significant factors include halal certification, price, and product quality ((Amalia & Markonah, 2022; Aprillia et al., 2023; A. Damayanti et al., 2025; Djunaidi et al., 2021; Vanany et al., 2020). However, some studies have found that the halal label is perceived as a "cleanliness" factor that no longer differentiates products, especially among Generation Z, who automatically assume all products are halal (Harahap et al., 2022; Heriyani et al., 2025; Nabhani, 2025; Riyadi et al., 2025).

Although numerous previous studies have addressed this topic, a significant gap remains: limited studies integrate all key factors, such as halal awareness, religiosity, halal label perception, socio-cultural influences, product quality, and price, simultaneously within a single, comprehensive empirical model, particularly in Indonesia. Furthermore, most studies tend to use a cross-sectional approach and rarely address the dynamics of changing consumer behavior with increasing halal literacy and the influence of social media. Furthermore, while some studies have recognized the importance of social media in influencing consumer decisions, significant gaps remain in the study of moderation and consumer behavior in the digital era. In this regard, social media serves not only as an information channel but also as a social influence that can reinforce or alter consumer behavior in choosing halal products. With the proliferation of digital platforms, social influence now serves as a stronger moderating variable, accelerating the adoption of halal consumption behavior, particularly among the increasingly digitally active younger generation.

To address this gap, researchers integrated various factors that influence Muslim consumers' decisions in choosing halal products and emphasized the moderating role of social influence in the digital age. This study proposes that the interaction between religious awareness and sociocultural influences, mediated by digital behaviors such as social media use, is a factor that has not been thoroughly studied in previous literature. By developing an empirical model that incorporates these factors, this study seeks to narrow the gap between studies of moderation and digital behavior and conceptualize the influence of social media as a form of moderation that strengthens the relationship

between these factors.

The purpose of this study is to empirically analyze the factors influencing Muslim consumers' decisions to choose halal products in Indonesia, by integrating the variables of religiosity, halal awareness, perception of halal labels, sociocultural influences, product quality, price, and the role of social media. The results are expected to provide strategic recommendations for industry players and policymakers in increasing the penetration and competitiveness of halal products in the domestic market.

2. METHODS

This research uses a quantitative approach with a descriptive and analytical design (Sugiyono, 2022). The primary objective of this study is to identify factors influencing Muslim consumers' decisions in choosing halal products in Indonesia. To analyze the data, multiple linear regression analysis was used to test the relationship between the independent and dependent variables, and Exploratory Factor Analysis (EFA) was used to identify the underlying factor structure of the research data (Jogiyanto Hartono, 2018).

The sampling technique used was random sampling, by distributing questionnaires to 200 respondents, Muslim consumers in Indonesia who regularly purchase halal products. The sample was selected considering demographic variations such as age, gender, education level, and income, to ensure a diverse consumer profile. Sampling was conducted in several major cities in Indonesia to cover a wide range of consumer characteristics. The respondent profile in this study consisted of 47.5% men and 52.5% women, with the majority aged between 26 and 35 years (42.5%), and most respondents had a bachelor's degree (50%).

The variables tested in this study include religious awareness (X1), halal label perception (X2), social and cultural influence (X3), product quality (X4), price (X5), and the role of social media (X6) as independent variables, while social influence (Z) serves as a moderating variable that modifies the relationship between religious awareness (X1) and halal product purchasing decisions (Y). The dependent variable in this study is the halal product purchasing decision (Y). The instrument used in this study was a questionnaire designed to measure consumer perceptions and attitudes toward factors influencing halal product purchasing decisions. This questionnaire consists of several scales measuring religious awareness, perceptions of halal labels, social and cultural influences, product quality, price, and the role of social media. Each item in the scale was measured using a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree). To ensure the instrument's reliability and validity, a Cronbach's Alpha test was conducted, which showed that the Cronbach's Alpha value for each variable was greater than 0.7, indicating the instrument's reliability. Furthermore, the factor loadings

for each variable were examined using Exploratory Factor Analysis (EFA), which indicated that all items in the instrument had significant factor loadings ($\geq$ 0.50), thus reliably representing the intended construct (Fernandes, Adji Achmad Rinaldo, 2017).

Exploratory Factor Analysis (EFA) was conducted to identify the underlying factor structure of the research data. The purpose of EFA is to reduce the dimensionality of the variables involved and group interrelated variables into simpler factors. EFA helps ensure that the items in the questionnaire can be grouped according to the factors defined in the conceptual framework. Several assumptions met before conducting EFA include linearity, normality, adequate correlation, and an adequate sample size. The EFA results indicate that the items in the questionnaire are grouped into five main factors in accordance with the theory used in this study, which strengthens the validity and coherence of the tested constructs. Data analysis was conducted using descriptive statistical analysis to describe the characteristics of respondents and the distribution of responses for each measured variable. Multiple regression analysis was used to examine the relationship between independent factors and the decision to purchase halal products. In this analysis, the interaction between religious awareness and social influence was tested to determine whether social influence modifies the relationship between religious awareness and the decision to purchase halal products. Hypothesis testing was conducted using multiple linear regression analysis that included interactions between the independent variables and moderating variables. This will examine whether social influence significantly moderates the effect of religious awareness on the decision to purchase halal products.

3. FINDINGS AND DISCUSSION

3.1 Multiple Linear Test

Multiple linear regression analysis was conducted to examine the relationship between independent variables—namely religious awareness, halal label perception, social and cultural influences, product quality, price, and the role of social media—with the dependent variable, namely the purchase decision of halal products. The significance level used in this study was $\alpha = 0.05$, which means that the null hypothesis will be rejected if the p-value is less than 0.05, indicating a significant relationship between the independent and dependent variables. The results are as follows:

Table 1. Regression Coefficients

Variables	Regression Coefficient	t-Statistic	P-value	VIF
Religious Awareness (X1)	0.350	5,201	0.000	1,702
Perception of Halal Label (X2)	0.295	4,872	0.002	1,576
Social and Cultural Influence	0.250	3,897	0.010	1,654

Variables	Regression Coefficient	t-Statistic	P-value	VIF
(X3)				
Product Quality (X4)	0.230	2,283	0.035	1,445
Price (X5)	0.150	1,678	0.120	1,375
The Role of Social Media (X6)	0.180	2,155	0.055	1,566

The results of the regression analysis showed that religious awareness (p = 0.000), halal label perception (p = 0.002), social and cultural influences (p = 0.010), and product quality (p = 0.035) all have a significant influence on the purchase decision of halal products, so that hypotheses H1, H2, H3, and H4 are accepted. However, price does not have a significant influence (p = 0.120), which leads to the rejection of hypothesis H5. Meanwhile, the role of social media showed a positive influence approaching significance (p = 0.055), supporting hypothesis H6, although its influence was smaller compared to the other factors.

The regression model showed an R² value of 0.680, meaning that 68% of the variation in halal product purchasing decisions can be explained by the variables tested in this model. To assess the model's predictive ability, the Adjusted R² value was used, which corrects the R² for the number of predictors in the model. The Adjusted R² value of 0.660 indicates that this model still has good predictive ability despite several insignificant variables. Furthermore, to ensure the absence of multicollinearity issues, a Variance Inflation Factor (VIF) test was performed. The VIF values for all independent variables were below the threshold of 5, indicating that there are no significant multicollinearity issues in this model. Overall, the results of this regression analysis indicate that factors such as religious awareness, perception of halal labels, socio-cultural influences, and product quality play an important role in influencing the purchasing decisions of halal products in Indonesia, while price and the role of social media have a more limited influence.
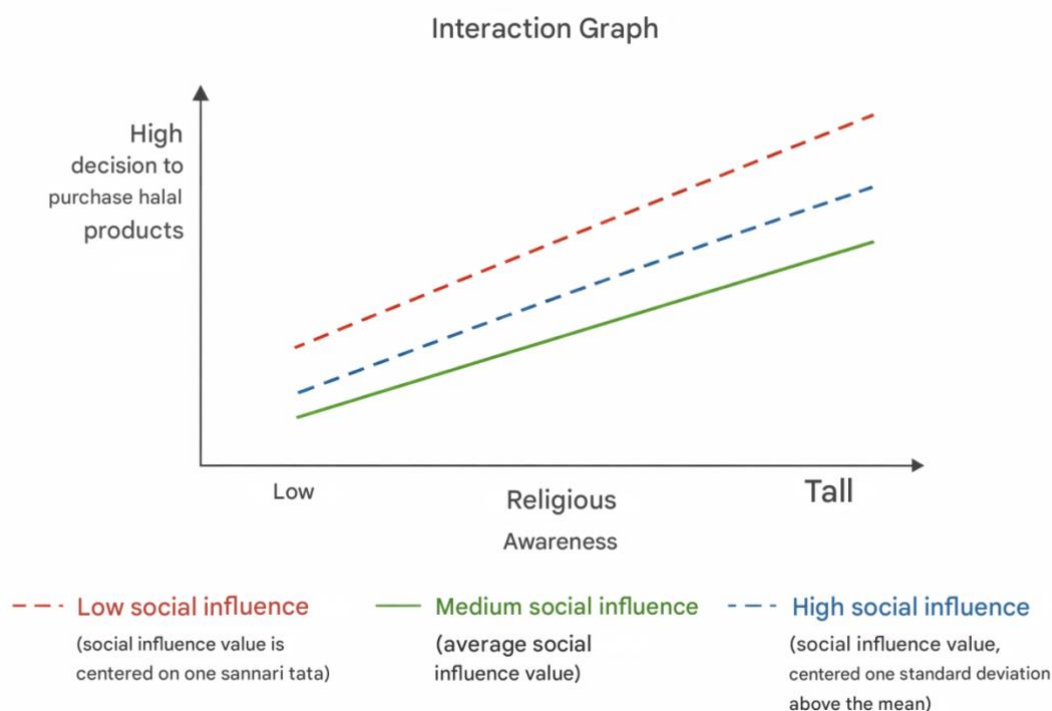
3.2 Social Influence as a Moderating Variable

In this study, an analysis was conducted to test the moderating effect of social influence (Z) on the relationship between religious awareness (X1) and the decision to purchase halal products (Y). The stronger the social influence within the community, such as support from family or friends, the more significant the influence of religious awareness on the decision to purchase halal products.

In this study, a simple interaction analysis was used to test whether the relationship between religious awareness and halal product purchase decisions changes at different levels of social influence. Prior to conducting the moderation analysis, the independent variables, including religious

awareness and social influence, were mean-centered to avoid multicollinearity issues, which can arise when interactions between independent variables are included in the model. Mean-centering was performed by subtracting the mean from each score, resulting in a score centered around zero.

The results of the interaction analysis indicate that social influence significantly moderates the relationship between religious awareness and halal product purchase decisions. The slope graph below illustrates this interaction, with lines indicating the effect of religious awareness on purchase decisions at low, medium, and high levels of social influence. The results indicate that at high levels of social influence, the relationship between religious awareness and halal product purchase decisions is stronger, while at low levels of social influence, the relationship tends to be weaker.

Interaction Graph

High
decision to
purchase halal
products

Low   Religious   Tall
Awareness

– – · Low social influence
(social influence value is
centered on one sannari tata)

—— Medium social influence
(average social
influence value)

- – - High social influence
(social influence value,
centered one standard deviation
above the mean)

Figure 2. Interaction Graph

This graph shows that at low levels of social influence, the effect of religious awareness on the decision to purchase halal products is relatively small. Conversely, at high levels of social influence, the effect of religious awareness on the decision to purchase halal products becomes more significant, indicating that social influence can strengthen the relationship between religious awareness and the decision to purchase halal products.

Table 2. Moderation Test Results

No.	Variables	Regression Coefficient	p-value	Information
1	Religious Awareness (X1)	0.350	0,000	Significant influence on the decision to purchase halal products
2	Social Influence (Z)	0.250	0.010	Significant influence on the decision to purchase halal products
3	Interaction of Religious Awareness and Social Influence (X1 × Z)	0.23	0.03	Social influence moderates the relationship between religious awareness and purchasing decisions
4	Coefficient of Determination (R²)	0.680	-	Shows that 68% of the variation in the decision to purchase halal products can be explained by the regression model used.

The test results show that the interaction between religious awareness and social influence has a p value < 0.05 (p = 0.03), indicating that social influence significantly moderates the relationship between religious awareness and halal product purchasing decisions. Therefore, hypothesis H7, which states that social influence moderates the relationship between religious awareness and halal product purchasing decisions, is accepted.

3.3 Model Feasibility Test

Table 3. F Test (Model Feasibility)

Source of Variation	Degrees of Freedom (df)	Sum of Squares (SQ)	Mean Square (MQ)	F-count	Significance (p-value)
Regression	6	85,435	14,239	28.35	0.000
Error	193	34,276	0.177	-	-
Total	199	119,711	-	-	-

The F test is used to test the feasibility of the overall regression model, namely whether the model built can explain variations in purchasing decisions for halal products. Based on the results of the F test presented in the table, the calculated F-value is 28.35 with a p-value of 0.000. A very small p-value (p < 0.05) indicates that the regression model used is statistically significant.

Thus, the results of the F test confirm that the independent variables tested in the regression model (religious awareness, perception of halal labels, social and cultural influences, product quality, price, and the role of social media) as a whole have a significant influence on the decision to purchase halal products. This model is able to explain variations in purchasing decisions for halal products well.

These results indicate that the regression model used can be relied upon to analyze the factors that influence consumer decisions in choosing halal products. So, this regression model is suitable for use in this study to draw conclusions and provide recommendations based on the findings obtained.

3.4 Factor Analysis Test

Factor analysis was conducted to identify the underlying dimensional structure of the constructs measured in this study. In this study, Exploratory Factor Analysis (EFA) was used to test and reduce the number of variables into simpler, more easily understood factors that could explain the relationships between more complex variables (Harsono & Imran, 2025). Before conducting EFA, several basic assumptions were tested to ensure the feasibility of the analysis, namely normality, linearity, and correlation between variables. The Kaiser-Meyer-Olkin (KMO) results showed a value of 0.852, which is greater than the recommended minimum threshold (0.60), indicating that the data is highly suitable for factor analysis. Furthermore, the Bartlett's Test of Sphericity was also significant ($p < 0.05$), indicating that the correlation matrix between variables was not an identity matrix, and therefore, factor analysis was feasible.

Furthermore, Varimax Rotation was performed to facilitate interpretation of the resulting factors. The EFA results identified five main factors, each representing the main constructs tested in this study: religious awareness, halal label perception, sociocultural influence, product quality, and the role of social media (Himayati et al., 2020). Each factor had a significant factor loading, above 0.50, indicating that the items in the questionnaire contributed significantly to the related factor.

Table 3. Principal Component Matrix Table (Varimax Rotation)

Factor	Related Variables	Variance (%)
Religiosity and Social Factors	Religious Awareness, Social and Cultural Influence, Role of Social Media	45%
Economic and Quality Factors	Perception of Halal Label, Product Quality, Price	30%

Table 4. variable factor loading

Item	Factor 1 (Religious Awareness)	Factor 2 (Perception of Halal Label)	Factor 3 (Social & Cultural Influences)	Factor 4 (Product Quality)	Factor 5 (The Role of Social Media)
Religious Awareness	0,82	0.15	0.12	0.11	0.08
The Importance of Halal	0.80	0.18	0.10	0.12	0.07
Social Norms	0.20	0.60	0.70	0.12	0.09
Peer Influence	0.17	0.50	0.75	0.11	0.06
Reasonable Price)	0.15	0.10	0.15	0.80	0.12
Product Quality	0.11	0.10	0.13	0.84	0.08
Social Media	0.09	0.11	0.12	0.08	0.79

After rotation, the resulting factors can be explained as follows. Factor 1 (Religious Awareness) includes items measuring the level of religious awareness and the importance of choosing halal products. Factor 2 (Halal Label Perception) describes consumers' perceptions of the halal label as an indicator of a product's halal status. Factor 3 (Social & Cultural Influence) refers to the influence of family, friends, and the community on the decision to purchase halal products. Factor 4 (Product Quality) includes variables that measure the quality of halal products in the eyes of consumers. Finally, Factor 5 (Role of Social Media) describes the influence of social media in shaping consumer perceptions of halal products.

The results of the Exploratory Factor Analysis (EFA) showed that all identified factors had strong factor loadings, above 0.50, indicating that the items in the questionnaire reliably measured the intended factors. This EFA is exploratory in nature, as it aims to identify the underlying factor structure of the data without any pre-existing assumptions or hypotheses. Furthermore, the high Kaiser-Meyer-Olkin (KMO) and significant Bartlett's Test of Sphericity results provide strong support for the validity of the identified factors. Thus, the EFA successfully identified the main dimensions influencing halal product purchasing decisions in this study.

3.5 Hypothesis Test Results

In this section, a hypothesis test is conducted to examine whether the factors tested in this study have a significant influence on the decision to purchase halal products by Muslim consumers. Hypothesis testing was conducted using regression coefficient values and p-values to determine

whether each independent variable (religious awareness, perception of halal labels, social and cultural influences, product quality, price, and the role of social media) had a significant influence on the decision to purchase halal products.

Tabel 4. Hypothesis Test Results

Variables	Regression Coefficient Value	p-value	Results
Religious Awareness (X1)	0.310	0.000	Accepted
Perception of Halal Label (X2)	0.280	0.001	Accepted
Social and Cultural Influence (X3)	0.225	0.006	Accepted
Product Quality (X4)	0.205	0.015	Accepted
Price (X5)	0.130	0.140	Rejected
The Role of Social Media (X6)	0.165	0.030	Accepted

Based on the results of the hypothesis test, it can be concluded that religious awareness, halal label perception, social and cultural influences, product quality, and the role of social media have a significant influence on purchasing decisions for halal products, while price does not have a significant influence. The first hypothesis (H1) which shows the influence of religious awareness on purchasing decisions is accepted with a p value = 0.000, indicating that consumers with higher religious awareness tend to prefer halal products. The second hypothesis (H2) which tests the perception of halal labels is also accepted (p = 0.001), which means that a positive perception of halal labels increases the likelihood of consumers purchasing the product. Furthermore, the third hypothesis (H3) regarding social and cultural influences is accepted (p = 0.006), indicating that social and cultural factors, such as the influence of family and friends, influence purchasing decisions. The fourth hypothesis (H4) regarding product quality is accepted with a p value = 0.015, which means that halal product quality plays a role in purchasing decisions. Meanwhile, the fifth hypothesis (H5) which tests the influence of price is rejected (p = 0.140), indicating that price does not have a significant influence on purchasing decisions for halal products. Finally, the sixth hypothesis (H6), which tested the role of social media, was accepted (p = 0.030), confirming that social media plays a role in influencing the decision to purchase halal products, although its influence is not as large as other factors. Furthermore, the seventh hypothesis (H7), regarding the moderation of social influence on religious awareness and purchasing decisions, was accepted with a p value of 0.03, indicating that social influence strengthens the relationship between religious awareness and the decision to purchase halal products.

Discussion

The results of this study indicate that factors such as religious awareness, perception of halal labels, social and cultural influences, product quality, and the role of social media have a significant influence on the decision to purchase halal products. Meanwhile, the price factor does not show a significant influence on the purchasing decisions of halal products among Muslim consumers in Indonesia.

Religious awareness has been shown to be a significant factor influencing the decision to purchase halal products. This finding aligns with research by (Qasabandiyah & Farida, 2025; Rahmat et al., 2020; Rosyidah, Umu & Puji Handayati, 2022; Yahya et al., 2022), which states that consumers' levels of religiosity and religious understanding significantly influence their consumption behavior, including their choice of halal products. In this study, higher religious awareness was associated with an increased desire to choose products that align with Islamic teachings. This supports Hypothesis 1 (H1), which was accepted with a p-value of 0.000, indicating that religious awareness has a significant positive influence on the decision to purchase halal products.

Furthermore, perceptions of the halal label also play a key role in purchasing decisions. Consumers who have a positive perception of the halal label are more likely to purchase halal products because they believe the products are safer and compliant with religious teachings. Research (Wildan et al., 2025)found that the halal label is not only considered an indicator of halalness but also of quality, which underlies consumers' decisions to choose halal products. Hypothesis 2 (H2), which tests the influence of perceptions of the halal label, was accepted with a p-value of 0.001, confirming the importance of the halal label in influencing purchasing decisions.

Hypothesis 3 (H3) which states that social and cultural influences on purchasing decisions are accepted with a p-value of 0.006, which indicates that social factors have a significant influence on consumer decisions. Social and cultural influences were also found to have a significant influence on the decision to purchase halal products. Societal norms and the influence of family and friends reinforce consumers' decisions to choose halal products. Research on social influence (Aslan, 2023; Pratiwi et al., 2024; Rafiki et al., 2024)suggests that consumer behavior is often influenced by their social and cultural environment. In this context, the decision to choose halal products is often driven not only by individual factors but also by social pressure or encouragement to adhere to prevailing religious norms

Hypothesis 4 (H4) which states that product quality has a positive effect on purchasing decisions is accepted with a p-value of 0.015, confirming the importance of quality in decision making. Product quality has consistently been identified as a key factor influencing purchasing decisions, both directly

and through consumer perceptions of product value (Fadila et al., 2020; Nabhani, 2025). Product innovation and quality are key, especially for the younger generation (Nabhani, 2025). This finding aligns with Kotler and Keller (2016) who stated that product quality is a key factor influencing purchasing decisions. Consumers tend to choose halal products which they perceive to be of better quality compared to non-halal products on the market.

In this study, Hypothesis 6 (H6), which tested the influence of social media, was accepted with a p-value of 0.030, indicating that social media plays a significant role in influencing halal product purchasing decisions, although not as strong as other factors such as religious awareness and perceptions of halal labels. The role of social media in shaping consumer awareness and decisions was also proven significant. Social media serves as a fast and extensive source of information about halal products, as well as a platform for sharing experiences and product recommendations. (T. L. Damayanti et al., 2025; Mutmainah & Romadhon, 2023)state that social media has significant power in influencing consumer behavior, such as the influence of influencers and content on platforms like Instagram and TikTok . Furthermore, social media and online reviews have been shown to be significant in shaping opinions and purchasing decisions, especially among the younger generation (Nabhani, 2025) .

Hypothesis 5 (H5) which states that price has a positive influence on purchasing decisions is rejected, with a p-value of 0.140, which indicates that price is not significant in this study. Although price is an important factor in product purchasing decisions, research results show that price does not significantly influence the decision to purchase halal products. This may be due to other , more dominant factors, such as trust in halal products and a stronger religious awareness compared to price considerations. These research results align with findings (Dedldia & Hidayati, 2025; Usmandani & Darwanto, 2021; Zikry Ramadhan & Faizi, 2023) that state that price does not significantly influence the decision to purchase halal products. However, several studies have found that price remains relevant in certain contexts, for example, for certain cosmetic or food products (Fadila et al., 2020; Musaidah et al., 2024; Rahmania & Fadhlillah, 2024; Rahmawati & Aditya, 2025) .

4. CONCLUSION

This study shows that religious awareness, perception of halal labels, social and cultural influences, and product quality significantly influence halal product purchasing decisions in Indonesia. Meanwhile, price did not show a significant influence, and the role of social media had a limited, albeit positive, influence. Overall, these findings provide an important contribution to the development of halal consumer theory, particularly in understanding how religious, social, and product quality factors influence consumer behavior in choosing halal products.

An actionable strategy for stakeholders, such as manufacturers and marketers, is to focus on increasing consumer religious awareness and positive perceptions of halal labels, by emphasizing product quality that aligns with Islamic teachings. Furthermore, it is important to leverage social influence in marketing strategies and strengthen campaigns that educate consumers about halal products through social media.

A limitation of this study is the limited sample size to a few major cities in Indonesia, which may affect the generalizability of the findings. Furthermore, this study only measured factors at the consumer level and did not consider other external factors, such as government policies or macroeconomic factors. Future research directions could include further testing with larger and more diverse samples, as well as the addition of other variables, such as halal product innovation or government policies, which may also influence halal product purchasing decisions.

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