

## Determinants of Purchase Decisions for Imported Packaged Food among Muslim Consumers in Kudus Regency

Maula Dwi Nastrilia<sup>1</sup>, Agung Slamet Sukardi<sup>1</sup>

<sup>1</sup> Universitas Islam Negeri Sunan Kudus, Indonesia

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### Abstract

This research explores the upward trend in the consumption of imported packaged foods, many of which lack halal certification, alongside the higher costs associated with these imports compared to local alternatives. This situation complicates the ability of Muslim consumers in Kudus Regency to ascertain halal status and make purchases that align with their financial capabilities. This study is conducted to analyze the impact of the impact of religiosity, halal awareness, and income on the purchase decisions of imported packaged food products among Muslim consumers in Kudus Regency, both individually and collectively. The employed methodology is an explanatory quantitative technique, in which data from 100 respondents selected through purposive sampling were then analyzed using SPSS. The study demonstrates that all independent variables contribute positively and significantly to purchase decisions, both on their own and in combination, accounting for 69.9% of the dependent variable, with the remaining portion explained by factors beyond the scope of this research. This study indicates that religiosity, halal awareness, and income are significant determinants in the purchase decisions of Muslim customers for imported packaged food in Kudus Regency. Therefore, all three should be incorporated into marketing plans and halal product regulation policies.

### Keywords

Religiosity; Halal Awareness; Income; Purchase Decisions; Imported Food Product

### Corresponding Author:

Maula Dwi Nastrilia

Universitas Islam Negeri Sunan Kudus, Indonesia; maula.nastrilia0404@gmail.com

## 1. INTRODUCTION

Technological improvements and digital transformation have altered consumer behavior from addressing basic necessities to consumption motivated by desires, trends, and media impact (Anwar et al., 2025). This circumstance has also raised consumer interest in readily available imported foods, encouraging them to be more cautious in order to avoid products that do not conform with Islamic Sharia requirements (Sagita & Saputra, 2022; Vivi & Khoirul, 2019). The increasing circulation of imported packaged foods in Indonesia reflects changing consumption patterns while making Muslim consumers more selective in choosing products, as not all bear the MUI halal label; thus, the halal status of ingredients and production processes has become a primary consideration among the wide range of



available products (Imanullah, 2019). Although halal awareness is already strong in Indonesia, challenges such as a lack of understanding among various groups and inadequate import monitoring continue to jeopardize consumer protection (Pradana et al., 2024). As a result, a clear and extensive understanding of the elements that impact Indonesian Muslim customers' purchase preferences for imported food is critical.

Indonesia is witnessing an increase in the consumption and importation of commodities, especially processed foods, due to its Muslim population surpassing 249 million (Databoks, 2025). This has resulted in heightened consumer expenditure with population growth, culminating in a persistent escalation of imports of consumer goods especially processed foods to satisfy domestic demand and uphold economic stability (Nursyamsiah et al., 2022). In 2024–2025, the value of consumer goods imports amounted to US\$20,011.1 million, reflecting a 12.1% year-over-year rise according to CIF (BPS, 2026). Imported items, including instant noodles, sauces, seasonings, snacks, and ready to eat components, are increasingly accessible in contemporary retail establishments and e-commerce platforms; however, not all are certified halal, necessitating that Muslim consumers remain attentive to ingredients and production methods (Nursyamsiah et al., 2022). Multiple factors are anticipated to affect customer purchase decisions for imported packaged food goods, including religious considerations like religiosity and halal awareness, alongside economic aspects such as income.

Religion and degrees of religiosity profoundly affect Muslim consumption patterns, as individuals pursue not only functional attributes but also ethical and spiritual values in their product choices (Iqbal & Kusumawardhani, 2023; Makhfiyyani et al., 2025). Despite the ingredients being halal, imported food products are frequently regarded as "doubtful" if they come from countries with Muslim minorities, owing to ambiguity surrounding their manufacturing and distribution methods (Nursyamsiah et al., 2022). Consequently, customers exhibiting elevated religiosity and awareness of halal principles are inclined to favor sharia compliance and exhibit greater selectivity in their choice of imported items that possess explicit halal certification (Aula & Anwar, 2024; Sulistyani & Fahrullah, 2024; Ummah et al., 2023).

Conversely, income is an essential economic resource that impacts purchase power and customers' capacity to obtain halal imported food goods, which are generally more costly (D. S. Anggraini, 2024; Artati & Kaharti, 2025; Fachri & Zulaikah, 2024). Affluent consumers typically possess increased latitude to select high-quality products that align with their interests and values (Albar, 2023; Lassefrianti & Satrianto, 2023). The interplay between economic elements and halal concerns results in a multifaceted decision-making process, whereby purchase decisions now embody considerations of requirements, desires, and selectivity for halal standards (Aula & Anwar, 2024; Mujiono, 2018; Ressa Artanovelia et al., 2024).

The intricate interplay among religiosity, halal awareness, and income in influencing purchase decisions underscores the necessity for a theoretical framework that elucidates the mechanisms governing consumer intentions and behavior systematically, as articulated by the Theory of Planned Behavior (TPB). Theory of Planned Behavior (TPB), initially articulated in 1985 (Ajzen, 1985) and subsequently refined in 1991 (Ajzen, 1991), is the preeminent theory in social psychology positing that individual behavior is wholly contingent upon intention, its direct precursor, which is impacted by three primary categories of considerations or beliefs (Memon et al., 2019). The initial factor is the attitude toward conduct, which in this context is exemplified by religiosity and halal awareness, serving as manifestations of consumer beliefs in assessing the repercussions and conformity of a product with religious principles. The second component is subjective norm, referring to normative perceptions or societal pressures from the environment, including family and community, that affect preferences for specific products. The third component is Perceived Behavioral Control, which arises from the belief in one's ability to impact supporting elements, where personal income signifies the consumer's financial capacity to partake in such activity. Therefore, the three components of the Theory of Planned Behavior collectively shape a person's intention to buy a product, especially halal food (Billah et al., 2020). This ultimately results in actual action or a purchase decision, contingent upon the individual's capacity to implement it in practice.

Several research have investigated the elements affecting consumers' purchase decisions related to food goods. Discrepancies in research outcomes have resulted in a substantial empirical void concerning the determinants influencing Muslim customers' purchase behavior. Religiosity, halal awareness, and income significantly impact food safety and the classification of halal items as "normal goods" (Dewi & Gunanto, 2023; Santosa & Rizaldy, 2022; Zahro & Widiyanti, 2024). Conversely, certain studies have yielded non-significant findings, indicating that religiosity is overly intricate, cognitive awareness frequently eclipsed by emotional impacts, and income deemed inconsequential for individuals who perceive halal consumption as an unequivocal obligation (Djunaidi et al., 2021; Novianti, 2021; Nursyamsiah et al., 2022). The varying outcomes highlight the necessity of researching the Kudus Regency population to investigate the interplay of these three elements in relation to the conundrum of pricier imported products with uncertain halal status. This scenario is particularly pertinent for Muslim consumers in Kudus Regency, who exhibit religious traits and possess moderate economic conditions, characterized by a minimum pay within the middle category, thereby influencing selected consumption patterns.

This study examines how religiosity, halal awareness, and income both separately and in conjunction on the purchase decisions of imported packaged foods by Muslim customers in Kudus Regency. This study aims to offer pragmatic insights for business operators, especially importers and

enterprises, in developing marketing strategies, defining halal labeling, and setting pricing policies that correspond with customer characteristics in Kudus Regency. Furthermore, the results of this study can be used as a reference for local governments and relevant agencies in assessing the effectiveness of imported product control and the implementation of halal certification criteria. This study seeks to augment empirical evidence by analyzing the community's economic conditions and advocating for consumption patterns consistent with Sharia principles.

## **2. METHODS**

### **Research Approach**

This study utilizes acquired and statistically analyzed numeric data through an explanatory quantitative method (Fauzi & Kartiko, 2023). This method clarifies the relationship between variables by analyzing the impact of independent factors on the dependent variable. In this research, Purchase Decision (Y) functions as the dependent variable, while Religiosity (X1), Halal Awareness (X2), and Income (X3) act as the independent variables.

### **Population and Sample**

Sugiyono (2023) defines a population as the set of generalizations comprising things or individuals possessing particular qualities and attributes specified by the researcher for analysis, serving as the foundation for deriving conclusions. The study's demographic comprises Muslim customers in Kudus Regency who have utilized imported packaged food. A non-probability sampling approach was applied in this study through purposive sampling, which involves selecting individuals according to specified criteria, including being Muslim, residing in Kudus Regency, having purchased or consumed imported packaged food products, and possessing an income or source of income.

The sample size was established according to Roscoe's hypothesis, which posits that studies employing multivariate analysis, such as multiple regression or logistic regression, call for a sample size that is no less than ten times the variables included in the study (Sugiyono, 2023). Based on these calculations, this study requires at least 40 respondents, given the presence of three independent variables and one dependent variable. To obtain more accurate and representative results, the sample size was set at 100 respondents.

## Operational Variables

**Table 1. Operational Table of Variables**

Variables	Operational Definitions of Variables	Indicator	Scale
Religiosity (X1)	Religiosity affects consumer behavior, with an individual's faith level providing as a foundation for product purchase decisions (Asiyah & Hariri, 2021).	1. Conviction 2. Experience 3. Implications	Likert
Halal Awareness (X2)	Halal awareness entails disseminating information to improve Muslims' comprehension of permitted food, beverage use, and the utilization of other items (Juliana et al., 2022).	1. Understanding of Halal 2. Prioritizing the Consumption of Halal Goods 3. Awareness of Halal 4. Product Hygiene and Safety	Likert
Income (X3)	Income refers to the monetary compensation an individual earns from employment within a defined timeframe, be it daily, weekly, monthly, or annually (T. M. A. Anggraini et al., 2024).	1. Income 2. Net Income	Likert
Purchase Decisions (Y)	A purchase decision, as described by Kotler and Armstrong (2004), is the process of determining whether to acquire a product or service to satisfy personal needs (Prasasti & Ekawaty, 2022).	1. Requirements 2. Information Retrieval 3. Assesment of Alternatives 4. Acquisition 5. Post-Purchase Conduct	Likert

## Data Collection Techniques

This research utilizes both primary and secondary sources of data. Primary data were collected through a questionnaire distributed via Google Forms using a five-point Likert scale to assess respondents' perceptions. Meanwhile, secondary data were obtained from official publications on the Central Statistics Agency (BPS) website as well as from books and academic journal literature.

## Method of Data Analysis

This study employed SPSS version 20.0 as the data analysis instrument, with data subjected to multiple phases of statistical testing. The initial phase encompassed instrument validation via validity testing to determine the suitability of the questionnaire, with validity confirmed when the calculated  $r$ -value was equal to or exceeded the  $r$ -table value, alongside reliability testing with a Cronbach's Alpha criterion of  $\geq 0.6$  to guarantee measurement consistency (Nur Azizah & Chalimatusadiah, 2025; Slamet & Wahyuningsih, 2022). Following the validation of data normality by a normality test (Sig.  $> 0.05$ ), multiple linear regression analysis was applied to examine the impact of Religiosity (X1), Halal Awareness (X2), and Income (X3) on Purchase Decision (Y) (Aflah et al., 2025), utilizing the subsequent formula:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e \quad (1)$$

Where:

Y = Purchase Decisions

$\alpha$  = Constant

$\beta_1, \beta_2, \beta_3$  = Regression Coefficients

X1 = Religiosity

X2 = Halal Awareness

X3 = Income

e = Error (error level)

The importance of the links in this study was illustrated by t-tests and F-tests, which aimed to identify individual and group impacts, respectively. In this study, the adjusted R-squared value was used as a significant benchmark to determine the contribution level of independent variables to the dependent variable (Azhari et al., 2023).

## 3. FINDINGS AND DISCUSSION

### *Respondents' Demographic Characteristics*

From the demographic data, it can be seen that females accounted for 57% of the respondents, whereas males made up 43%. An analysis by age showed that 9% of participants were aged 17–20, 44% were aged 21–30, 24% were aged 31–40, and 23% were aged 40 and older. In terms of employment, 11% of participants worked in the public sector, 40% in the private sector, 11% were self-employed, 31% were students, and 7% were homemakers and recent graduates. The income breakdown of participants is as follows: 21% earn below Rp1.000.000, 20% earn between Rp1.000.000 and Rp2.000.000, 21% earn between Rp2.000.000 and Rp3.000.000, 17% earn between Rp3.000.000 and Rp4.000.000, and the remaining 21% earn over Rp4.000,000.

## Validity and Reliability Tests

**Table 2. Result of the Validity and Reliability Tests**

No	Variables	Question Item	Validity		Reliability	
			<i>Pearson Correlation</i>	Note	<i>Cronbach's Alpha</i>	Note
1.	Religiosity (X1)	X1.1	0,430	Valid	0,872	Reliable
		X1.2	0,326	Valid		
		X1.3	0,363	Valid		
		X1.4	0,419	Valid		
		X1.5	0,498	Valid		
		X1.6	0,624	Valid		
2.	Halal Awareness (X2)	X2.1	0,371	Valid	0,773	Reliable
		X2.2	0,665	Valid		
		X2.3	0,453	Valid		
		X2.4	0,349	Valid		
		X2.5	0,332	Valid		
		X2.6	0,229	Valid		
		X2.7	0,415	Valid		
		X2.8	0,489	Valid		
		X2.9	0,591	Valid		
		X2.10	0,353	Valid		
		X2.11	0,633	Valid		
		X2.12	0,673	Valid		
3.	Income (X3)	X3.1	0,598	Valid	0,787	Reliable
		X3.2	0,489	Valid		
		X3.3	0,609	Valid		
		X3.4	0,702	Valid		
4.	Purchase Decision (Y)	Y1	0,826	Valid	0,927	Reliable
		Y2	0,671	Valid		
		Y3	0,672	Valid		
		Y4	0,729	Valid		
		Y5	0,853	Valid		
		Y6	0,713	Valid		
		Y7	0,725	Valid		
		Y8	0,657	Valid		
		Y9	0,750	Valid		
		Y10	0,779	Valid		
		Y11	0,859	Valid		
		Y12	0,740	Valid		

Source: Processed Primary Data, 2026

According to Table 2, all variables exhibit correlation coefficients over 0.196 (table-based  $r$ ) and Cronbach's Alpha coefficients surpassing 0.60; hence, these instruments are both valid and reliable, rendering them appropriate for research purposes.

**Normality Test**

**Table 3. Result of the Normality Test**  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	0E-7
	Std. Deviation	4.80995270
Most Extreme Differences	Absolute	.088
	Positive	.049
	Negative	-.088
Kolmogorov-Smirnov Z		.880
Asymp. Sig. (2-tailed)		.421

a. Test distribution is Normal.

b. Calculated from data.

*Source: Processed Primary Data, 2026*

The Kolmogorov-Smirnov test results, as shown in Table 3, indicate a significance level of 0.421. Since this value is above 0.05, it can be concluded that the regression model adheres to the normality assumption.

**Multiple Linear Regression Analysis Test**

**Table 4. Result of Multiple Linear Regression Analysis Test**

Model	Coefficients <sup>a</sup>					
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	2.117	2.989			.708	.480
1	X1	.578	.159	.284	3.634	.000
	X2	.478	.095	.428	5.042	.000
	X3	.641	.148	.283	4.342	.000

a. Dependent Variable: Y

*Source: Processed Primary Data, 2026*

From the data presented in Table 4, the constant ( $\alpha$ ) is identified as 2.117, and the regression coefficients are  $(\beta_1) = 0.578$ ,  $(\beta_2) = 0.478$ , and  $(\beta_3) = 0.641$ . Based on these results, the multiple linear regression model can be written as follows:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$$

$$Y = 2.117 + 0.578X_1 + 0.478X_2 + 0.641X_3 + e$$

The equation above can be interpreted as follows:

The value of  $\alpha = 2.117$  indicates that if the factors of religion, halal knowledge, and income do not

rise, the buying decision will continue at 2.117.

The coefficient value of  $\beta_1 = 0.578$  shows that an increase in religiosity leads to a 0.578 rise in the purchase decisions variable, assuming that halal awareness and income remain unchanged.

The coefficient  $\beta_2 = 0.478$  suggests that a higher level of halal awareness is associated with a 0.478 increase in the purchase decision variable, assuming that religiosity and income remain unchanged.

Meanwhile, the  $\beta_3$  coefficient of 0.641 indicates that an increase in income leads to a 0.641 rise in purchase decisions, provided that religiosity and halal awareness are kept constant.

Should the values of religiosity, halal awareness, and income variables all rise, the purchase decision variable will increase by 1.697, corresponding to the coefficients ( $\beta_1$ ) = 0.578, ( $\beta_2$ ) = 0.478, and ( $\beta_3$ ) = 0.641.

### **T-test**

The t-test findings are presented in Table 4 above, accompanied by the following explanation:

#### 1. The Impact of Religiosity on Purchase Decisions

The t-test examining the impact of religiosity on purchase decisions for imported packaged food products produced a regression coefficient of 0.578, a t-value of 3.634, and a significance level of 0.000, which is below 0.05. These results indicate that religiosity has a statistically significant impact on purchase decisions. In other words, higher levels of religiosity tend to be associated with stronger consumer decisions to purchase the products.

#### 2. The Impact of Halal Awareness on Purchase Decisions

The t-test evaluating the impact of halal awareness on purchase decisions for imported packaged food products shows a regression coefficient of 0.478, a t-value of 5.042, and a significance level of 0.000, which is below the  $\alpha$  threshold of 0.05. These findings indicate that halal awareness has a positive and statistically significant effect on purchase decisions. This implies that higher levels of halal awareness among consumers are associated with a stronger likelihood of purchase the products.

#### 3. The Impact of Income on Purchase Decisions

The t-test evaluating the effect of income on purchase decisions for imported packaged food products produced a regression coefficient of 0.641, a t-value of 4.342, and a significance level of 0.000, which is below 0.05. These results indicate that income has a positive and statistically significant impact on purchase decisions. In other words, higher income levels are associated with a greater tendency for consumers to purchase the products offered.

**F-Test**

**Table 5. Result of the F-Test**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5564.081	3	1854.694	77.737	.000b
	Residual	2290.429	96	23.859		
	Total	7854.510	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

*Source: Processed Primary Data, 2026*

The F-test results show an F-statistic of 77.737 with a significance value of 0.000, which is lower than the  $\alpha$  level of 0.05. This indicates that religiosity, halal awareness, and income simultaneously have a positive and statistically significant impact on purchase decisions for imported packaged food products.

**Coefficient of Determination Test**

**Table 6. Coefficient of Determination Test Result**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.842 <sup>a</sup>	.708	.699	4.88453

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

*Source: Processed Primary Data, 2026*

Table 6 reveals an adjusted R-squared value of 0.699, which means that the three identified variables explain 69.9% of the variation in the dependent variable, while the remaining 30.1% is impact by other factors not examined in this study.

**Discussion**

***The Impact of Religiosity on Purchase Decisions for Imported Packaged Food Products***

The results of the hypothesis testing indicate that religiosity has a positive and statistically significant effect on the purchase decisions of imported packaged food products among Muslim consumers in Kudus Regency. Research findings indicate that the implications indicator is the principal driver, as respondents perceive that purchase halal items enhances their peace of mind and corresponds with their religious convictions. This suggests that spiritual motivation generates a robust psychological impetus, leading consumers to perceive that following religious tenets in their consumption not only

fosters inner tranquility but also alleviates worries regarding possible health repercussions from non-halal items.

The second most potent factor affecting purchase decisions is personal experience. The capacity of consumers to differentiate between halal and non-halal foods may induce anxiety when acquiring imported products lacking a halal label, rendering this a vital element during the decision making process. This emotional apprehension enhances purchasers' discerning attitudes, leading them to scrutinize a product's halal status more rigorously prior to making a purchase. This theoretically corresponds with the Theory of Planned Behavior (TPB), wherein religious ideas shape attitudes that guide an individual's actions in accordance with Sharia principles.

This study demonstrates that elevated religiosity in Kudus Regency significantly enhances loyalty to halal items, despite the prevalence of modern imported goods. The consistency of these findings corroborates earlier research by Iqbal & Kusumawardhani (2023) and Aula & Anwar (2024), which recognize religion as a factor influencing market behavior. Consequently, it may be inferred that religiosity functions not only as an identity but also as a regulatory mechanism for consumers to alleviate spiritual and health-related problems. These findings have significant significance for foreign companies to secure unequivocal halal certification to gain market trust in regions with a robust religious value system, such as Kudus.

### ***The Impact of Halal Awareness on the Purchase Decisions of Imported Packaged Food Products***

The findings from the hypothesis testing indicate that halal awareness exerts a positive and statistically significant impact on purchase decisions for imported packaged food products in Kudus Regency. The questionnaire data reveals that the primary factor influencing this trend is the prioritizing the consumption of halal goods, respondents unequivocally indicated that the use of halal imported packaged food is both a religious duty and a personal commitment. This signifies that halal awareness transcends simple information, it is a principle that compels customers to deliberately select products with unequivocal halal designation and to scrutinize halal labels prior to purchase.

The second most significant indicator is the understanding of halal, wherein consumers demonstrate a robust awareness of halal-haram regulations and the meaning of halal in imported goods. Respondents assert that imported packaged food products bearing halal labels ensure the integrity of raw materials, hence instilling a sense of security in their decision-making processes. This theoretically supports the Theory of Planned Behavior (TPB), as comprehensive information cultivates a robust positive attitude, which then impacts the Muslim community in Kudus in evaluating foreign products to ensure compliance with Islamic law.

These findings consistently corroborate the research previous studies by Santosa & Rizaldy (2022)

and Hafizah et al. (2025), which affirms that awareness of halal elements is a primary determinant of consumer behavior. The pronounced religious nature of the Kudus community renders halal awareness a crucial factor affecting purchase decisions, as people prioritize halal certification over mere brand appeal. This study suggests that improving comprehension of halal criteria can significantly elevate customers' purchase intent for imported items, contingent upon the maintenance of transparency in halal certification.

### ***The Impact of Income on Purchase Decisions for Imported Packaged Food Products***

The findings of the hypothesis testing indicate that income has a positive and statistically significant impact on purchase decisions for imported packaged food products in Kudus Regency. The questionnaire results indicate that income is the predominant determinant, as respondents believe their monthly earnings adequately enable them to purchase high-quality imported goods. This level of financial capability allows consumers to allocate part of their income toward premium imported packaged food products, which aligns with the concept of perceived behavioral control in the Theory of Planned Behavior (TPB). This signifies that the availability of economic resources is a fundamental prerequisite for transforming consumption intentions into actual purchase activities.

Moreover, the consistency of household income facilitates the consistent acquisition of imported food goods with assured halal certification. This discovery corresponds with the studies undertaken by Manalu & Roshinta (2021) and Zahro & Widiyanti (2024), which recognize economic considerations as the principal determinants of market behavior. In Kudus Regency, income is essential in enabling a discerning lifestyle, as buyers evaluate not only cost but also the quality and halal attributes of imported products. This study finds that stable local economic conditions directly enhance the intensity of purchase imported packaged food products in the region.

### ***The Impact of Religiosity, Halal Awareness, and Income on the Purchase Decisions of Imported Packaged Food Products***

The results of the simultaneous hypothesis testing show that religiosity, halal awareness, and income have a positive and significant impact on purchase decisions for imported packaged food products in Kudus Regency. The research findings indicate that post-purchase conduct is the most significant indication of these characteristics, since respondents reported high satisfaction after consuming imported packaged food goods with a halal label. This satisfaction is a crucial determinant of consumer loyalty, as seen by their eagerness to repurchase and their readiness to endorse the product to others in their social networks.

The second most potent indication is actual and intended acquisition. Respondents shown

remarkable dedication by consistently prioritizing the acquisition of MUI-certified halal products, even if it necessitated going greater distances to a particular supermarket for procurement. Moreover, confidence in the halal certification and product quality motivates consumers to make bulk purchases. This finding is conceptually aligned with the Theory of Planned Behavior (TPB), where the combination of religious beliefs, awareness, and financial capability leads to consistent behavioral outcomes in practice.

These results are consistent with the study by Nursyamsiah et al. (2022), demonstrating that the purchase decisions of Muslim customers about imported products arise from the interaction of various factors. In Kudus Regency, shopping decisions are impact not only by transient cravings but also by a comprehensive assessment of both spiritual and bodily fulfillment. This study suggests that the halal label serves as the principal catalyst that converts purpose into steadfast purchase behavior, while simultaneously offering the quality assurance desired by customers in the contemporary market for imported packaged foods.

#### **4. CONCLUSION**

The findings indicate that religiosity, awareness of halal products, and income each have a positive and significant impact, both individually and simultaneously, on consumers' decisions to purchase imported packaged food in Kudus Regency. These results are consistent with the study's objective, which aimed to analyze how these three factors affect the purchase behavior of Muslim consumers. All three variables consistently contribute; religiosity and halal awareness indicate religious views and values, whilst income signifies customers' financial capacity in purchase selections. These findings further substantiate the significance of the Theory of Planned Behavior (TPB) in elucidating the consumption patterns of the Muslim community in Kudus Regency.

This study's findings offer business operators insights that marketing strategies for imported packaged food goods should prioritize halal certification, transparency of product information, and pricing modifications in accordance with consumer purchase power. This study is limited by its sample breadth, which is confined to Kudus Regency, and the variables considered do not encompass additional aspects like as product quality, lifestyle, and the impact of internet marketing. Consequently, it is advisable for future research to broaden the study area, incorporate a greater diversity of factors, and utilize a mixed-methods technique to attain a more thorough comprehension. From a policy standpoint, these findings can provide a foundation for local governments and pertinent organizations to reinforce control of imported goods and improve halal education to foster consumption patterns that are more consistent with Sharia norms. It can be argued that the purchase decisions of inhabitants in Kudus Regency concerning imported products are impact not only by functional considerations but

also by a deliberate equilibrium between Sharia values and their economic capacities.

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