

## Analysis of Factors Influencing Consumer Preferences for Halal Products (A Case Study of Tanjung Morawa Market, Deli Serdang)

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Received: 06/05/2026

Revised: 10/07/2026

Received: 16/08/2026

### Abstract

This study aims to analyze the effects of halal labels, lifestyle, and income on consumer preferences. A quantitative approach was employed using multiple linear regression analysis. Data were collected through questionnaires from 100 respondents and analyzed using SPSS 25. The validity test indicated that all questionnaire items were valid, with r-count values exceeding the r-table value of 0.196. The reliability test showed that all variables had Cronbach's Alpha values above 0.60, confirming instrument reliability. The classical assumption tests demonstrated normally distributed data (Monte Carlo Sig. = 0.360 > 0.05), no multicollinearity, and no heteroscedasticity. The regression equation was  $Y = 7.091 + 0.248X_1 + 0.337X_2 + 0.111X_3$ . The F-test indicated that halal labels, lifestyle, and income simultaneously affected consumer preferences (Sig. = 0.000 < 0.05). Partially, halal labels (Sig. = 0.002) and lifestyle (Sig. = 0.000) had significant effects, while income had no significant effect (Sig. = 0.114). The R<sup>2</sup> value of 0.475 indicates that 47.5% of the variation in consumer preferences is explained by the three variables, while 52.5% is attributable to other factors.

### Keywords

Halal Products; Price Tags; Lifestyle; Income; Preferences.

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## 1. INTRODUCTION

In recent decades, the demand for halal products has seen significant growth in both Muslim-majority and non-Muslim-majority countries. The global halal industry has expanded remarkably, with a projected market value of \$3.2 trillion by 2024, demonstrating that halal has become a global phenomenon offering promising business opportunities across various nations (Rafiki et al., 2023). The growth of the halal industry is caused by changes in the perspective of Muslim communities around the world (Destriyansah, Wahyu & Harahap, 2023). The growth of the halal industry is caused by changes in the perspective of Muslim communities around the world (Maulizah, 2024).

This phenomenon is driven by the growing awareness among Muslim consumers regarding the importance of consuming halal products which are viewed not merely as a religious obligation but also as a lifestyle choice reflecting product quality and safety. The halal lifestyle encompasses a broad spectrum, ranging from traditional compliance to modern expressions of an Islamic lifestyle. According



to religious behavior theory, the level of religiosity acts as a primary driver determining the intensity of halal preferences; high religiosity results in preferences that are consistent and less sensitive to price. Consumer lifestyle theory indicates that the halal lifestyle integrates with other lifestyle dimensions such as health consciousness and environmental awareness to create hybrid categories like "halal organic" or "halal sustainable." Social identity theory explains how halal consumption functions as a mechanism for group identification and a tool for social differentiation, enabling consumers to signal their religious identity while participating in broader consumer culture. Halal products extend beyond food and beverages to include cosmetics, services, and pharmaceuticals (Maulizah, 2024). In the eyes of modern consumers, the halal label has evolved from a mere indicator of religious compliance into a multifunctional symbol encompassing quality assurance and a lifestyle statement. As an indicator of religious compliance, the halal label assures Muslim consumers that a product meets the requirements of Islamic Sharia. However, its function has expanded to serve as a signal of quality assurance, with consumers associating the label with high standards of hygiene and ethical production processes. Furthermore, the halal label now acts as a lifestyle statement for modern Muslims who integrate their faith with social aspirations, driving demand for halal products that are not only compliant but also aesthetically appealing and socially conscious. This has positioned the halal industry as one of the fastest-growing sectors globally, including in Indonesia, home to the world's largest Muslim population. Under Sharia principles, the halal industry produces halal goods and services; the concept of halal applies to a wide range of products such as food and dining utensils as well as to logos and halal certifications (Imsar et al., 2024). The Muslim population in Indonesia is estimated to reach 237.56 million. In 2022, Indonesia once again held the title of the country with the largest Muslim population in the world. This figure represents 86.7% of the domestic population. On a global scale, it accounts for 12.30% of the world's total Muslim population (Cania & Batubara, 2024). This development aligns with the implementation of Law Number 33 of 2014 concerning Halal Product Assurance (UU JPH) fully enforced since 2021 which mandates halal certification for products circulating in Indonesia and is expected to be a key contributor to realizing an "Advanced Indonesia 2024" (Rupianti Reni, 2023). By directing economic efforts based on Sharia principles, Indonesia has become a global leader in the production, trade, and consumption of halal goods and services (Utami. et al., 2025). Knowing a product's halal status through a halal certificate or label displayed on the packaging influences consumers to purchase and use halal products (Aprillia et al., 2023).

Despite the immense potential of Indonesia's halal market, there is a significant gap between this potential and the relatively low consumption levels of halal-certified products; furthermore, many business operators still face obstacles in obtaining halal certification for their products (Rokan. Mustapa, 2023). Research indicates that although Indonesia has a Muslim-majority population, the consumption

of halal-certified products remains suboptimal, suggesting a complex interplay of factors influencing consumer preferences and behavior regarding the selection of halal products (Djunaidi et al., 2021). The fact that Indonesia still lags behind in the development of the halal industry raises concerns (Batubara et al., 2022). This situation presents a challenge for businesses to understand consumer behavior dynamics and develop appropriate strategies to boost the adoption of halal products. Another internal challenge lies in regulations regarding halal certification, which appear slow and lack widespread implementation (Silalahi et al., 2024). Various empirical studies indicate a correlation between religiosity and consumption behavior, wherein the consumption of halal products rises alongside an increased understanding of religiosity; however, a significant knowledge gap remains regarding the specific factors influencing consumer preferences at the local market level (Pradana et al., 2024).

The characteristics of contemporary Muslim consumers have undergone significant evolution; they have become increasingly selective in their product choices, considering not only religious aspects but also quality, value, and product benefits when making purchasing decisions. Young Indonesian Muslims exhibit unique consumption patterns regarding foreign-branded products, weighing various complex factors when deciding to purchase halal products. This phenomenon presents a new challenge for businesses to understand increasingly complex and dynamic consumer preferences, particularly within an increasingly competitive and globalized market.

From a theoretical perspective, the Theory of Planned Behavior (TPB) has been widely applied in research on halal consumer behavior in Indonesia; specifically, the TPB components attitude, subjective norms, and perceived behavioral control have been modified to include religiosity as an independent variable in order to understand the intention to purchase halal products (Isa et al., 2023). Recent research indicates that the application of the Theory of Planned Behavior to the purchase intention for halal products yields significant results, with halal awareness acting as a mediator influencing the purchase intentions of Muslim consumers (Rupianti Reni, 2023). However, the theoretical model still requires adaptation and modification to suit the context of Indonesian Muslim consumers, particularly within the unique setting of traditional markets.

Tanjung Morawa Market in Deli Serdang Regency is one of North Sumatra's largest traditional markets, distinguished by its role as a trading hub where a diverse range of halal and non-halal products are sold side-by-side. Deli Serdang's status as a suburban area with a heterogeneous population creates consumer dynamics that are compelling to study. The presence of products with varying halal statuses within a single market area presents a distinct challenge for consumers in identifying and distinguishing halal products, thereby influencing their preferences and purchasing decisions. This traditional market context differs significantly from modern retail environments; here, direct interaction between sellers and buyers, alongside local cultural factors, plays a pivotal role in shaping consumer behavior. The

significance of this research lies not only in its academic contribution filling a knowledge gap regarding halal consumer behavior in Indonesia but also in its substantial practical implications. From a practical standpoint, a deep understanding of the factors influencing consumer preferences will assist business operators in developing more effective marketing strategies and halal products that align with local market needs. Furthermore, this research will inform government policy regarding regional halal economic development, specifically by supporting the implementation of the Halal Product Assurance Law (UU JPH) and the growth of the Sharia economy sector. Exploring the potential of the halal economy is not merely an economic necessity but also a strategic move toward building a robust foundation for sustainable economic growth in Indonesia (Utami. et al., 2025). The importance of this research is also supported by the fact that food vendors need to conduct accurate assessments to promote their products and increase consumer purchase intention (Djunaidi et al., 2021).

Previous research has explored various aspects of halal consumer behavior, yet significant limitations remain. International studies have provided a general overview of halal consumer behavior across different countries, whereas domestic research has focused primarily on major Indonesian cities within the context of modern retail markets. Recent studies indicate that halal brand awareness positively influences purchase intention—with attitude acting as a mediating variable whereby individuals with a high level of Islamic brand awareness tend to exhibit stronger purchase intentions (Pratama et al., 2023). However, the scarcity of research within the traditional market context and the limited number of studies focusing on suburban areas like Deli Serdang create a research gap that needs to be addressed.

Theoretically, this study will integrate the Theory of Planned Behavior with Islamic Consumer Behavior Theory to develop a more comprehensive model for understanding consumer preferences regarding halal products. Modifying the Theory of Planned Behavior by incorporating religiosity as an independent variable has demonstrated relevance in the context of Indonesian consumers, where halal certification positively influences consumer trust, and trust, in turn, positively affects the intention to purchase halal products (Mahliza, Febrina, 2022). Furthermore, recent research indicates that trust and religiosity influence the intention to purchase halal products, with attitude acting as an indirect effect; trust plays a crucial role in shaping consumer behavior and purchasing decisions regarding halal products (Pratama et al., 2023).

The factors influencing halal consumer behavior are becoming increasingly complex with the growth of the halal cosmetics industry a global market projected to reach US\$54 billion by 2022 driven by a growing Muslim population and rising adherence to halal standards (Isa et al., 2023). Research on the determinants of consumer adoption of halal cosmetics indicates that various factors influence consumer decisions including halal awareness, halal certification, subjective norms, perceived

behavioral control, attitudes, and trust regarding purchase intentions. This suggests that consumer preferences for halal products are shaped not only by religious factors but also by a complex interplay of psychological, social, and economic elements.

Against this backdrop, this study aims to analyze the factors influencing consumer preferences for halal products at the Tanjung Morawa Market in Deli Serdang. Specifically, the research seeks to identify the dominant factors influencing consumer preferences, analyze the relationships between these factors in shaping preferences, evaluate preference differences based on demographic characteristics, formulate a contextual model of consumer preferences, and provide strategic recommendations for relevant stakeholders. Through this comprehensive approach, the study is expected to contribute significantly to the development of halal consumer behavior theory and its practical application within the context of Indonesian traditional markets, while also supporting the goal of establishing Indonesia as a global hub for the halal economy. Consequently, the author will conduct a study titled: "Analysis of Factors Influencing Consumer Preferences for Halal Products (A Case Study of Tanjung Morawa Market, Deli Serdang)."

## **2. METHOD**

In essence, research methods are used to obtain data for specific purposes and uses. According to (Hardani, 2020) The quantitative method is an approach grounded in the philosophy of positivism, aiming to describe phenomena and test hypotheses proposed by the researcher. Quantitative research involves extensive use of numerical data, spanning the stages of data collection and processing through to the final results, which are predominantly numerical in nature. The data utilized comprise both primary and secondary sources; primary data are obtained through questionnaires completed directly by respondents, whereas secondary data are derived from literature reviews, prior studies, and relevant publications and journals concerning the research topic (Sugiyono, 2020). This study was conducted at several markets within the Tanjung Morawa area of Deli Serdang. The research was carried out from June 2025 to July 2025.

A population is defined as a "generalization area comprising objects or subjects that possess specific qualities and characteristics determined by the researcher for analysis and the drawing of conclusions." Based on this definition, the population for this study consists of the entire community of Tanjung Morawa District, Deli Serdang, which numbered 239,673 people in mid-2024. The author employed Slovin's formula to determine the sample size.

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{27.693}{1 + 27.693(0,1)^2}$$

$$n = \frac{27.693}{1 + 276,93}$$

The minimum sample size consisted of 100 respondents. The data analysis employed included Validity and Reliability tests, Normality, Multicollinearity, and Heteroscedasticity tests, Coefficient of Determination ( $R^2$ ) analysis, Partial (t) and Simultaneous (F) tests, and Multiple Linear Regression analysis using SPSS 25. Data collection was conducted by distributing questionnaires via Google Forms for students to complete. The questionnaire method involves a series of systematically arranged questions; respondents provide measurable responses by selecting from predefined options or filling in designated fields. The instrument comprises various questions designed to gather data, ranging from closed-ended questions with fixed options to open-ended questions that allow respondents to provide their own answers. In this study, a 1–5 Likert scale was used for the variables under investigation (Rahmani, 2022).

### 3. FINDINGS AND DISCUSSION

#### 3.1 Validity Test

A validity test was conducted to determine whether the questionnaire data were valid. This test utilized the corrected item-total correlation method (Pearson correlation between the score of each item and the total score, adjusted to exclude the item's own contribution), at a significance level of  $\alpha = 0.05$  and  $df = n - 2$ . Based on the product-moment table, the r-table value was found to be 0.196.

**Table 1.** Validity Test Results

| Variable         | Item | r-value | r-table | Information |
|------------------|------|---------|---------|-------------|
| Halal Label (X1) | X1.1 | 0.72    | 0.196   | VALID       |
|                  | X1.2 | 0.73    | 0.196   |             |
|                  | X1.3 | 0.67    | 0.196   |             |
|                  | X1.4 | 0.61    | 0.196   |             |
|                  | X1.5 | 0.49    | 0.196   |             |
| Lifestyle (X2)   | X2.1 | 0.70    | 0.196   | VALID       |
|                  | X2.2 | 0.59    | 0.196   |             |
|                  | X2.3 | 0.72    | 0.196   |             |
|                  | X2.4 | 0.72    | 0.196   |             |
|                  | X2.5 | 0.62    | 0.196   |             |
| Income (X3)      | X3.1 | 0.62    | 0.196   | VALID       |
|                  | X3.2 | 0.77    | 0.196   |             |
|                  | X3.3 | 0.77    | 0.196   |             |
|                  | X3.4 | 0.58    | 0.196   |             |

|                                 |      |      |       |       |
|---------------------------------|------|------|-------|-------|
|                                 | X3.5 | 0.72 | 0.196 |       |
| <b>Consumer Preferences (Y)</b> | Y1   | 0.59 | 0.196 | VALID |
|                                 | Y2   | 0.60 | 0.196 |       |
|                                 | Y3   | 0.60 | 0.196 |       |
|                                 | Y4   | 0.77 | 0.196 |       |
|                                 | Y5   | 0.70 | 0.196 |       |

Source: SPSS 25 processing results, 2025

Based on the table above, the analysis shows that all questionnaire items have an \*r-calculated\* value greater than the \*r-table\* value (0.196); it can therefore be concluded that the instrument meets the validity requirements at a 5% significance level and is suitable for collecting valid data in this study.

### 3.2 Reliability Test

Reliability tests are used to determine the consistency of a measuring instrument, whether it is reliable and remains consistent when measurements are repeated. In this study, the Cronbach's Alp method was used to measure reliability.

**Table 2.** Reliability Test Results

| Variable                 | Cronbach's Alpha | Batas Normal | Batas Normal |
|--------------------------|------------------|--------------|--------------|
| Halal Label (X1)         | 0.649            | 0.60         | Reliabel     |
| Lifestyle (X2)           | 0.692            | 0.60         | Reliabel     |
| Income (X3)              | 0.692            | 0.60         | Reliabel     |
| Consumer Preferences (Y) | 0.692            | 0.60         | Reliabel     |

Source: SPSS 25 processing results, 2025

The reliability test results for the research instruments indicate that all variables demonstrate a good level of reliability, with Cronbach's Alpha coefficients exceeding the standard threshold of 0.60. Specifically, the Halal Label variable (X1) yielded a Cronbach's Alpha value of 0.649; the Lifestyle variable (X2), 0.692; the Income variable (X3), 0.692; and the Consumer Preferences variable (Y), 0.692. These values demonstrate that the instruments used to measure each variable possess high internal consistency and can be considered reliable. Consequently, the data generated by these instruments are trustworthy for use in further analysis.

### 3.3 Classical Assumption Test

#### a. Normality Test

The Monte Carlo Exact Test was used for decision-making regarding the normality test in this study. Normality was determined based on the Kolmogorov-Smirnov test; a probability value (Monte Carlo.sig) of less than 0.05 indicates non-normality, whereas a value greater than 0.05 indicates normality.

**Table 3.** Normality Test Results  
*One-Sample Kolmogorov-Smirnov Test*

|                                        |                         | Unstandardized Residual |
|----------------------------------------|-------------------------|-------------------------|
| <b>N</b>                               |                         | 100                     |
| <b>Normal Parameters<sup>a,b</sup></b> | Mean                    | .0000000                |
|                                        | Std. Deviation          | 1.30036060              |
| <b>Most Extreme Differences</b>        | Absolute                | .091                    |
|                                        | Positive                | .062                    |
|                                        | Negative                | -.091                   |
| <b>Test Statistic</b>                  |                         | .091                    |
| <b>Asymp. Sig. (2-tailed)</b>          |                         | .039 <sup>c</sup>       |
| <b>Monte Carlo Sig. (2-tailed)</b>     | Sig.                    | .360 <sup>d</sup>       |
|                                        | 99% Confidence Interval | Lower Bound .236        |
|                                        |                         | Upper Bound .484        |

Source: SPSS 25 processing results, 2025

The table above shows that the normality test yielded a Monte Carlo significance value of 0.360, which is greater than 0.05. Therefore, it can be concluded that the dependent and independent variables follow a normal distribution.

#### **b. Multicollinearity Test**

The multicollinearity test is determined by observing a VIF value of < 10 and a tolerance value of > 0.1, indicating that the variable can be used in the study.

**Table 4.** Multicollinearity Test Results

|   |            | Coefficients <sup>a</sup>   |            |       |      | Collinearity Statistics |       |
|---|------------|-----------------------------|------------|-------|------|-------------------------|-------|
|   | Model      | Unstandardized Coefficients |            | t     | Sig. |                         |       |
|   |            | B                           | Std. Error |       |      | Tolerance               | VIF   |
| 1 | (Constant) | 7.091                       | 1.711      | 4.143 | .000 |                         |       |
|   | X1         | .248                        | .074       | 3.366 | .001 | .712                    | 1.404 |
|   | X2         | .337                        | .087       | 3.885 | .000 | .568                    | 1.760 |
|   | X3         | .111                        | .072       | 1.555 | .114 | .603                    | 1.659 |

Source: SPSS 25 processing results, 2025

The results in the table above show that variables X1, X2, and X3 have VIF values of less than 10 and tolerance values greater than 0.1; therefore, it can be concluded that there is no indication of multicollinearity.

### c. Heteroskedasticity Test

**Table 5.** Heteroskedasticity Test Results

|   | Model      | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|---|------------|-----------------------------|------------|---------------------------|--------|------|
|   |            | B                           | Std. Error | Beta                      |        |      |
| 1 | (Constant) | 2.918                       | .983       |                           | 2.969  | .004 |
|   | X1         | .034                        | .042       | .094                      | .802   | .424 |
|   | X2         | -.082                       | .050       | -.216                     | -1.648 | .103 |
|   | X3         | -.035                       | .041       | -.107                     | -.845  | .400 |

Source: SPSS 25 processing results, 2025

The results above indicate that the significance value for each independent variable is greater than 0.05; therefore, it can be concluded that heteroscedasticity is not present.

### 3.4 Multiple Linear Regression Analysis

Multiple linear regression analysis is used to measure the influence of independent and dependent variables:

**Table 6.** Multiple Linear Regression Analysis

| Coefficients <sup>a</sup> |            |                             |            |                           |       |      |
|---------------------------|------------|-----------------------------|------------|---------------------------|-------|------|
| Model                     |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                           |            | B                           | Std. Error | Beta                      |       |      |
| 1                         | (Constant) | 7.091                       | 1.711      |                           | 4.143 | .000 |
|                           | X1         | .248                        | .074       | .295                      | 3.366 | .001 |
|                           | X2         | .337                        | .087       | .381                      | 3.885 | .000 |
|                           | X3         | .111                        | .072       | .148                      | 1.555 | .114 |

Source: SPSS 25 processing results, 2025

Based on the results above, it is known that the multiple linear regression equation is:

$$Y = 7.091 + 0.248X_1 + 0.337X_2 + 0.111X_3 + e$$

### 3.5 Hypothesis Testing

#### a. Simultaneous Test (F-test)

The F-test can be evaluated based on the significance value using an alpha level of 0.05. If the significance value is greater than 0.05, variable X has no effect on variable Y; if the significance value is less than 0.05, variable X has an effect on variable Y.

**Table 7.** F Test

|   | Model      | Sum of Squares | df | Mean Square | F      | Sig.              |
|---|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | .302           | 3  | .101        | 28.173 | .000 <sup>b</sup> |
|   | Residual   | .343           | 96 | .004        |        |                   |
|   | Total      | .645           | 99 |             |        |                   |

Source: SPSS 25 processing results, 2025

The results above show a significance value of less than 0.05. This indicates that variables X1, X2,

and X3 have an effect on variable Y.

#### b. Partial Test (t-test)

In the t-test, if the significance value is less than 0.05 or the calculated t-value is greater than the t-table value, then the independent variable has an effect on the dependent variable.

**Table 8.** Partial Test Results (t-test)

|       |            | Coefficients <sup>a</sup>   |            |                           | t     | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
| Model |            | Unstandardized Coefficients |            | Standardized Coefficients |       |      |
|       |            | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant) | 7.091                       | 1.711      |                           | 4.143 | .000 |
|       | X1         | .248                        | .074       | .295                      | 3.366 | .001 |
|       | X2         | .337                        | .087       | .381                      | 3.885 | .000 |
|       | X3         | .111                        | .072       | .148                      | 1.555 | .114 |

Source: SPSS 25 processing results, 2025

From the table above, the t-test analysis reveals:

##### 1) Halal Label (X1)

The significance value for the Halal Label variable is  $0.001 < 0.05$ . Thus, it can be stated that the Halal Label variable influences Consumer Preferences.

##### 2) Lifestyle (X2)

The significance value for the Lifestyle variable is  $0.000 < 0.05$ . Thus, it can be stated that the Lifestyle variable influences Consumer Preferences.

##### 3) Income (X3)

The significance value for the Income variable is  $0.114 > 0.05$ . Thus, it can be stated that the Income variable does not influence Consumer Preferences..

#### c. Coefficient of Determination

**Table 9.** Coefficient of Determination

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .689 <sup>a</sup> | .475     | .459              | 1.321                      |

Source: SPSS 25 processing results, 2025

Based on the results above, the R-square value is 0.475. It can be concluded that the independent variables Halal Label, Lifestyle, and Income contribute 47.5% to Consumer Preferences.

### 3.6 Discussion

#### a. The Influence of Halal Labels on Consumer Preferences

Based on the partial test (t-test) results, the Halal Label variable (X1) has a regression coefficient of 0.248, a calculated t-value of 3.366, and a significance value of 0.001 (which is less than 0.05). These results indicate that the Halal Label has a positive and significant effect on consumer preferences; thus,

Ha1 is accepted. Empirically, these findings demonstrate that the more positive a consumer's perception regarding the presence and clarity of a Halal Label on a product, the greater the likelihood that the consumer will choose that product. The regression analysis also reveals a standardized beta coefficient of 0.295, indicating that the Halal Label contributes positively to shaping consumer preferences.

These findings can be explained through the perspective of consumer behavior theory specifically the view that consumption decisions are influenced not only by economic considerations but also by factors such as culture, religion, values, perceptions, and consumer beliefs (Setiadi, 2015). In the context of halal products, the halal label serves as information that helps consumers identify a product's compliance with Sharia principles (Imsar et al., 2024). This is increasingly relevant because, for Muslim consumers, halal consumption is not merely about satisfying physical needs but also about adhering to religious precepts. Research also indicates that the halal label has evolved from a simple indicator of religious compliance into a symbol associated with quality assurance, safety, hygiene, and the lifestyle of modern Muslim consumers.

From the perspective of Islamic Consumer Behavior Theory, the decisions made by Muslim consumers ideally take into account halal and haram aspects as integral values within their consumption activities (Fahmi, 2017). Meanwhile, when viewed through the lens of the Theory of Planned Behavior (TPB), information regarding a product's halal status can shape a positive consumer attitude toward the product, which in turn fosters an inclination to choose and purchase it (Dewi et al., 2025). Previous research cited in this study also indicates that halal certification has a positive effect on consumer trust, while such trust influences the intention to purchase halal products (Ruchiyani et al., 2023). Thus, the Halal label can be understood not merely as an administrative mark, but also as a signal of trust that reduces consumer hesitation when choosing products.

The findings of this study align with research (Aprillia et al., 2023) as stated in the research, information regarding product halal status conveyed through certificates or Halal labels on packaging can influence consumers to purchase and use halal products. Other cited studies, such as (Fuadi et al., 2022), also indicates that halal certification has a positive effect on consumer trust, which in turn is linked to the intention to purchase halal products. Furthermore, research (Kasri et al., 2023) highlights the importance of halal brand awareness, trust, and attitudes in shaping consumer purchase intentions. These findings reinforce the results of the present study, suggesting that the presence of a halal label serves as a key piece of information in the formation of consumer preferences.

These findings are also relevant to the characteristics of consumers at the Tanjung Morawa Market. Traditional markets feature a diverse range of products and direct interaction between sellers and buyers; consequently, consumers require easily recognizable information to distinguish products that comply with halal standards. In this context, the Halal Label serves as a form of assurance, helping

consumers reduce uncertainty before making a purchasing decision. Thus, the positive influence of the Halal Label observed in this study demonstrates that religious aspects and trust remain significant factors in consumer preferences for halal products.

#### **b. The Influence of Lifestyle on Consumer Preferences**

The partial test results indicate that the Lifestyle variable (X2) has a regression coefficient of 0.337, a calculated t-value of 3.885, and a significance value of 0.000 (which is less than 0.05). The standardized beta value of 0.381 demonstrates that Lifestyle has a positive influence on Consumer Preferences and possesses the highest beta coefficient compared to the Halal Label and Income variables. Consequently, Ha2 is accepted. These results indicate that the more a product aligns with a consumer's lifestyle, the greater the likelihood that the consumer will choose that product.

Theoretically, these findings can be explained through consumer lifestyle theory, which views lifestyle as a pattern of living reflected in an individual's activities, interests, opinions, values, and consumption patterns (Mustaidah & Sadiyah, 2025). Consumers no longer select products solely based on basic functions or utilitarian benefits; they also consider how well a product aligns with their personal values and identity. Research indicates that a "halal lifestyle" can integrate with other lifestyle dimensions—such as health consciousness and environmental concern fostering a preference for products that are not only halal but also healthy, safe, and eco-friendly.

This relationship can also be understood through the concepts of self-concept and lifestyle congruence. Consumers tend to choose products they perceive as consistent with their self-image or the identity they wish to cultivate. In the context of modern consumption, products serve as a medium for expressing values, preferences, social status, and personal identity. Consequently, when a product's characteristics align with a consumer's lifestyle, it is perceived as more relevant and valuable than a product that does not.

These findings align with the evolving behavior of contemporary Muslim consumers, who are becoming increasingly selective. Research indicates that Muslim consumers consider not only religious aspects but also product quality, value, and benefits when making choices. Thus, halal labeling and lifestyle can complement one another; halal products that align with consumer lifestyles such as those that are healthy, convenient, appealing, and environmentally conscious stand a greater chance of being selected.

These findings also support previous studies (Zahra & Anoraga, 2021) this demonstrates that halal consumption behavior is increasingly complex, shaped by psychological, social, and economic factors. Research cited in the study indicates that factors such as halal awareness, halal certification, subjective norms, perceived behavioral control, attitudes, and trust influence purchase intentions. This reveals that consumers do not make decisions based simply on a single product attribute; rather, they integrate

various considerations with their values and lifestyles.

In this study, lifestyle exhibited a standardized beta coefficient of 0.381 higher than that of the halal label (0.295) and income (0.148). This indicates that lifestyle is the strongest variable in the research model for explaining variations in consumer preferences. These findings suggest that consumers in the study setting seek not only products that meet halal requirements but also products that align with their lifestyles and values.

Consequently, businesses in the halal sector should adopt psychographic segmentation rather than relying solely on segmentation based on age, gender, or income. Marketing strategies can be tailored to consumer groups based on their activities, interests, values, and aspirations. Halal product development should also take into account trends regarding health, convenience, aesthetics, sustainability, and the use of digital media. In this way, halal products can be positioned not merely as items that satisfy religious obligations, but as products relevant to the lives of modern consumers.

### **c. The Influence of Income on Consumer Preferences**

Based on the partial test results, the Income variable (X3) has a regression coefficient of 0.111, a calculated t-value of 1.555, and a significance value of 0.114 ( $> 0.05$ ). The standardized beta value of 0.148 indicates a positive relationship, yet the effect is not statistically significant. Consequently, Ha3 is rejected. These results imply that, within this study, increases or variations in respondents' income levels have not been proven to exert a significant direct influence on consumer preferences.

Theoretically, income is an economic factor that influences a consumer's ability to acquire goods and services. Generally, the higher the income, the greater the consumer's capacity for consumption and for choosing among various product alternatives (Lathiifah & Kautsar, 2022). However, purchasing power is not always synonymous with preference. Preference relates to a consumer's inclination or choice regarding a product, whereas income relates more to the economic capacity to realize that choice. Consequently, consumers with different income levels may share the same preference if the product is deemed important, meets their needs, and holds perceived value.

The results of this study indicate that consumer preferences for halal products are more strongly explained by non-economic factors, particularly the halal label and lifestyle. This is evidenced by the significance values of 0.001 for the halal label and 0.000 for lifestyle, compared to 0.114 for income. Thus, within the context of this study, income disparity is not the primary basis for consumers in determining which products they prefer or choose.

The lack of statistical significance regarding income can be explained by the characteristics of the products consumed. If the products in question are closely linked to daily needs, consumers across various income groups are likely to consume them. Income differences are more likely to influence purchase volume, frequency, brand choice, or acceptable price points rather than alter the fundamental

preference for halal products.

Furthermore, the availability of substitute products helps explain why income is not a dominant factor. Consumers with lower incomes can maintain their preference for halal products by opting for more affordable alternatives. Thus, income constraints do not necessarily eliminate the preference for halal products but may alter the specific product alternatives chosen. This demonstrates that the value placed on "halal" can be upheld even when consumers adjust for price or brand.

These findings align with existing research indicating that halal consumer behavior is complex and not determined solely by economic factors. Cited prior studies show that contemporary Muslim consumers consider religious aspects, quality, value, and product benefits when making consumption decisions (Harahap et al., 2023). Thus, income is not the only determinant that can explain consumer preferences.

#### **4. CONCLUSION**

Based on the results of the discussion of the research entitled, it can be concluded that:

- a. The Halal Label variable (X1) has a positive and significant effect on Consumer Preferences at a significance level of 0.000 ( $< 0.05$ ). Thus, the hypothesis stating that the Halal Label has a positive and significant effect on Consumer Preferences (Ha1) is accepted. This implies that the more positive the consumer's perception of the Halal Label, the higher their preference for the product.
- b. The Lifestyle variable (X2) has a positive and significant effect on Consumer Preferences at a significance level of 0.002 ( $< 0.05$ ). Thus, the hypothesis stating that Lifestyle has a positive and significant effect on Consumer Preferences (Ha2) is accepted. This indicates that a consumer's lifestyle, when aligned with certain values, drives their preference for the product.
- c. The Income variable (X3) has a positive but insignificant effect on Consumer Preferences at a significance level of 0.114 ( $> 0.05$ ). Thus, the hypothesis stating that Income has a positive and significant effect on Consumer Preferences (Ha3) is rejected. This indicates that the consumer's income level is not yet a primary factor in determining their preference for the product.
- d. Simultaneously, the variables of Halal Label, Lifestyle, and Income have a positive and significant effect on Consumer Preferences, with a significance value of  $< 0.05$ . Therefore, hypothesis Ha4 is accepted, meaning that these three variables collectively contribute 47.5% to Consumer Preferences, while the remaining 52.5% is influenced by factors outside the scope of this study.

Based on the conclusions of the study titled "The Influence of Halal Labels, Lifestyle, and Income on Consumer Preferences," the author offers several suggestions intended to serve as considerations and input for boosting consumer preferences for the products. These suggestions are as follows:

- a. Business operators are advised to ensure their products carry clear and credible halal certification from authorities such as the MUI. They should also promote the Halal Label through product packaging, social media, and marketing campaigns to boost trust and influence consumer preferences, particularly in markets where the majority of consumers are Muslim. Furthermore, businesses need to align their products with consumer lifestyle trends such as those supporting healthy, convenient, or eco-friendly lifestyles and leverage influencers or social media to reach relevant consumer segments. Although income was not a significant factor in this study, businesses might still consider competitive pricing strategies to attract consumers across various income levels.
- b. The theoretical discussion regarding the Halal Label, Lifestyle, and Income variables in this study remains limited. Future researchers are encouraged to provide a more comprehensive explanation of theories related to each variable, such as consumer behavior theories or cultural factors influencing preferences. Additionally, expanding the scope of the research for instance, by including samples from a wider geographical area or more diverse consumer segments would help yield more representative and in-depth results.

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