

THE INFLUENCE OF HALAL LABELS, PRODUCT QUALITY, AND LIFESTYLE ON THE PURCHASE DECISION OF IMPORTED PRODUCTS (IN PACKAGING)

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ABSTRACT

This study aims to analyze the influence of halal labels, product quality, and lifestyle on the purchase decision of packaged imported food products by students of State Islamic Religious Universities (PTKIN) in North Sumatra. The phenomenon of increasing consumption of imported products among Muslim students raises questions about the extent to which religious, rational, and psychological factors play a role in determining purchasing decisions. This study uses a quantitative method with a multiple linear regression approach. Data was obtained through the distribution of questionnaires to 100 PTKIN student respondents in North Sumatra who were selected using the *purposive* sampling technique. Data analysis is carried out with the help of SPSS software. The results of the study show that three independent variables, namely halal labels, product quality, and lifestyle, have a significant effect on the purchase decision of imported food products in packages. Halal labels are the dominant factor that influences purchase decisions because they provide a guarantee of halal and consumption safety for Muslim students. Product quality has also proven to be an important consideration in assessing the feasibility and quality of the product, while lifestyle reflects the psychological factors that encourage students to choose products according to their trends and self-image. These findings suggest that college students' purchasing decisions are not only driven by religious values, but also by rational considerations and modern lifestyles. The implications of this research encourage business actors to pay attention to halal aspects, maintain product quality, and adjust marketing strategies to the characteristics of young Muslim consumers.

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INTRODUCTION

Globalization and technological advances have driven significant changes in the consumption behavior of Indonesian people. Increasingly open international trade flows expand access to a wide range of imported products, including packaged food and beverages. This phenomenon causes the domestic market to be not only filled with local products, but also flooded with imported products that are increasingly popular with the public. Data from the Central

Statistics Agency (BPS) shows that Indonesia's processed food imports continue to increase, especially in 2023 which shows a sharp jump to 4,463.1 tons from 1,951.7 tons in 2022. This can be seen in the following data. (R & Suherman, 2022) (Zulfah et al., 2025)

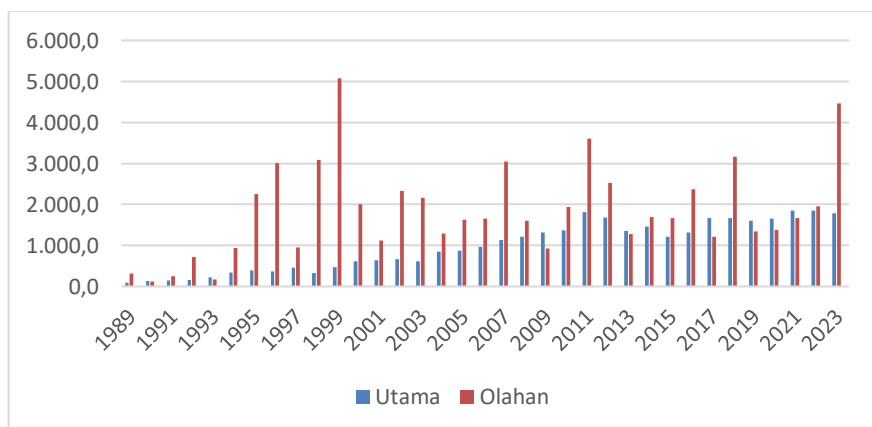


Figure 1. Import of Consumer Goods in the Food Sector

Source: BPS

The increasing number of imported packaged processed food products indicates a high demand for these products. This surge in consumption not only reflects the ease of access to foreign products, but also the change in the lifestyle of modern society who tend to choose products that are practical, hygienic, and have a global image. (Anggraini & Dewanti, 2020)

Generation Z, who dominate Indonesia's population today, is a consumer group that is heavily influenced by global trends and digital developments. As "*digital natives*," they grow up in an environment connected to technology and social media, which influences their consumption preferences as well as purchasing decisions. Among students, especially at State Islamic Religious Universities (PTKIN) in North Sumatra, the tendency to consume imported products is increasingly visible. These products are considered attractive because of their taste innovations, modern packaging, and high quality perception. However, behind this increasing interest, there are important issues that need attention, namely related to the halalness of products, quality perceptions, and the consumptive lifestyle of Muslim students as consumers.

As a country with the largest Muslim population in the world, Indonesia has a strong commitment to the implementation of halal principles in all aspects of life, including consumption. The halal label is a crucial factor in product purchase decisions, as it serves as a guarantee of trust and compliance with Sharia principles. Based on data from the National Committee for Sharia Economics and Finance (KNEKS) in 2023, the value of Indonesia's halal trade reached USD 53.43 billion, with a surplus of USD 31.23 billion. This figure reflects the great potential of the halal economy as well as the urgency of implementing strict halal certification. However, the phenomenon that occurs in the field shows that there are still many imported food products circulating in Indonesia without halal labels, especially on e-commerce platforms. Some products are even claimed to be halal by sellers, even though there is no official halal label on the packaging. This condition causes confusion among Muslim consumers, especially students who have a high religious awareness but are also affected by modern lifestyles and global trends. (Wijaya & Padmantyo, 2023) (KNEKS, 2023) (Nabila, 2023)

In addition to halal certification, product quality is one of the dominant factors that influence consumer purchase decisions. Imported products are often associated with better quality standards, distinctive taste, and more attractive packaging than local products. The results of the YouGov survey (2024) show that 30% of Indonesian consumers place quality as the main consideration in buying products, this can be seen in the following data. (Shobri et al., 2023) (YouGov, 2024)

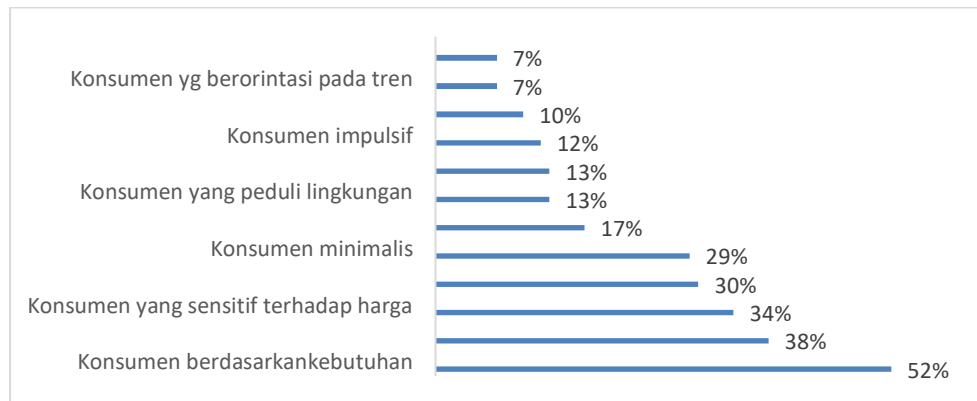


Figure 2. Characteristics of Indonesian Consumers When Shopping

Source: (YouGov, 2024)

Based on the data above, with a fairly high percentage for the product quality category, it shows a positive perception of the quality of imported products. This further strengthens the interest of the public, especially the younger generation, to choose foreign products. Students as an educated consumer segment also tend to be more critical in assessing product quality, although they are still influenced by symbolic factors such as brand image and prestige attached to imported products. (Husna et al., 2022)

Another factor that plays an important role is lifestyle. Lifestyle reflects consumption patterns that are influenced by individual values, interests, and activities in their social context. Globalization and social media have created a new consumptive culture that emphasizes trends, practicality, and self-image. PTKIN students, although they have a strong foundation of Islamic values, are inseparable from the current of changes in modern lifestyle. Lifestyles that are oriented to global trends often encourage consumptive behavior, including in choosing packaged imported foods that are considered more "up to date" and prestigious. Some previous studies have shown that lifestyle has a positive effect on purchasing decisions, but some other studies have found different results that lifestyle does not always influence purchasing decisions (Mubarak & Wiyadi, 2024). The inconsistency of the results of this study shows that there are interesting gaps to be studied further, especially in the context of Muslim students in the PTKIN environment.

The combination of halal awareness, quality perception, and modern lifestyle creates complex dynamics in student consumption behavior. On the one hand, they have a religious awareness that encourages caution in choosing halal products. But on the other hand, they are also exposed to a global lifestyle that emphasizes aspects of quality and brand image. This condition raises problems about the extent to which halal certification, product quality, and lifestyle affect students' purchasing decisions for imported packaged food products. Therefore, this study focuses on analyzing the influence of halal certification, product quality, and lifestyle on the purchasing decisions of PTKIN students throughout North Sumatra on imported packaged products. With this research, it is hoped that it can provide input for industry players and regulators in formulating halal marketing strategies that are in accordance with the characteristics of young Indonesian Muslim consumers. Thus, this research not only strengthens the understanding of the dynamics of halal consumption in the global era, but also supports the development of a sustainable sharia economic ecosystem in Indonesia.

Literature Review

Label Halal

Halal comes from the word *halla yahillu hallan wa halalan* which means something that is permissible or something that is permissible or permissible. It is general and includes anything, ranging from deeds, words, actions and so on. A halal label is an official statement by an official organization that displays the halal status of a product in terms of preparation, slaughter, hygiene, and other necessary management procedures. According to Government Regulation Number 69 of 1999, the indicators of halal labels are: (Mairinda, 2021)

1. Images are the result of imitations in the form of shapes or patterns and are made with doodles on stationery
2. Writing is the result of writing that is expected to be read

3. The combination of images and writing is a combination of the results of drawings and the results of writing which are made into one part.
4. Sticking to the packaging can be interpreted as something that is attached, intentionally or not to the packaging as a protector of a product.

Product Quality

Product *quality* is defined as a thorough evaluation of the customer's good performance of the goods. Product quality here means the quality of performance where the product has the ability to carry out its function (Shobri et al., 2023). When viewed from the perspective of Islamic Economics, the products marketed are a very good weapon in winning the competition if they have high quality or quality. On the other hand, products with low quality will find it difficult to gain an image from consumers. If a product can be said to be of good quality, the product must also be impaired with perfect quality. The quality of goods is determined by eight dimensions, as follows: (Karjuni & Susliawati , 2021)

1. Performance
2. Features
3. Reliability
4. Conformance to Specifications
5. Durability
6. Serviceability
7. Aesthetic
8. Perceived Quality. (Aghitsni & Busyra , 2022)

Lifestyle

Lifestyle shows how people live, how a person spends his money and how to allocate time. So it can be concluded that lifestyle is a person's lifestyle which is expressed in his activities, interests, and opinions in spending his money and how to allocate time. Islam views life not only in the worldly aspect but also in the aspect of the afterlife, namely the hereafter. The pleasures that are in this world are momentary and temporary pleasures, while the real eternal life is in the hereafter. Islam does not agree with the guideline that pleasure is only obtained when a person does extravagant and excessive things and spends his possessions in vain. According to lifestyle indicators, it consists of 3 (three) factors: (Minarti, 2020)

1. Activities, such as hobbies, work, entertainment, social events, vacations, community, club membership, sports, shopping.
2. Interest, a personal factor that influences the decision-making process.
3. Opinions, namely oneself, politics, business, social issues, education, economy, products, culture and the future.

Purchase Decision

Purchase decisions are influenced by various interrelated factors, both from within the consumer and from the outside environment. These factors can be divided into three main groups, namely cultural, social, and personal. Each group has its own unique elements and plays an important role in the consumer process when assessing, selecting, and deciding to buy a product or service. In Islam, the behavior of the purchase decision, a consumer must reflect his or her relationship with Allah SWT. Every movement of herself, which is in the form of daily shopping, is nothing but a manifestation of her dhikr in the name of Allah. Thus, he prefers the path that Allah restricts by not choosing haram things, not being miserly, and not being greedy so that his life is safe in the hereafter. According to Kotler in describing the purchase decision in several indicators that represent it, they include: (Kotler & Keller, 2016) (Düsselndorf & Ayuningrum , 2023) (Husna et al., 2022; Novita, 2023)

1. Decide to make a purchase after knowing the information about the product
2. Decide to make a purchase because you like the brand
3. Decide to make a purchase according to your needs and desires
4. Decide to make a purchase because you get a recommendation from someone else

METHOD

This research adopts a quantitative approach, which is known for its systematic and structured characteristics in designing research. The data in this study was obtained directly from the respondents or also called primary data through an online questionnaire using Google Forms. The data collection process through this questionnaire consists of several steps:

1. Online distribution of questionnaires using the Google Forms platform
2. Questionnaire filling out by respondents via Google Forms
3. Collection of answer results

Data processing and analysis by the research team. This questionnaire contains a number of statements that are compiled based on the indicators of the variables studied. In the context of this study, the population taken is active students of Strata 1 of the Faculty of Islamic Economics and Business, State Islamic Religious Universities in North Sumatra, namely 6512 active students in 2024. The campus consists of 3 universities, namely the State Islamic University of North Sumatra, the State Islamic University of Sheikh Ali Hasan Ahmad Addary Padangsidempuan, and STAIN Madina. In this study, the sampling method used is purposive sampling. The selected resource persons must meet certain criteria, which include:

1. Have bought imported products in packaging
2. Getting to know imported products in packaging
3. Students of the Faculty of Islamic Economics and Business

In this study, sampling was done using the slovin formula. In the results of the data calculation as per the slovin formula with a margin of error of 10%, it was obtained that the minimum sample used in this study was 98.49 or completed to 100 respondents with the criteria set by the researcher. The collected data is then analyzed using SPSS software. The data were analyzed by the stages of validity and reliability tests, classical assumption tests consisting of normality tests, multicollinearity tests, and heteroscedasticity tests. Then it was followed by a model test and a hypothesis test consisting of a partial, simultaneous, and coefficient of determination test.

RESULTS AND DISCUSSION

Test Research Instruments

Validity Test

The validity test is aimed at measuring the strength and validation of the research instrument. The following is presented the results of the validity test that has been carried out. The assessment criteria are said to be valid if they obtain a T-Count value > T-table.

Table 1. Validity Test Results

Variable	Question Items	Correlation Coefficients	R Table	Information
Halal Label (X1)	LH 1	0,1966	0,917**	Valid
	LH 2	0,1966	0,931**	Valid
	LH 3	0,1966	0,834**	Valid
	LH 4	0,1966	0,953**	Valid
	LH 5	0,1966	0,889**	Valid
	LH 6	0,1966	0,878**	Valid
Product quality (X2)	MORTGAGE 1	0,1966	0.836**	Valid
	MORTGAGE 2	0,1966	0.797**	Valid
	MORTGAGE 3	0,1966	0.815**	Valid
	MORTGAGE 4	0,1966	0.810**	Valid
	KPR 5	0,1966	0.790**	Valid
	MORTGAGE	0,1966	0.871**	Valid

Lifestyle (X3)	6			
	MORTGAGE	0,1966	0.915**	Valid
	7			
	MORTGAGE	0,1966	0.820**	Valid
	8			
	MORTGAGE	0,1966	0.884**	Valid
	9			
	KPR 10	0,1966	0.874**	Valid
	MORTGAGE	0,1966	0.823**	Valid
	11			
	GH 1	0,1966	0.790**	Valid
	GH 2	0,1966	0.745**	Valid
	GH 3	0,1966	0.462**	Valid
	GH 4	0,1966	0.610**	Valid
	GH 5	0,1966	0.755**	Valid
	GH 6	0,1966	0.748**	Valid
Purchase decision (Y)	KP 1	0,1966	0.787**	Valid
	KP 2	0,1966	0.817**	Valid
	KP 3	0,1966	0.783**	Valid
	KP 4	0,1966	0.844**	Valid
	KP 5	0,1966	0.836**	Valid
	KP 6	0,1966	0.693**	Valid
	KP 7	0,1966	0.793**	Valid
	KP 8	0,1966	0.821**	Valid

Source: SPSS Output, 2025

Referring to the results of the validity test carried out, it is known that all research instruments are valid because they have a t-count value > t-table.

Reliability Test

This test is used to determine the extent to which a research instrument can provide consistent or stable results when used repeatedly under the same conditions. The assessment criterion is said to be reliable if Cronbach's alpha value > 0.7. The following are the results of the reliability tests that have been carried out.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Information
Halal Label (X1)	0,953	6	Reliable
Product Quality (X2)	0,958	11	Reliable
Lifestyle (X3)	0,778	6	Reliable
Purchase decision (Y)	0,914	8	Reliable

Source: SPSS, 2025

When viewed from the results of the reliability test, all instruments are reliable because they have Cronbach's alpha value > 0.7.

Classic Assumption Test

Normality Test

This test is used to find out if the data used is normally distributed. Based on the results of the normality test that has been carried out using SPSS, the data is normally distributed because the plot data (dots) that represent the data actually follow a diagonal line, this is in accordance with the provisions of the Normal P-P Plot test. The test results can be seen in Figure 3 below.

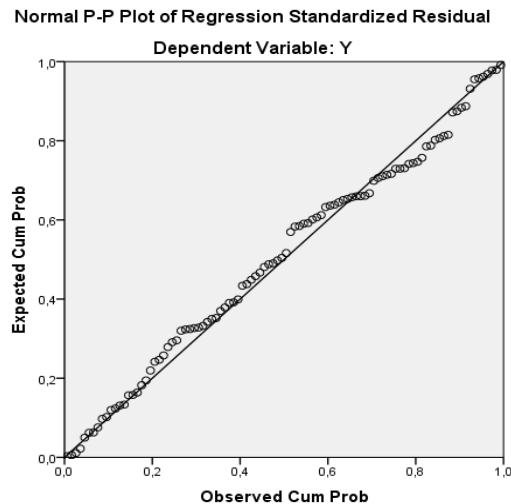


Figure 1. Normality Test Results

Source: SPSS, 2025

Multicollinearity Test

A test is a test that is carried out to determine whether there is a strong linear relationship between independent variables in a model. The following are the results of the multicollinearity test that has been carried out. The assessment criteria to be free from multicollinearity symptoms were a VIF value of < 10 and a tolerance value of > 0.1

Table 3. Multicollinearity Test Results

Variable	Collonearity statistic	
	Tolerance	VIVID
Halal label	0,224	4,465
Product quality	0,169	5,901
Lifestyle	0,577	1,732

Source: SPSS, 2025

Referring to the test results presented in table 3, it can be concluded that the research data is free from multicollinearity symptoms because it has a VIF value of < 10 and a tolerance value of > 0.1 .

Heteroscedasticity Test

This test is carried out with the aim of finding out whether there is an inequality of variance from *the residual* (prediction error) at each level of independent variables. The criterion for assessing this test when using the Scatter Plot test is that, if the dots are scattered randomly without a clear pattern, it means that heteroscedasticity does not occur. Based on the results of the tests carried out, it is known that the dots spread randomly without a clear pattern so that this study has been free from the symptoms of heteroscedasticity. The following is a picture of the test results

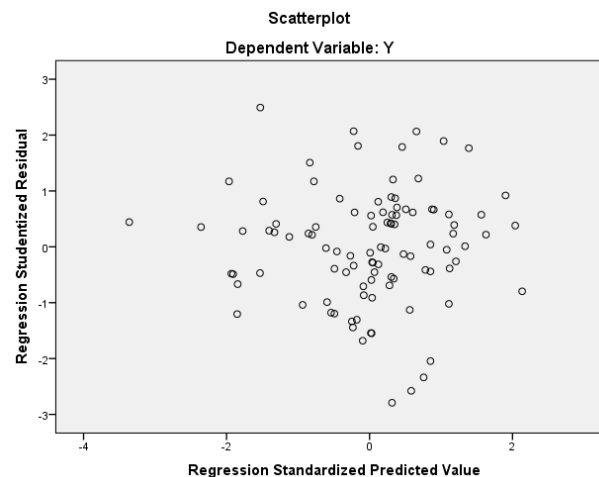


Figure 2. Model I Heteroscedasticity Test
Source: SPSS, 2025

Hypothesis Test

Partial Test

This test aims to see how much influence independent variables have on dependent variables. The test criterion is that if the t -hitung value $>$ t -table and the significance value $<$ 0.05, then the independent variable has an effect on the dependent variable. The following is presented the results of the partial tests that have been carried out.

Table 5. Partial Test

Variable	Partial Test			Information
	T-Table	T-Statistics	Significant Value	
Halal label	1.661	2,276	0,025	Influential
Product quality	1.661	-2,537	0,013	Influential
Lifestyle	1.661	3,628	0,000	Influential

Source: SPSS, 2025

1. The effect of the halal label (X1) on the purchase decision (Y) was obtained with a t -statistic value of 2.276 and a t -table value of 1.661 (t -statistic $>$ t -table), with a probability level of $0.025 < 0.05$. Therefore, it can be concluded that there is a partial significant influence between halal label variables on purchase decisions.
2. The effect of product quality (X2) on the purchase decision (Y) was obtained with a t -statistic value of 2.537 and a t -table value of 1.661 (t -statistic $>$ t -table), with a probability level of $0.013 < 0.05$. Therefore, it can be concluded that there is a partial influence between product quality variables on purchase decisions.
3. The influence of lifestyle (X3) on the purchase decision (Y) was obtained with a t -statistic value of 3,628 and a t -table value of 1,661 (t -statistic $>$ t -table), with a probability level of $0.000 < 0.05$. Therefore, it can be concluded that there is a partial influence between lifestyle variables on purchase decisions.

Simultaneous Tests

This test is carried out with the aim of determining the influence of all independent variables on the dependent variables at the same time. The test criteria are that if the t -hitung value $>$ t -table and the significance value is $<$ 0.05, then the independent variable affects the dependent variable. The following are presented the results of the simultaneous tests that have been carried out.

Table 6. Simultaneous Tests

Variable	Simultaneous Tests	Information
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	f-table	f-statistics	Significant Value	
Halal labels, Product quality, Lifestyle	2,699	4,979	0.003b	Influential
Dependent variable: Purchase decision				
Source: SPSS, 2025				

Simultaneous testing showed that the variables of halal label, product quality, and lifestyle simultaneously (collectively) had an influence on the purchase decision (Y). With a significance probability of $0.000 < 0.05$, the F-value of the calculation is 4.979 and the F-value of the table is 2.699 (the F-value of the calculation $>$ the F table). The findings of the analysis show that the variables of halal labels, product quality, and lifestyle simultaneously affect purchasing decisions.

Coefficient Determination Test

This test is used to find out how much influence independent variables have on dependent variables. The following is presented the results of the determination coefficient test.

Table 7. Coefficient Determination Test

Type	Coefficient Determination Test	
	R-square	Adjusted R-square
Halal labels, Product quality, Lifestyle	0,135	0,108
Dependent variable: Purchase decision		
Source: SPSS, 2025		

Based on the table above, it is known that the *Adjusted R-square* value of the regression model I is 0.108 from the determination coefficient test. This shows that the dependent variable, i.e. the purchase decision, is explained by 10.8 percent variation of independent variables (halal label, product quality, and lifestyle). Meanwhile, factors outside the model not examined in this study accounted for the remaining 89.2%.

Multiple Linear Regression Test

Model testing in multiple linear regression analysis is a test stage to determine whether the constructed regression model is fit for use in the research. Below are the results of the model tests that have been carried out.

Table 8. Multiple Linear Regression Test

Variable	Test Model	
	B	Std. Error
Constant	15,737	3,617
Halal label	0,556	0,244
Product quality	-0,421	0,166
Lifestyle	0,660	0,182
Source: SPSS, 2025		

Based on the results of the test above, the regression equation produced is as follows:

$$KP = \alpha + \beta_1 LH + \beta_2 KPR + \beta_3 GH$$

$$KP = 15,737 + 0.556LH - 0.421KPR + 0.660GH$$

1. A constant value of 15.737 means that without the influence of halal labels, product quality, and lifestyle, the purchase decision already exists by 15.737 percent.
2. The coefficient value of 0.556 on the halal label variable means that there is a positive influence between the halal label variable (X1) on the purchase decision (Y). This shows that the higher or higher the halal label, it

- will increase purchasing decisions. The value of the regression coefficient of halal labels is 0.556, which means that for every increase of one unit of halal label, the purchase decision increases by 55.6 percent.
3. The coefficient value of -0.421 in the product quality variable means that there is a negative influence between the product quality variable (X2) on the purchase decision (Y). This shows that the higher or higher the quality of the product, the lower the purchase decision. The value of the product quality regression coefficient is 0.421, which means that for every one unit increase in product quality, the purchase decision decreases by 42.1 percent.
 4. The coefficient value of 0.660 in the lifestyle variable means that there is a positive influence between the lifestyle variable (X3) on the purchase decision (Y). This shows that the more the lifestyle increases or increases, it will increase purchasing decisions. The value of the lifestyle regression coefficient is 0.660, which means that for every increase in one lifestyle unit, the purchase decision increases by 66 percent.

Discussion

The results of the study show that halal labels have a significant effect on the purchase decision of imported food products in packaging. The results of this study are in line with the research conducted by and research. These studies reveal that halal labels have a significant influence on the purchase decision of imported food products in packages. The results of the study show that halal labels have a significant effect on the purchase decision of imported food products in packaging, indicating that the existence of halal labels on imported food products is an important factor that students consider in making purchasing decisions. This is in line with the principle of consumption in Islam which emphasizes halal as the main requirement in choosing food and drink. The halal label provides assurance and a sense of security for Muslim consumers, especially students who have a higher level of religious awareness, that the product is in accordance with Islamic law and free from haram elements. In addition, halal labels also function as an effective communication instrument and marketing strategy, because they are able to increase consumer confidence in the quality and legitimacy of products. (Husna et al., 2022; Sarasi et al., 2023; Shobri et al., 2023) (Wijaya & Padmantyo, 2023) (Hamdi, 2022) (Husna et al., 2022)

Referring to the results of the partial test analysis, it was found that product quality has a significant effect on the purchase decision of imported food products in packaging. The results of this study are in line with and corroborate the research conducted by those who stated that product quality has a significant effect on purchase decisions. However, the results of this study are contrary to the results of the research revealed by those who stated that product quality does not have a significant influence on purchase decisions. The results of this study illustrate that students as consumers tend to make product quality one of the main considerations before making a purchase. The quality of the product in question includes taste, nutritional content, packaging, safety of consumption, and product durability. The higher the quality felt, the greater the tendency of students to choose and buy the product. This is in line with the theory of consumer behavior which states that consumers will be more loyal to products that are able to meet needs and provide satisfaction through good quality. For students, although religious factors such as halal labels are important, the quality aspect remains a rational consideration in ensuring that the products consumed are safe, feasible, and in accordance with their preferences. (Husna et al., 2022) (Shobri et al., 2023) (Alim et al., 2018) (Habibi, 2022)

Based on the results of the analysis that has been carried out, it was found that lifestyle has a significant effect on purchase decisions. The results of this study are in line with and corroborate the results of the research revealed by and which states that lifestyle has a significant effect on the purchase decision of imported food products in packaging. This is also in line with the research revealed by . From the findings of this study, it appears that students' lifestyles, which reflect their interests, activities, and opinions, play an important role in determining consumption choices. Moreover, students have great access to social media, so they are easily exposed to foreign trends and cultures. Students as a young age group tend to follow global trends, have a high curiosity about new products, and are more open to the influence of outside cultures, including in terms of consumption of imported food (Nabela, 2023). Packaged food products that are considered practical, modern, and in accordance with the student's self-image or social group are often the main choice. This is in accordance with the theory of consumer behavior which states that lifestyle is a psychographic factor that influences purchasing preferences and behavior. Thus, the results of this study reinforce the view that purchasing decisions are not only driven by functional need factors such as quality and safety, but also by symbolic factors related to lifestyle, self-image, and social identity. (Nafiq, 2023) (Dewi et al., 2023) (Asphia, 2023) (Kotler & Keller, 2016)

CONCLUSION

The research aims to analyze the influence of halal labels, product quality, and lifestyle on the purchase decision of imported packaged food products by PTKIN students in North Sumatra. The results of the study show that these three variables have a significant influence on purchasing decisions. Halal labels have proven to be an important factor that guarantees halal and increases the confidence of Muslim students in choosing products, in line with religious values and Islamic consumption principles. Product quality also had a significant impact, showing that students pay attention to taste, nutrition, safety, and packaging as rational indicators before purchasing, while a dynamic lifestyle and exposure to global trends also influenced their consumption preferences. Thus, students' purchasing decisions are driven by a combination of religious, rational, and psychological factors that reflect the behavior of modern Muslim consumers. Based on these findings, it is recommended that business actors and manufacturers strengthen halal certification, maintain and improve product quality, and adjust marketing strategies to the lifestyle trends of young consumers. For further research, it is recommended to add variables such as brand trust, price perception, or social media influence to gain a more comprehensive understanding of the factors that influence the purchase decision of imported food products among Muslim consumers.

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