

THE FACTOR OF AWARENESS AND PURCHASING DECISION OF ICE CREAM BASED ON HALAL LABEL

JAM
20, 4

Received, September '20

Revised, January '22

August '22

October '22

Accepted, October '22

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Abstract: The increasing Muslim population affects the demand for halal products. Multi-national companies cannot see the current trend of Muslim consumer growth by looking at the decision-making of halal food and beverage purchases and brand awareness. This study examines the influence of religion, halal labeling, information delivery, and health considerations on brand awareness and purchasing decisions for Wall's ice cream in Malang. This research is explanatory research with 180 respondents. Data were collected using a questionnaire, and the size used a Likert scale. This paper uses the Structural Equation Model (SEM) for data analysis with the Variance Based SEM approach, commonly known as Partial Least Square (PLS). The results showed that two variables had no significant effect: exposure to information and health labels. And considering that the independent variables in this study are essential in influencing purchasing decisions, it is hoped that the results of this study can be used as a wish for further research.

Keywords: Brand awareness, Purchasing Decision, Label Halal, Halal Products



Journal of Applied
Management (JAM)
Volume 20 Number 4,
December 2022
Indexed in DOAJ -
Directory of Open Access
Journals, ACI - ASEAN
Citation Index, SINTA -
Science and Technology
Index, and Google
Scholar.

Cite this article as: Ulya, M.,Z., Rohman, F., and Sunaryo. 2022. The Factor Of Awareness and Purchasing Decision Of Ice Cream Based On Halal Label. Jurnal Aplikasi Manajemen, Volume 20, Number 4, Pages 1001–1013. Malang: Universitas Brawijaya. DOI: <http://dx.doi.org/10.21776/ub.jam.2022.020.04.20>.

The Muslim population worldwide today is 1.6 billion, which covers 23% of the world population (Yuhus, 2015). The world's Muslim population is expected to increase to about 26% of the global population by 2030 (Pew Forum on Religion and Public Life, 2011). The development of the Muslim population in the world causes the number of requests for halal products to

increase. The State of the Global Islamic Economy Report (2019) reports that developments in the halal food and beverage industry in 2017 amounted to USD 1.3 trillion and are expected to grow to USD 1.9 trillion by 2023. The large Muslim market makes most multinational companies cannot ignore the current growth trend of Islam, which will become the largest religion in the world by 2070 (Yuhus, 2015).

Indonesian consumers have unique characteristics that differ from the United States (US) or other countries. It is true that globalization, technology (Google, social media, mobile phones, cloud), and western lifestyles (Hollywood, Justin Bieber) strongly influence Indonesian consumers' values,

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[http://dx.doi.org/10.21776/
ub.jam.2022.020.04.20](http://dx.doi.org/10.21776/ub.jam.2022.020.04.20)

behavior, and consumption. However, locality and Islamic values still influence their mindset, attitude, and behavior patterns. It is reasonable because 80.2% of Indonesia's population is Muslim (Yuswohadi, 2017). Halal status of products for Muslim consumers is a very sensitive issue because it is related to spiritual life, where Muslim consumers believe that acts of violating religious rules, such as consuming non-halal products, will have consequences not only in this life but also in other lives (hereafter).

The development of technology and information has led to increasing consumer awareness of halal products. The enactment of the Law regarding the guarantee of halal products, then all products that enter, circulate, and trade in Indonesia must be certified halal. That causes more and more halal products in Indonesia, even competing for profit. Consumer decisions in buying are no longer only about halal certification in products, but many other things can be used as a consideration in buying.

Brand awareness can be a factor that influences consumer behavior in buying products or services. Brand awareness influenced by advertising is reminiscent of influencing purchasing decisions (Saletti-cuesta et al., 2020). This study examines the influence of religion on brand awareness and purchasing decisions. The influence of halal labeling on brand awareness and purchasing decisions. The influence of information delivery on brand awareness and purchasing decisions. The influence of health considerations on brand awareness and purchasing decisions.

LITERATURE REVIEW

Determinants of Brand Awareness and Decision to Purchase Halal Food Products

Religious beliefs

Islam regulates Halal food, drink, and products, while Haram goods are prohibited for human consumption. Ambali and Bakar (2014) in Sudiro (2017) stated that most religions prescribe or prohibit certain behaviors, including peri-consumption. Islam is a religion that regulates halal food, drink, and products. Meanwhile, non-halal goods are prohibited for human consumption.

Halal Label

The Halal label on Halal food is vital. Manufacturers must be willing to guarantee that with the label, the food they provide is Halal. In addition, the Halal label is also a reflection that the food is quality, hygienic, and healthy. A product's halal label is beneficial for domestic Muslim consumers. However, it will also be very beneficial for Muslim consumers abroad, especially those in Islamic minority countries.

Information Display

Peter and Olson (2014) stated that exposure to information is a process of consumers being exposed to information in their environment, such as marketing strategies, mainly through their behavior. Patnoad (2001) stated that one of the best ways to make people aware that what they eat is healthy and hygienic is the main goal of Halal is through educational exposure. Safe food education efforts must be directed at consumers, which can be done through formal education, and print and electronic media.

Health Reason

Halal products are recognized as a symbol of cleanliness, safety, and high quality. Several researchers have found that Haram is associated with health risks. The journal written by Azeez (2013) stated that consuming pork has a huge risk. Some of the diseases associated with pigs include *Trichnella Spratis*, *Taenia Solium* (Tapeworm).

Relationship between Brand Awareness and Purchase Decision

Brand image is important in creating consumer purchasing decisions. A good brand image is a brand image that creates a positive value for a brand, so consumers will always think positively about the brand, which will lead to consumer purchasing decisions in meeting consumer needs. Brand awareness can be a factor that influences consumer behavior in buying products or services. Brand awareness influenced by advertising is reminiscent of influencing purchasing decisions (Aaker, 1997).

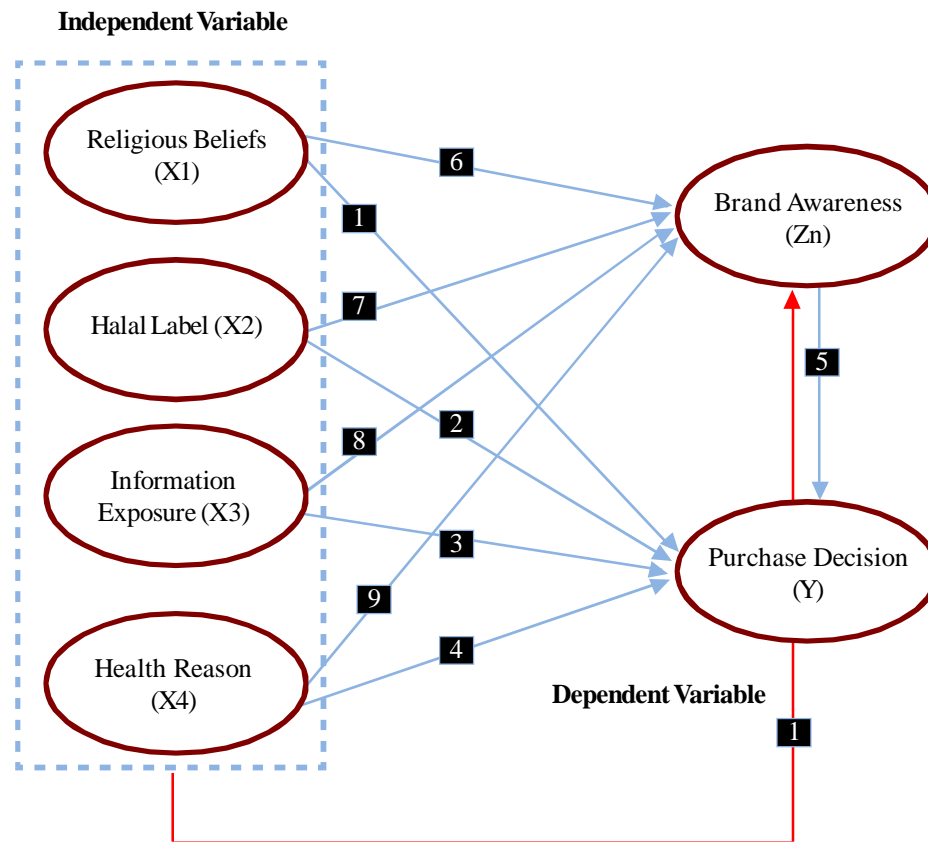


Figure 1. Conceptual Framework

HYPOTHESIS DEVELOPMENT

Religious Beliefs on Purchase Decisions

Religious belief is an aspect of one’s heart and mind to adhere to specific teaching. Ambali and Bakar (2014), in the Journal of Sunaryo and Sudiro (2018), explained that most religions prescribe or prohibit certain behaviors, including periconsumption. Islam is a religion that regulates halal food, drink, and products. Meanwhile, non-halal goods are prohibited for human consumption. Schiffman et al. (2007) stated that members of all religious groups tend to make purchasing decisions influenced by their identity. Kotler et al. (2009) stated that religious subcultures influence consumer buying behavior. Islam regulates Halal food, drink, and products, while haram goods are prohibited for human consumption

H1: There is an influence of religious belief on purchasing decisions.

Halal Label on Purchase Decision

The Institute for the Study of Food, Drugs, and Cosmetics of the Indonesian Ulema Council (LPPOM MUI) is authorized to certify Halal food in Indonesia. The Halal label reflects that the food is quality, hygienic, and healthy. Previous research conducted by Sunaryo and Sudiro (2018) showed that the Halal label influences purchasing of Halal food. That’s because the Halal label on the food will provide assurance and peace of mind in consuming the food.

H2: There is an effect of the Halal label on purchasing decisions.

Information Exposure on Purchase Decisions

Patnoad (2014) stated that one of the best ways to make people aware that what they eat is healthy or hygienic is the main goal of Halal is through educational exposure. Safe food education efforts must be directed at consumers, school-age children, and food industry employees. Education can be done through formal and non-formal education through print and electronic media. Previous researcher Yahia (2017) explained that exposure to information in online advertising would affect purchasing decisions.

H3: There is an effect of exposure to information on purchasing decisions.

Health Reasons on Purchase Decisions

Halal products are recognized as a symbol of cleanliness, safety, and high quality. Mawati (2019), in her assessment of organic food, stated that one of the motivations of consumers to buy organic food is because it is healthier.

H4: There is an effect of health reasons on purchasing decisions.

Brand Awareness on Purchase Decisions

Brand awareness influenced by advertising is reminiscent of influencing purchasing decisions (Aaker, 1997). Rangkuti (2002) stated that consumers tend to choose a brand that is the first consideration in making decisions quickly. It is in accordance with the research conducted by Anwar (2018) entitled "The Influence Of Brand Awareness And Product Attribute Toward Purchase Decision." The results showed that most consumers prefer to buy brands familiar to them and brands they have heard of. It is called brand awareness.

H5: There is an effect of brand awareness on purchasing decisions.

Religious Beliefs on Brand Awareness

Consumption of halal food follows Islam's teachings as stated in the Qur'an and Hadith, which are the life guidelines of a Muslim. Halal is food and drink that is allowed to be consumed, while Haram is what is prohibited. Schiffman et al. (2007)

stated that members of all religious groups tend to make purchasing decisions influenced by their religious identity. Religion, beliefs, and beliefs affect the awareness of the Halal brand. Simons (1994) stated that religious knowledge or belief is one of the main determinants of food avoidance and special regulations, especially regarding meat. For example, Islam forbids eating pork. This journal also supports a positive relationship between religious belief and Halal brand awareness. Based on the results of the study, the following hypotheses were formulated:

H6: There is an effect of religious belief on brand awareness.

Halal Label on Brand Awareness

The Halal label gives Muslims peace of mind in consuming Halal food. The Indonesian government already has an authorized institution that takes care of this, namely LPPOM MUI. This institution cooperates with many parties from the government and several universities. In the journal "Understanding Mechanism to Promote Halal Industry- The Stakeholder Views," Caswell said that Halal labels on products are a special indicator for Muslims that food can be consumed. Labeling is also a source of awareness that the product is clean, hygienic, Halal, and safe. Many Indonesian people feel helped by this Halal label because it provides a choice of products they must consume according to their religious teachings. The journal Ambali (2014) agreed that the role of the Halal certification label on Halal brand awareness is an influence. The Journal of Girard et al. (2013) showed that introducing brand labels makes consumers aware of the brand. Based on the explanation above, the following hypothesis is formulated:

H7: There is an effect of halal labels on brand awareness.

Information Exposure on Brand Awareness

Information exposure in question is the provision of information provided by producers to consumers. Patnoad (2014) stated that one of the best ways to make people aware that what they eat is

healthy and hygienic is the main goal of Halal is through educational exposure. Education can be provided through advertisements, the internet, radio, newspapers, or through education in schools. Advertising is a promotional tool used to disseminate information to consumers. Kotler et al. (2014) emphasize that advertising is expressive, enabling companies to dramatize their products through the artistic use of visuals, print, sound, and color. The internet is also a means of reaching consumers. Journal of "Ayamas Food Corporation Sdn. Bhd: A Study on the Factors of Consumer Behavior towards Halal Product selection," researched by Nor Marini Mohtar (2014), explained that companies must ensure that their company has a website design that is attractive, user friendly, and informative to web users.

H8: There is an effect of information exposure on brand awareness

Health Reasons on Brand Awareness

Halal products reflect clean, hygienic, safe, and quality products, while Haram foods are prohibited. The journal "The Halal Dietary System as a Recipe for Good Health" by Waheed Azees (2013) stated that prohibited foods (Haram) are examined to identify the reasons behind the prohibition. Researchers found results that haram was associated with health risks. The journal mentions eating pork has a huge risk. Some of the diseases associated with pigs include Trichnella Spratis, Taenia Solium (Tapeworm), Round Worm (e.g., Ascaris causes obstructive jaundice) in Hook Worm (e.g., Ancylostomiasis causes anemia, edema, heart failure, stunted growth, tuberculosis, typhoid, and diarrhea), Schistosoma japonicum (causing bleeding, anemia, etc.), Paragomines Westermeini (causing bleeding in the lungs called endenve hemoptyses), Pasirolepsis Buski (causing diarrhea and edema), Clonorchis Sinensis (causing obstructive jaundice and enlarged liver), Metastrongylus Aspri (causing causes bronchitis and lung abscesses), Gigathorincus gigas (cause indigestion and anemia), and Balatidium Coli (causes acute dysentery and general weakness). New diseases continue to be found in pigs from time to time. It further emphasizes the dangers of consuming

pork. So it can be concluded that health reasons are other information that is why someone is aware of Halal food.

H9: there is an effect of health reasons on brand awareness.

Mediation Role

The mediating variable, as described by Baron and Kenny (1986), is the variable that lies between the causal relationship between the two variables. A variable. Two conditions must be met to become a mediating variable. Namely, there is a direct relationship between the two observed variables, and the two variables to be observed must have a relationship with the variable that will mediate. A previous study, namely by Khoerunnisa et al. (2016), proved that there is a positive and significant influence of several independent variables on the dependent variable so that the variable is eligible to be tested as a mediating variable on the relationship between brand awareness and purchasing decisions.

METHOD

Based on these objectives, the research used is quantitative. The location of this research will be in Malang City. Malang City consists of five sub-districts: Blimbing, Klojen, Kedungkandang, Sukun, and Lowokwaru. The research used is explanatory research with a sample of 180 respondents. The data collection technique uses a questionnaire with a Likert measurement scale. The data analysis method used is the Structural Equation Model (SEM) with the Variance Based SEM approach, or Partial Least Square (PLS).

Characteristics of Respondents

To find out the comparison between male and female respondents can be seen in Table 1.

Table 1 above showed that the respondents based on male gender were 70 respondents (38.25%), and the female gender was 113 respondents (61.75%). Characteristics of respondents based on age are divided into several age groups. The following characteristics of respondents based on age can be seen in Table 2.

Table 1. Characteristics of Respondents by Gender

Gender	Frequency	Percentage
Male	70	38.25
Female	113	61.75
Total	183	100

Source: Primary data processed (2020)

Table 2. Characteristics of Respondents by Age

Age	Frequency	Percentage
20 – 30 Years	140	76.50
31 – 40 Years	19	10.38
41 – 50 Years	14	7.65
51 – 60 Years	10	5.46
Total	183	100

Source: Primary data processed (2020)

Table 3. Characteristics of Respondents by District

District	Frequency	Percentage
Blimbing District	19	10.38
Kedungkandang District	16	8.74
Klojen District	19	10.38
Lowokwaru District	116	63.39
Sukun District	13	7.10
Total	183	100

Source: Primary data processed (2020)

Table 2 above showed that respondents based on age, respondents aged 20 - 30 years were 140 respondents (76.50%), respondents aged 31-40 years were 19 respondents (10.38%), respondents aged 41-50 years were 14 respondents (7.65%), and respondents aged 51-60 years as many as 10 respondents (5.46%). Based on the results of the characteristics of respondents by sub-district, the data on the composition of respondents by sub-district can be seen in Table 3.

Table 3 showed that respondents by sub-district, Blimbing District respondents 19 respondents

(10.38%), Kedungkandang District 16 respondents (8.74%), Kedungkandang District 16 respondents (8.74%), Klojen District as many as 19 respondents (10.38%), Lowokwaru District as many as 116 respondents (63.39%), and Sukun District as many as 13 respondents (7.10%).

RESULTS

The outer model looks at the reliability of the latent variable construct, which is measured by two criteria, composite reliability and Cronbach alpha from the indicator block that measures the construct. Following are the results of the PLS Model Evaluation (Table 4).

The AVE value for the four constructs is greater than 0.5, so it can be concluded that the evaluation of the measurement model has good discriminant validity. In addition to the construct validity test, a construct reliability test was also carried out, which was measured by the criteria test, namely composite reliability and Cronbach alpha from the indicator block that measured the construct. Constructs are declared reliable if the value of composite reliability and Cronbach alpha is above 0.70. So it can be concluded that the construct has good reliability.

Evaluation Goodness Of Fit

Goodness of Fit (GoF) is a measurement of the overall model accuracy and is considered a single measurement of the outer and inner models. The results of the GoF calculation can be seen in the following Table 5.

The result of the GoF calculation is 0.7256 or 72.56%. It shows that the model obtained is already well used in making predictions. That means that the model has a high ability to explain empirical data.

Structural Model Evaluation / Structural (Inner Model)

Testing the structural model is done by looking at the R-square value, which is a goodness-fit test of the model.

Table 6 showed that the R-square value for the Brand Awareness variable was obtained at 0.6563. The R-square value indicates that 65.63% of the

Brand Awareness (Z) variable can be influenced by the variables of Religious Belief, Halal Label, Information Exposure, and Health Reasons. At the same time, the remaining 34.37% is influenced by other variables outside the study.

Table 5 showed that the R-square value of Purchasing Decisions of 0.7596 showed the Purchase Decision variable (Y) is influenced by the variables of Religious Belief, Halal Label, Information Exposure, Health Reasons, and Brand Awareness (Z) by 75.96% while other variables outside the studied influence the remaining 24.04 %.

Research Hypothesis Testing

The results of the bootstrapping test from the PLS analysis are as follows (Table 7).

The structural equations obtained are:
 $Z = 0,218 X1 + 0,229 X2 + 0,283 X3 + 0,179 X4$
 $Y = 0,202 X1 + 0,083 X2 + 0,012 X3 + 0,140 X4 + 0,526 Z$

The results of the hypothesis testing used in testing the hypothesis are the t-count value. Hypothesis testing can be done by comparing the t-

count with the t-table. The t-table value can be obtained from 183 respondents, who obtained a t-table of 1.960. However, if you use the p-value, the comparison value is the error rate value (α) of 5%. Testing Brand Awareness as an Intervening Variable in the Relationship of Religious Beliefs, Halal Labels, Information Exposure, and Health Reasons to Purchase Decisions

There is an allegation of the Brand Awareness variable as an intervening variable in the relationship between Religious Beliefs, Halal Labels, Information Exposure, and Health Reasons with Purchase Decisions. The calculation of the magnitude of the indirect effect and the relationship between variables using the Sobel formula has been presented in a summary of the results. The summary is seen in Table 8.

Table 8 showed that the indirect effect of all research variables showed that the t-count value is greater than the t-table (1.960) or p-value <0.05. These results mean that Brand Awareness significantly influences bridging Religious Beliefs, Halal Labels, Information Exposure, and health reasons to Purchase Decisions.

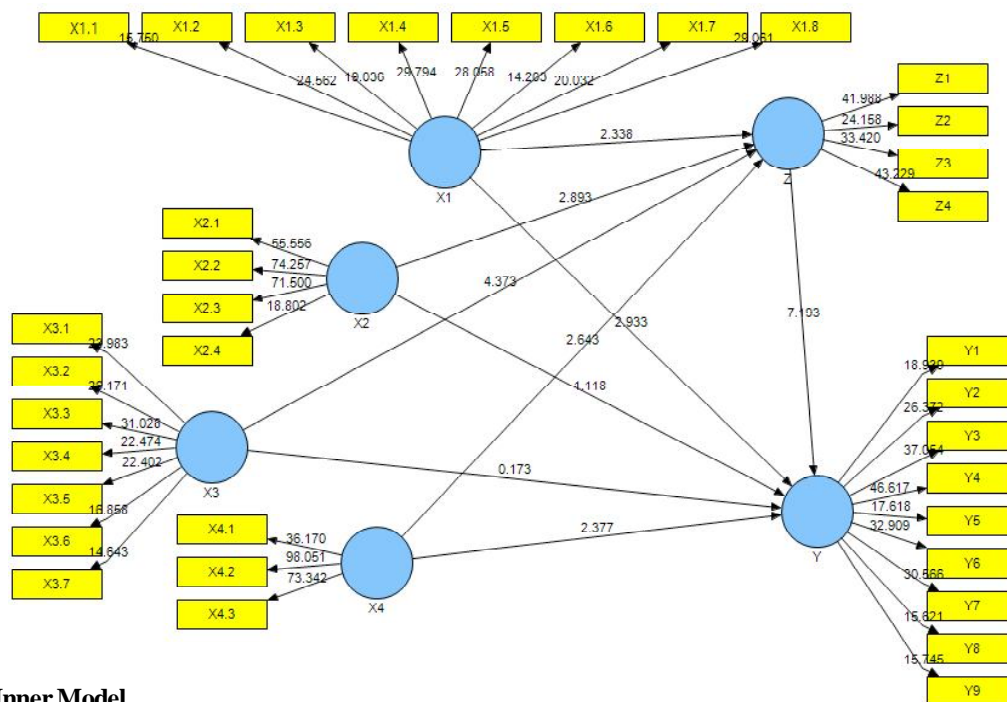


Figure 2. Inner Model

Table 4. Goodness of Fit

Variable	AVE	Composite Reliability	Cronbach's Alpha
X1	0.6678	0.9412	0.9281
X2	0.8168	0.9466	0.923
X3	0.6539	0.9295	0.9117
X4	0.8626	0.9496	0.9204
Z	0.7635	0.9281	0.8966
Y	0.6978	0.9538	0.9448

Source: Data Processing With PLS (2020)

Table 6. R-Square Value

Variable	R Square
Z	0.6563
Y	0.7596

Source: Data processing with PLS (2020)

Table 5. Goodness of Fit Model

Variable	AVE	R Square
X1	0.668	
X2	0.817	
X3	0.654	
X4	0.863	
Z	0.764	0.6563
Y	0.698	0.7596
Average	0.7437	0.7080

Table 7. Hypothesis Testing Results

Variable Relationship	Original Sample (O)	T Statistics (O/STERR)	p-value
X1 → Y	0.202	2.933	0.004
X2 → Y	0.083	1.118	0.265
X3 → Y	0.012	0.173	0.863
X4 → Y	0.140	2.377	0.018
X1 → Z	0.218	2.338	0.021
X2 → Z	0.229	2.893	0.004
X3 → Z	0.283	4.373	0.000
X4 → Z	0.179	2.643	0.009
Z → Y	0.526	7.193	0.000

Source: Data Processing With PLS (2020)

Table 8. Indirect Effect

Variable	Direct Coefficient		standard error		Indirect Coefficient	s.e Sobel	t Count	p-Value
	X → Z	Z → Y	X → Z	Z → Y				
X1 → Z → Y	0.218	0.526	0.093	0.068	0.114	0.041	2.765	0.007
X2 → Z → Y	0.229	0.526	0.079	0.068	0.120	0.040	2.992	0.004
X3 → Z → Y	0.283	0.526	0.065	0.068	0.149	0.040	3.701	0.000
X4 → Z → Y	0.179	0.526	0.068	0.068	0.094	0.038	2.485	0.015

DISCUSSION

Religious Beliefs on Purchase Decisions

In this study, there are findings that religious beliefs have a direct effect on purchasing decisions. Likewise, Sukesti and Budiman (2014), in a study, it was found that partially, halal and religious labels influence purchasing decisions. In addition, the same results are also found in the research of Muslichah et al. (2020) that religious beliefs showed a positive value as a moderator between buyer awareness and purchase decisions. In addition, religious beliefs also affect a person’s awareness in making purchasing decisions. Wall’s ice cream contains ingredients not prohibited for consumption by the Islamic religion and adds to consumers’ confidence in purchasing decisions. The spiritual qualities that include religious beliefs define the fundamental behavior of economics. Consistently consumers will choose something based on their heart’s will and beliefs. More emphasis on religiosity chooses to influence consumer behavior in the process of determining fulfillment choices in life. That is why religious belief also has the highest score on the questionnaire.

Halal Label on Purchase Decision

This study finds that the halal label has no significant effect on purchasing decisions. It differs from the research conducted by Sukesti and Budiman (2014), which found that the halal label significantly affected consumers’ purchasing decisions. Of course, the two studies have different results because each halal product has a different image in people’s lives. Based on the questionnaire results with the largest value, most of the consumers in Malang City do not know the location of the halal label on Wall’s ice cream, meaning they buy

the product without seeing the label first. Consumers will only do that if the product they buy is a product that is already known and consumed by many people, this also has something to do with some of the information they get before deciding to buy Wall’s ice cream. Therefore, the halal label in this study has a direct but insignificant effect on purchasing decisions.

Information Exposure on Purchase Decision

Exposure to information about a product is very important for consumers, whether through an advertisement or information from family, friends, or neighbors. However, in this study, the results showed that exposure to information had no significant effect. Some consumers did state that they got information about Wall’s ice cream information from the advertisements they watched, but this was not enough to influence consumers’ purchasing decisions to buy Wall’s ice cream.

The consumers in Malang City in the questionnaire stated that some of them were also influenced by friends or neighbors. Still, the value obtained for this statement was lower than the influence of advertising. The study conducted by Saabar and Ibrahim (2014) showed that most respondents agree that advertising will increase consumers’ knowledge.

Health Reasons on Purchase Decisions

The results of research on the effect of health reasons on purchasing decisions show significant results. Research by Ambali and Bakar (2014) also showed the same result, namely that health reasons have a significant effect on purchasing decisions. Bonne et al. (2007) in Khoerunnisa et al. (2016) stated that health is why Muslims choose halal food.

Halal food is considered a symbol of cleanliness, high quality, and health for consumers. Health reasons are crucial in purchasing decisions because all consumers expect a healthy body to carry out daily activities. Wall's ice cream is not good for health if consumed every day because the product is not herbal.

Brand Awareness on Purchase Decision

This study shows the results that Brand Awareness significantly influences purchasing decisions. Armstrong et al. (2014) in Anwar et al. (2014) stated, "Purchase decisions are implied when customers see products derived from brand awareness and product attributes. For example, consumers make their purchasing decisions based on their ability to recognize brands from popular brand names, followed by products that attract attributes that persuade consumers.

Religious Beliefs on Brand Awareness

The findings in this study indicate that religious beliefs significantly affect consumer brand awareness in Malang City. Similar to the results of Ambali and Bakar's (2014) research, religious belief is a potential source of halal brand awareness. Muslim consumers are usually more likely to buy a product with a brand they already know. Kotler et al. (2016) in Khoerunnisa et al. (2016) also stated that religious subcultures would influence consumer buying behavior.

Halal Label on Brand Awareness

A halal label attached to Wall's ice cream significantly affects brand awareness. Muslim consumers usually do the first thing when they see a new product and put a halal label on its packaging. Thus, interest in halal labels affects awareness of halal food brands, whereas, in Khoerunnisa et al. (2016), most Indonesian consumers admit that they can recognize halal labels that apply in Indonesia.

Information Exposure on Brand Awareness

Information exposure is one way for producers to provide information related to the things contained in Wall's ice cream, such as halal labels or

various flavors of Wall's ice cream. The effect of exposure to information from Wall's ice cream on brand awareness shows significant results. Some informational advertising, such as advertisements in various media, whether in newspapers, television, radio, or the internet, aims to influence brand awareness. Patnoid (2001) stated that the exposure made in various media aims to influence the awareness of halal food brands.

Health Reasons on Brand Awareness

The results of the study on the effect of health reasons on brand awareness showed significant results. The existence of a halal label on the packaging of Wall's ice cream makes consumers more confident that Wall's ice cream is safe for consumption because the Muslim group considers the halal label is a symbol of health, cleanliness, and high quality. Hence, it increases consumer brand awareness over a long period. It is also the same as research conducted by Ambali and Bakar (2014) that health reasons are one of the most important and significant factors in increasing brand awareness of a product for consumers.

Mediating Role of Brand Awareness on the Effect of Religious Beliefs on Purchase Decisions

The results of this study indicate that brand awareness has a significant influence in bridging religious beliefs on purchasing decisions, but not entirely (Part Mediation). Namely, religious beliefs can directly influence purchasing decisions without going through/involving brand awareness variables. Religious belief itself has a significant influence on brand awareness of a product. Belief in religion then becomes the cause of them buying a product with a halal label. The higher their belief in religion, the higher their awareness of the product brand and the firmer their belief in buying it.

Mediating Role of Brand Awareness on the Effect of Halal Label on Purchase Decision

The results of this study indicate that brand awareness has a significant influence in bridging halal labels on purchasing decisions. Brand awareness can mediate between halal labels and full me-

diation decisions (Full Mediation). Namely, full brand awareness can mediate the influence of halal labels on decisions. Based on the questionnaire results, some consumers stated that they bought Wall's ice cream directly without seeing the halal label on the packaging because they were aware of the brand. Wall's ice cream is a product that is well-known as halal food. So knowing the brand alone can make consumers decide to buy wall's ice cream. It is different from the research of Khoerunnisa et al. (2016), which showed the results that brand awareness does not mediate halal logos and purchasing decisions.

Mediating Role of Brand Awareness on the Effect of Information Exposure on Purchase Decisions

Brand awareness has a significant influence in bridging information exposure to purchases. So that it can be a complete mediation for information exposure and purchasing decisions. It is precisely the same as the research of Khoerunnisa et al. (2016), which stated that exposure through family, friends, and electronic media is the most important thing. The difference in this study says that the most dominant factor in the information exposure carried out is the exposure through family and friends because they are the closest people. The marketing process or information exposure through various media or communication channels can affect consumer awareness because an advertisement displays the pleasure of consuming Wall's ice cream as if it were real. After that, it will influence consumer purchasing decisions.

Mediating Role of Brand Awareness on the Effect of Health Reasons on Purchase Decisions

Brand awareness has a significant influence in bridging health reasons on purchasing decisions. In hypothesis 4, it is explained that health reasons significantly affect purchasing decisions. Similar to hypothesis 9, the results show that health reasons also significantly affect brand awareness. Thus, brand awareness acts as a part mediation variable. Brand awareness does not fully mediate the influ-

ence of health reasons on purchasing decisions. The research of Khoerunnisa et al. (2016) also showed that brand awareness acts as a mediation between health reasons and purchase decisions.

CONCLUSIONS

Based on the problems formulated, the analysis results, and the hypothesis testing carried out in the previous chapter. The results show that the variables of religious beliefs and health reasons significantly affect purchasing decisions. So it is certain that more emphasis on religiosity influences consumer behavior in choosing halal-labeled products. It also has to do with health reasons. Food products with the halal label symbolize cleanliness, high quality, and health for consumers, in contrast to the halal label, which has no significant effect. That is because Walls ice cream is a product that is already popular among the public, and it is known that the product is halal. So most consumers buy it without looking at the label. In addition, exposure to information through advertising also has an insignificant effect because some consumers also get information from friends, relatives, and neighbors.

IMPLICATIONS

The company can maintain and improve services on Brand Awareness because the Brand Awareness variable can mediate the influence of Religious Beliefs, Halal Labels, Information Exposure, and Health Reasons on Purchase Decisions, including building the popularity of a brand through targeted strategies through effective promotions. According to the market segment. So that the Purchase Decision will increase. The ignorance of consumers about the halal label contained in Wall's ice cream makes producers must pay attention to the location of the halal label on a product. It is to make it easier for consumers to find information about the product to be purchased. The company also needs to pay attention to the information exposure of a product to be sold. Exposure to information through an advertisement must be exciting and leave a good impression to influence consumer purchasing decisions.

LIMITATIONS

This research is only limited to the area of Malang City. Therefore, it is vital to develop research with a wider location so that the results obtained will be more comprehensive by considering other variables, which are other variables outside the variables that have been included in this study.

RECOMMENDATIONS

It is expected that the company can maintain and improve services on Brand Awareness, including building the popularity of a brand through targeted strategies through effective promotions according to market segments. So that the Purchase Decision will increase. Expanding the scope of research locations. It is because this research is only limited to the area of Malang City. Therefore, it is important to develop research with a wider location so that the results will be more comprehensive. Given that the independent variables in this study are significant in influencing purchasing decisions, it is hoped that the results of this study can be used as a reference for further research.

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