



Jurnal TAM (*Technology Acceptance Model*)

Jurnal TAM, Volume 16, Number 1, July 2025

E ISSN: 2579-4221; P ISSN: 2339-1103, pp. 47-51

Accredited SINTA 4 Number 225/E/KPT/2022

<https://jurnal.ftikomibn.ac.id/index.php/JurnalTam/index>

RELIGIOSITY AND HALAL LITERACY AS DETERMINANTS OF CONSUMER DECISION-MAKING IN PURCHASING HALAL FOOD VIA ONLINE PLATFORMS

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Article history:

Received: March 28, 2025

Revised: April 19, 2025

Accepted: May 6, 2025

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Keywords:

Religiosity;

Halal Literacy;

Purchase Decision;

Halal Food;

Online Platform.

Abstract

This study aims to analyze the influence of religiosity and halal literacy on consumer decisions in purchasing halal food through online platforms. This research applies a quantitative approach using a correlational method. The population consists of millennial generation high school students in Pringsewu Regency, with a sample of 150 respondents selected randomly. The research instrument was a questionnaire that had been tested for validity and reliability. The results of the multiple linear regression test indicate that religiosity and halal literacy have a positive and significant influence on online halal food purchasing decisions, both partially and simultaneously. The coefficient of determination (R^2) is 0.539, indicating that 53.9% of purchasing decisions are explained by religiosity and halal literacy, while the remaining percentage is influenced by other factors. These findings emphasize the importance of halal education and the strengthening of religious values in shaping halal consumption behavior among the younger generation.



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I. INTRODUCTION

Generation millennials and Gen Z show behavior more consumption aggressive in do online purchases compared generation previously. Ease access, practicality, and abundance choice product make generation This more like online transactions. [1] mention that generation This prioritize comfort, efficiency time, and convenience in count budget moment buy online products. However, the habit this also brings up trend consumptive Because generation millennials tend spend funds without consideration urgent needs, different with generation previously more be careful in spend money.

In context purchase product halal food online, appears problem important related awareness to halal products. Most of them generation millennials Not yet make the label halal as reference main in buy food online. They more interested in factors deliciousness, popularity products and discounts interesting, without notice existence official halal certificate from BPOM or MUI. This reinforced by studies Asnawi

(2022) which shows that low religiosity and lack of halal literacy becomes reason main lack of awareness will importance consumption halal products among generation young Muslims.

Low halal literacy make generation millennials tend No critical in sorting the products they consumption. Many of they affected by the environment social like Friend peers, influencers, or social media trends without confirm halal status products. In fact, halal literacy is knowledge important things that can guide behavior consumption in accordance with religious teachings. Research previously also supported matter this, like studies that show that individual with high understanding of halal tend more obedient in choose halal products [2] [3].

Religiosity and halal literacy are two variables important in influence decision purchase product halal food online. Research previously prove that both of them own influence significant Good in a way partial and simultaneous to behavior halal

consumption. Therefore that, the increase religiosity through study religious and halal education is expected can form more attitude wise in purchase halal food online. Research This in a way special will analyst How influence religiosity and halal literacy towards decision purchase halal food among generation millennials in the Regency Pringsewu, Lampung.

Problems main in study This located at the bottom awareness generation millennials to importance aspect halal in purchase product food online. Although majority generation This Muslim, many of them those who don't consider the label or current halal certificate do online transactions. Behavior consumption they more influenced by trends, virality, deliciousness food, as well as offer discount, compared with values the sharia that should be become guidelines. Lack of halal literacy and level religiosity that is not optimal becomes factor reason dominant. This is potential cause consequence negative in term long, good from side compliance to religious teachings and spiritual health of the generation young.

Based on problem said, research This aim for knowing and analyzing influence religiosity and halal literacy towards decision purchase halal food online. In special, research This want to answer three formulation problem, namely: (1) how influence level religiosity to decision purchase product halal food online, (2) how influence halal literacy in general partial to decision purchase halal food online, and (3) how influence simultaneous between religiosity and halal literacy towards decision purchase halal food online among generation millennials, especially in the Regency Pringsewu, Lampung.

II. THEORETICAL FRAMEWORK

2.1. Religiosity

Religiosity refers to how much in belief and commitment somebody to religious teachings that are adhered to, which are reflected in compliance operate orders and stay away God's prohibition, [4] In the context of Islam, religiosity describe how much consistent somebody in practice values sharia in life everyday, including in activity social and transactions economy. Individuals who have level religiosity tall generally show harmonious behavior with religious teachings, both in speech, actions, and attitude, so that form a pious and humble person heart [5].

Somebody with high religiosity will more selective in consume products, including food, with ensure that product is halal in terms of substance and process. Attitude caution This born from spiritual awareness for stay away from things that are doubtful or forbidden. Therefore that, religiosity become factor important in form behavior appropriate consumption sharia [6]. Level of religiosity a person is also influenced by the learning and internalization process religious teachings in life real.

Understanding consistent religious practiced will embedded strong and shapely behavior more consumption be careful and obedient to halal principle [7].

With thus, it can assumed that the more tall level religiosity someone, then the more-big his tendency for buy product halal food, including in purchase online. On the other hand, the low religiosity often followed with behavior underconsumption notice halal aspects. Findings [3] support view this, shows connection positive between religiosity and decisions purchase halal products.

Hypothesis H1: There is influence in a way partial between level religiosity to decision purchase product halal food by generation millennials in the Regency Pringsewu, Lampung.

2.2. Halal Literacy

Halal literacy can understood as level understanding individual to the concept of halal and haram in product consumption, especially food. Understanding This obtained through the process of reading, learning, listening, or observe related information with Islamic law regarding halal products [8]. Individuals with good halal literacy will own awareness and responsibility answer for only consume guaranteed product its halal, as well as avoid products that have not been clear his status.

Source halal literacy can originate from various media, such as books, articles, digital platforms such as YouTube, to discussion together Friend peers. Knowledge This functioning as guide in determine safe products religiously for consumed [1] If level someone's halal literacy low, then big possibility decision consumption No consider halal aspects, and conversely, high literacy push consistent attitude to consumption halal [9]. Halal literacy plays a role important in form behavior consumer Muslims, especially in the digital era, where access to various online products are very wide. [10] confirm that improvement halal literacy is step important for guard consistency Muslims in choose suitable product with sharia. With strong understanding, consumers will more-critical and wise in transact online.

Hypothesis H2: There is influence in a way partial between halal literacy towards decision purchase product halal food by generation millennials in the Regency Pringsewu, Lampung.

2.3. Buying decision

Buying decision is a psychological process that is gone through consumer before decide for buy something product. This process influenced by various factors, including knowledge, values religious, references social, as well as Power buy [11]. For the generation millennials, decisions purchase often influenced by trends, friends peers,

and social media, not solely because need current or product utility value. In the context of halal food, taking decision ideally based on understanding to halal product, not just follow suit or encouragement impulsive.

According to [12] Kotler and Armstrong (2003), good decisions must be rational and appropriate with need individual, not based on influence external solely. Environment social of course own role in influence choice, but awareness personal become determinant end in decision purchasing. Dimensions that influence decision purchase including quality, price, benefits and value social from product the.

With increasing religiosity and halal literacy of a person, then the more-big opportunity for take decision appropriate purchase with halal principles. On the other hand, the low second factor the can cause poor decision selective. [13] strengthen that decision purchase halal products are greatly influenced by the combination between level religiosity and understanding halal literacy.

Hypothesis H3: There is influence in a way simultaneous between religiosity and halal literacy towards decision purchase product halal food by generation millennials in the Regency Pringsewu, Lampung.

III. RESEARCH METHODS

3.1. Research Design

Study This use approach quantitative with relationship model correlational approach This used For know to what extent is the relationship between variables free with variables tied, good in a way individual (partial) as well as simultaneously, as proposed by [14]. Target study This is generation millennials who still status as high school/vocational school students in the Regency Pringsewu, with amount population as many as 5,632 people in 2023. Determination amount sample based on the formula amount indicator multiplied by 10 (15 indicators x 10), so that a total of 150 respondents were obtained.

Retrieval sample done in a way random sampling, with involving willing respondents fill in questionnaire in the form of the Google Form that is distributed through WhatsApp group (WAG). Research This using two types data sources, namely primary data collected direct from respondents, as well as secondary data obtained from reference supporters. Main method data collection is questionnaire, while observation and interviews used as complement to strengthen information obtained from questionnaire (Suwarno, Marwoto, & Basrowi, 2020).

3.2. Validity and Reliability Test Instrument

For test eligibility instrument, validity test was carried out against 150 respondents. The test results showed that all question items own mark correlation (r count) which is higher tall from r table of 0.1603.

This means that all items in the variable religiosity, halal literacy, and decisions purchase halal products are declared valid (Soenyono & Basrowi, 2020; Marwoto et al., 2020) [15]–[17]. Reliability test produce Cronbach's Alpha value is 0.815, which means that instrument study This can it is said reliable Because exceeding the minimum reliability limit of 0.6. This shows that all items in questionnaire own high consistency and can used for measure variables study in a way accurate.

3.3. Data Analysis Methods

Data obtained from questionnaire processed in form tabulation for analyzed more carry on use help device soft statistics, namely SPSS (Statistical Package for the Social Sciences). SPSS was chosen Because effective in processing large data sample small, like in study this is the only one involving 150 respondents [16], [17]. Data analysis was carried out in a number of stages, namely: (1) analysis descriptive for describe characteristics respondents and data distribution, (2) multiple linear regression test for-know connection simultaneous between variables, (3) analysis coefficient correlation R and determination R^2 for measure strength and contribution variables free to variables bound, and (4) t -test for test significance the influence of each variable in a way partial.

IV. RESULTS AND DISCUSSION

4.1. Results

T -test results partial show that religiosity (X_1) has an influence significant to decision purchase halal products (Y) online. This is proven with mark *thitung* by 1,924 which is more-big from *table* of 1.65 and the value significance of 0.017 (< 0.05). This means that the hypothesis that religiosity influential to decision purchase accepted. Findings This strengthen role important values religious in determine behavior consumption, especially in the younger generation millennials who have awareness religious in choose product halal food. Increasingly tall religiosity consumers, increasingly big trend they for choose suitable product with Islamic law.

literacy (X_2) also shows influence positive and significant to decision purchase halal products. T -test results show mark *thitung* amounting to 5,415 which is far more-big from *table* 1.65, and mark significance of 0.001 which is below 0.05. This shows that level understanding and knowledge consumer about halal concepts, labels and regulations encourage they for more selective in buy halal food online. Consumers with high halal literacy will more sensitive to products that have official halal certification, BPJPH label, or MUI logo in e-commerce applications that they use.

Multiple linear regression test produce equation $Y = 6.055 + 0.151X_1 + 0.269X_2 + \varepsilon$, which shows that good religiosity and halal literacy has influence positive to decision purchase. Coefficient

regression show that halal literacy provides contribution more influence big compared to religiosity to decision purchase. This indicates that intervention educative about halal literacy can give greater impact direct to change behavior purchase halal products, especially in digital platform context.

Simultaneous test (F test) strengthens results previously with show that religiosity and halal literacy in general together influential significant to decision purchase. With mark F count of $87.874 > F_{table} 3.00$ and the value significance $0.001 < 0.05$, hypothesis accepted. This means that the combination second variables free This in a way simultaneous contribute in explain variation decision purchase halal products. This is supported by values coefficient determination (Adjusted R Square) of 0.539 , which means that 53.9% of the variation decision purchase can explained by religiosity and halal literacy, while the remainder (46.1%) is influenced by other variables outside the research model.

Research result show that religiosity and halal literacy are determinant important things that need to be done noticed in marketing strategy halal products on online platforms. Implications practical from study This leading to the need for education halal literacy through digital campaigns, collaboration with Muslim influencers, as well as strengthening values religious in generation millennials. Government, actors halal industry, and institutions education can synergize in form a supportive digital ecosystem improvement awareness and decision making appropriate decision with halal principles.

4.2. Discussion

1. Influence Religiosity on Purchasing Decisions

T -test results show that religiosity influential in a way positive and significant to decision purchase halal products with mark t_{hitung} of $1.924 > t_{table} 1.65$ and significance of $0.017 < 0.05$. This shows that the more-tall religiosity consumers, increasingly the tendency is also big for buy product halal food online. Findings This in harmony with study Aulia (2018) and Anggraeni (2020) stated that that consumer with level religiosity tall will more selective and committed in choose halal products. Likewise, studies by Abdullah & Rahman (2015), and Mukhtar & Butt (2012), which prove that values religious significant influence preference consumer to halal products.

2. Influence Halal Literacy on Purchasing Decisions

Variables halal literacy also shows significant influence, with mark t_{hitung} of $5.415 > t_{table} 1.65$ and significance of $0.001 < 0.05$. This indicates that good

understanding about halal concept, certification, and halal standards, contribute direct to decision purchase halal products online. Research by Wantini (2013) and Antara et al. (2016) strengthens results this, where halal literacy becomes variables key in behavior halal consumption. Findings Similar findings were also conveyed by Fauzi (2021), Bulan (2018), and Welly et al. (2016) who showed that level good halal literacy will influence attitude consumer in choose suitable product with sharia values.

3. Influence Simultan Religiosity and Halal Literacy

Based on the F test, the value F count of $87.874 > F_{table} 3.00$ and significance $0.001 < 0.05$, indicating that religiosity and halal literacy in general simultaneous influential significant to decision purchase halal products. This is show that second variables independent each other complement and contribute in form decision purchase consumers. These results supported by Maharani & Silvia (2019), Mulyati (2019), and Zani et al. (2013), who found that integration between aspect religious and understanding of halal is able strengthen decision purchase. Meanwhile that, Nasrullah (2015) also stated that two factors This play a role big in push loyalty consumer Muslim to halal products.

4. Coefficient Value Determination

Adjusted R Square of 0.539 shows that amounting to 53.9% variation decision purchase can explained by religiosity and halal literacy. The rest 46.1% is influenced by other variables outside the model. This is in line with research by Widodo (2015) and Olson & Paul (2014) which states that factor religiosity and halal literacy are component main in explain behavior consumer Muslim, but still need consider factor external like promotion, price, and credibility brand.

5. Implications Research and Strengthening Literature

Findings study this-own implications important for the perpetrators business and maker halal policy. Efforts to improve religiosity through education religious as well as improvement halal literacy through digital socialization and education, especially among generation millennials, will give impact positive in increase decision purchase halal food via online platforms. Research This strengthen results studies by Rahmat (2020), Ibnunas & Harjawati (2021), and Santoso (2022) which also emphasize importance integration mark religious and halal knowledge in behavior consumer Muslims in the digital era.

V. CONCLUSION

Based on results data analysis and hypothesis testing, can concluded that religiosity and halal literacy play a role significant in influence decision consumer in do purchase halal food online. In partial, religiosity give influence positive to decision purchase, which shows that the more-tall level religiosity someone, the more-big his tendency for choose halal products according to sharia values. Meanwhile that, halal literacy has more influence dominant compared to religiosity, with strong contribution to understanding consumer about halal products, certification, and halal label information. In general simultaneous, both variables This give significant influence with contribution by 53.9% against decision purchase, while the rest influenced by other factors such as price, promotion, quality, and trust to seller. Research This emphasize importance increase halal literacy and strengthening mark religiosity, especially among generation active millennials do purchase digitally. Therefore that, the effort halal education, campaign certification halal products, and strengthening character religious can be an effective strategy in form behavior halal consumption in the digital era.

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