



## THE INFLUENCE OF HALAL LABELS, E-WOM (ELECTRONIC WORD OF MOUTH) AND CUSTOMER LOYALTY TOWARDS THE DECISION TO PURCHASE HALAL FOOD ON SHOPEE FOOD

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### ABSTRACT

**Introduction:** Halal labels are all products that have permission to be traded and have met Islamic law, this halal label is issued by the MUI agency. The purpose of this study was to determine the influence of halal labels, E-Wom (Electronic Word Of Mouth), and customer loyalty on purchasing decisions.

**Methods:** This study uses quantitative research based on research data taken in the form of numbers and these numbers are then analyzed in more detail. This study uses primary data as its data source. To obtain primary data, researchers distributed questionnaires using a Likert scale with a response interval of 1 to 5 and reliability test.

**Results:** The calculated  $t$  value for the Halal Label variable is 2.375. So the calculated  $t$  value is  $2.375 > t$  table 1.6565. Then the significance level of  $0.021 < 0.05$  can be concluded that  $H_1$  is accepted. So it can be concluded that there is a positive and significant influence between the halal label ( $X_1$ ) on purchasing decisions. The  $t$ -value for the E-Wom (Electronic Word Of Mouth) variable is 3.715. So the  $t$ -value is  $3.715 > t$  table 1.6565. Then the level of significance is  $0.000 < 0.05$ , it can be concluded that  $H_1$  is accepted. So it can be concluded that there is a positive and significant influence between E-Wom (Electronic Word Of Mouth) ( $X_2$ ) on purchasing decisions. The  $t$ -value for the Customer Loyalty variable is 6.764. So the  $t$ -value is  $6.764 > t$  table 1.6565. Then the level of significance is  $0.000 < 0.05$ , it can be concluded that  $H_1$  is accepted. So it can be concluded that there is a positive and significant influence between customer loyalty ( $X_3$ ) on purchasing decisions.

**Conclusion and suggestion:** Based on the results of this study on "The Influence of Halal Labels, E-Wom (Electronic Word Of Mouth) And Customer Loyalty Towards Halal Food Purchasing Decisions on the Shopee Food Application", it can be concluded that the halal label variables ( $X_1$ ), E-Wom (Electronic Word Of Mouth) ( $X_2$ ), and Customer Loyalty ( $X_3$ ) are acceptable and significant towards halal food purchasing decisions on the Shopee Food application.

**Keyword:** Halal Labels, E-Wom (Electronic Word Of Mouth) And Customer Loyalty.

**Paper type:** Research paper

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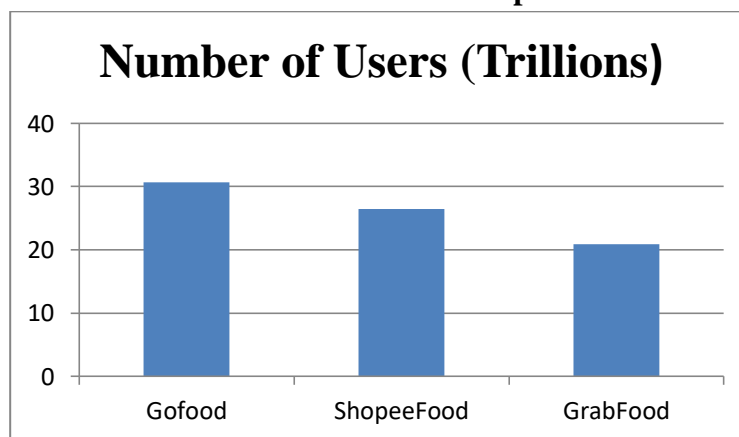
### A. INTRODUCTION

The development of technology in Indonesia is now very influential on the sustainability of the economy in Indonesia. The technology that is currently developing

rapidly is proven by the increasing number of internet users. There are technological developments in ordering food or purchasing food which can be done online. (Yosevina Purba et al., 2021) . Changes in people's lifestyles regarding buying food are increasingly felt as they begin to move away from traditional routes towards digitalization. Initially, they bought food directly from shops, but now if they are lazy to go out, they choose to buy food through E-commerce. Because buying food online can save time and energy and is more practical than shopping in person.

One of the e-commerce that provides food ordering services is Shopee Food (Rosyid1, 2023). The latest feature additions on Shopee are Shopee Food which offers food delivery services (Nursyawal, 2023). Video Shopee Food when it first debuted on September 12, 2020 via Youtube on the Shopee Indonesia account, which was watched by 4.8 million viewers (Juliana et al., 2022).

**Table 1.1 Number of Shopee Food Users**



Source : [www.katadata.co.id](http://www.katadata.co.id), 2022

Based on the data source above, it shows that Shopee Food has now started to beat GrabFood. The number of Shopee Food users has now reached 26.49 trillion. This development shows that people have now started to choose Shopee Food as an online food delivery application.

The high use of the Shopee Food application as a food delivery service in Indonesia with a majority Muslim population. The number of Muslims in Indonesia is 229.62 million people or around 87.2% of the total population of Indonesia which is 269.6 million people. (Nurfajrina et al., 2021) . To gain public trust and create power greater competition, BPJPH-LPH LPPOM MUI and related institutions must intensify efforts to increase public awareness will soon consume Islamic halal food (Muhammad Nizar & Antin Rakhmawati, 2022).The halal label is for all products that have a permit to be traded and have complied with Islamic law, this halal label is issued by the MU body. (Lestari & Supriyanto, 2022). The Halal Product Guarantee Law no. 33 of 2014 states that producers must guarantee that the food and beverages sold are halal certified (Fadilah & Purwanto, 2022), and minister of Religion of the Republic of Indonesia Decree Number 519 of 2001 concerning the Implementation of Halal Food Examination Institutions; Law Number 36 of 2009 concerning Health; and Law Number 33 of 2014 concerning the Guarantee of Halal Products (Abdillah Mundzir et al., 2024).

The existence of a halal label in Shopee Food can increase consumer interest in buying food, because consumers are not only looking for taste and quality but also consumers are looking for halalness in the food. In general, the majority of Muslims in making food purchases will pay attention to whether or not there is a halal label on the food. However, in the Shopee Food application service there is no halal label.

The increasing number of consumers who have made purchases in the Shopee e Food application can be influenced by E-WOM (Electronic Word of Mouth). E-WoM (Electronic Word of Mouth) is a statement, either positive or negative, regarding a product or service provided by consumers to other consumers through online reviews or comments (Aulia Ankin Nadella, 2016). Consumer reviews can also be referred to as feedback or recommendations that can attract potential consumers to buy the product. (Yulindasari & Fikriyah, 2022). In Shopee Food, reviews or recommendations given by other users have a big influence on the perception of potential buyers in buying the products offered, because consumers will trust information from other users more than direct advertising from the product owner. Consumers who are satisfied with the experience of buying food at Shopee Food will tend to provide positive feedback which can ultimately influence the purchasing decisions of other consumers.

The existence of negative perceptions or negative comments given by other consumers on a product can influence other consumers in making purchasing decisions. Comments given by other consumers on a product will provide an assessment or view of consumers or buyers on the product. Therefore, E-WoM (Electronic Word of Mouth) or consumer reviews have a great influence on determining purchasing decisions. E-WOM can have a significant impact on a company's reputation and sales, as potential customers often trust the opinions and experiences of other customers more than they trust traditional advertising or marketing efforts (Zuhratun Nisak Risnia & Nihayatu Aslamatis Solekah, 2023).

Consumers in purchasing food can be caused by customer loyalty (Cantika Cahyaning Pangastuti, 2023): Customer loyalty is the main factor that needs to be maintained in a company (Firdhiani & Setiyaningrum, 2020). Customer loyalty is a long-term commitment from consumers to continue consuming or purchasing certain products. Customer loyalty can usually be influenced by product quality, product halalness, and consumer trust so that it can form loyalty. Loyal consumers generally will not only continue to buy the same product, but they will share information about the product with other consumers on Shopee Food so that it can influence consumers in making decisions whether or not to buy the food product.

A purchasing decision is a decision taken by a consumer to purchase a product. Purchasing decisions made by consumers will first find out about the product information and assess the product to be purchased. According to Kotler, consumer purchasing decisions go through five stages in the process of purchasing a product. The five stages are problem recognition, information search, alternative evaluation, purchasing decision, and post-purchase evaluation (Cesariana et al., 2022). Consumer decisions are motives or impulses that arise where buyers will make purchases.

Previous research conducted by Yuliana Ulfidatul Hoiriyah and Yustina Chrismardani (2021) resulted that the Halal label has a significant and positive influence

on consumer purchasing decisions. Meanwhile, research conducted by M. Zaenal Abidin (2023) stated that the halal label does not affect purchasing decisions due to a lack of consumer understanding of the importance of the halal label. Other supporting research is Elsa Rizki Yulindasari and Khusnul Fikriyah (2022) E-WoM (Electronic Word Of Mouth) has a significant effect on purchasing decisions. Meanwhile, research conducted by I Gusti Ngurah Satria Wijaya et.al., (2022) stated that E-Wom (Electronic Word Of Mouth) does not affect purchasing decisions, this is because many people do not trust and respond to reviews given by consumers. Putri Yosevina Purba et.al., (2021) conducted research on the effect of customer loyalty on purchasing decisions. The results of this study indicate that customer loyalty has an influence and is significant on purchasing decisions. Then research conducted by Sutianingsih and Yasin Samodra (2021) showed that customer loyalty does not affect consumer decisions because of changes in self-preferences that make consumers change their purchasing decisions.

Based on the differences in findings by several researchers and gaps in previous studies, it shows that there is a lack of transparency in halal labels on food products (Usmi et al., 2024). Then the role of E-Wom (Electronic Word Of Mouth) which can affect consumer loyalty (Purwanda & Wati, 2018). Consumer loyalty influenced by E-Wom (Electronic Word Of Mouth) can affect purchasing decisions and negative reviews given by consumers can reduce purchases (Masruroh et al., 2023). So this study must be carried out with an effort to dig deeper into the influence of halal label transparency on food products, as well as how E-WOM (Electronic Word of Mouth) plays a role in shaping consumer loyalty in order to increase purchasing decisions. The purpose of this study is to identify and test the variables that influence halal food purchasing decisions at Shopee Food. There has been no research that combines the halal label variables, E-Wom (Electronic Word Of Mouth), and customer loyalty are new findings for researchers. This research was conducted because when we buy food online at Shopee Food there is no halal label. If this research is not carried out immediately, it can cause Muslim consumers to doubt the potential halalness of the product, because the Shopee Food application does not include a halal label.

## **B. THEORETICAL STUDY**

### **1. TAM Theory**

TAM or Technology Acceptance Model according to Davis is a behavioral intention of people in accepting or utilizing certain technologies caused by two factors, namely perceived benefits and ease of use of the technology (Fecira et al., 2020). This theory is an adaptation of TRA (Theory of Reasoned Action) which is a theory developed by Martin Fishbein and Icek Ajzen. The concept of TAM theory developed by Fred D. Davis, this theory offers a theory that is used to study and understand the behavior of users in receiving or utilizing an information system. TAM theory describes the cause-effect relationship a belief and behavior and goals/needs then regarding the actual use of the user regarding the information system (Amalia & Zahara, 2024)

### **2. Halal Label**

The halal label is an indication of the halal status of a product. Therefore, it can be understood that the halal label means a sign or symbol that indicates that the product is halal for consumption. Having a halal label is important because it guarantees the safety and validity of the product so that consumers do not need to hesitate when consuming it (Laili & Cangguh, 2021). The halal label is a form of effort from the Indonesian Ulema Council at the Food, Drug and Cosmetics Assessment Institute (LPPOM) in order to protect the Muslim community. The halal label will show that this is a halal product and is suitable for consumption by Muslim consumers. The halal label indicator is a visual sign that shows that a product has met the halal certification process. There are three indicators regarding the halal label according to Marwiyah in (Ismaulina, 2020) namely:

- a. Science. This indicator is related to consumer understanding of halal products. Knowledge, is the initial information that is known to be the basis for someone to combine with understanding.
- b. Trust. The trust indicator refers to consumer confidence in the truth and authenticity of the halal label on the product. Trust refers to a person's psychological state in considering something to be true.
- c. Evaluation. Assessment is an indicator related to how consumers assess whether a product labeled halal is worthy of being chosen or not by making various considerations.

### **3. E-Wom (Electronic Word Of Mouth)**

E-Wom (Electronic Word Of Mouth) according to Henning-Thurau et al. E-Wom (Electronic Word Of Mouth) is "any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet" which means a statement either positive or negative made by customers or former customers about a product that is available to many people via the internet (Sanjaya et al., 2021).

Word of mouth communication is also called word-of-mouth communication. is a method of communicating by conveying recommendations or suggestions to individuals or groups regarding a product, either in the form of goods or services with the aim of informing people. (Yulindasari & Fikriyah, 2022) Electronic word of Mouth according to Kotler & Keller is a communication in positive or negative form formed by consumers honestly or users of products sold by manufacturers via the internet. (Yulindasari & Fikriyah, 2022) According to Goyette et.al. in (Sindunata, 2018) explains the indicators used in measuring Electronic Word of Mouth, namely (Sindunata, 2018):

1. Intersity.
2. Valance of opinion.
3. Content.

### **4. Customer Loyalty**

Customer loyalty according to Kotler and Keller is a deeply held commitment to repurchase or re-support a preferred product in the future which is influenced by situations and marketing efforts that cause customers to switch (Gabrielle Margaret Lay & Marvianta, 2022). Loyalty in food purchases is a very important thing to pay attention to. Manufacturers will also place great hopes on consumer loyalty

(Abd.Hasib & Anwar, 2020). Customer loyalty is a consumer commitment that has a positive nature in making purchases or consuming a product. Indicators of customer loyalty according to Ervina Febriani et.al., (2022) are:

1. Recommend.
2. Repurchase.
3. Spreading the word.

## **5. Buying Decision**

According to Kloter & Armstrong, a purchasing decision is a problem solving carried out by someone by determining alternative behaviors in order to determine the right behavior in making purchases by determining decision making (Muhammad Fahmul Iltiham & Nizar, 2020). A purchasing decision is a step related to consumer behavior in identifying products and also taking the purchasing decision process (Tina Rahmadayanti & Kholid Murtadlo, 2020). According to Sudaryono, the definition of a purchasing decision is an action taken by consumers based on one or two or more other choices (Abdul Kohar Septyadi et al., 2022). There are four indicators of purchasing decisions according to Kotler in (Vivian, 2020), namely:

1. Determination in choosing a product is a decision taken by consumers after considering various relevant information to help the decision-making process.
2. The habit of purchasing a product is influenced by the experience of people close to you in using the product.
3. Giving recommendations to others is the process of sharing positive information with others to get them interested in making a purchase.
4. Repeat purchases refer to transactions that are carried out continuously after consumers feel satisfied and comfortable with the products or services obtained.

## **C. METHODOLOGY**

This study uses quantitative research based on research data taken in the form of numbers and these numbers are then analyzed in more detail. To obtain primary data, researchers distributed questionnaires using a Likert scale with a response interval of 1 to 5. (Marfuah & Hartiyah, 2019). The population in this study was all users of the Shopee food application. In this study, the data collection technique used is to collect samples that will be used, namely the questionnaire method or questionnaire that will be distributed to respondents. The Hair formula is used to determine the minimum sample size that can accurately represent the population. According to Hair et al., shifting the number of indicators from 5-10 will determine the appropriate minimum sample size ranging from 100 to 200 samples is appropriate (Indah, 2023).

### **1. Validity Test**

Validity testing is a test that shows how reliable a measurement instrument is. The purpose of validation is to calculate  $r_{\text{count}}$  to be compared with  $r_{\text{table}}$ . The item score is considered as the X value, while the total item score is considered as the Y value. The way to make a decision whether or not a data is valid is if the  $r_{\text{count}} > r_{\text{table}}$  then the data can be considered valid or correct if the data value is  $r_{\text{count}} < r_{\text{table}}$  then the data can be considered invalid (Albert Kurniawan, 2014).

## **2. Reliability Test**

Reliability testing is a measurement method to calculate the reliability of a measuring instrument. The purpose of this test is to show the consistency of measurement results if measurements are taken twice or more for the same symptoms (Janna & Herianto, 2021). There is a provision value to measure reliability, namely with the Cronbach alpha statistical test. A test can be said to be reliable if it has a Cronbach Alpha value  $> 0.60$  (Albert Kurniawan, 2014).

## **3. Classical Assumption Test**

### **a. Normality Test**

The Normality Test aims to evaluate whether the residual values follow a normal distribution or not. A regression model can be considered good if the residuals are normally distributed. The methods that can be used to test normality are through the P-Plot normal graph and the Kolmogorov-Smirnov test. According to Ghozali in (Albert Kurniawan, 2014). The decision-making criteria in the normality test are if the significance value (Sig.) Is greater than 0.05, then the data is considered normally distributed. Conversely, if the significance value (Sig.) Is less than 0.05, then the data is considered not normally distributed (Albert Kurniawan, 2014).

### **b. Multicollinearity Test**

The multicollinearity test is a test used to see whether or not there is a high correlation between independent variables in a multiple linear regression model. The method used to detect multicollinearity in a model is: if the VIF (Variance Inflation Factor) value is not more than 10 and the tolerance value is not less than 0.1, then it can be said that the model is free from multicollinearity. Conversely, if the VIF (Variance Inflation Factor) value is more than 10 and the tolerance value is less than 0.1, then it can be said that the model has multicollinearity (Albert Kurniawan, 2014).

### **c. Heteroscedasticity Test**

In this study, heteroscedasticity testing will be carried out using the Glesjer test, namely the correlation between the absolute values of the residues in each variable. The results of the Glejser test indicate that there is no heterogeneous variance if according to the SPSS calculation the significance value is above the alpha value (5%) (Albert Kurniawan, 2014).

### **d. Autocorrelation Test**

The autocorrelation test is a test used to test whether in a linear regression model there is a correlation between the interfering variable ( $e_i$ ). If there is a correlation between residual values, this indicates an autocorrelation problem. According to Albert Kurniawan (2014), to detect autocorrelation, the Durbin-Watson (DW) test can be used. The decision regarding the presence or absence of autocorrelation can be determined based on the following criteria:

- a. If the DW value is less than -2, it means there is positive autocorrelation.
- b. If the DW value is between -2 and +2, it means there is no autocorrelation.
- c. If the DW value is greater than +2, it means there is negative autocorrelation.

#### 4. Multiple Linear Regression Test

##### a. Multiple Linear Regression

Multiple Linear Regression Test is a test used to determine the relationship between independent variables and dependent variables (Albert Kurniawan, 2014):

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

Information :

Y = Purchase Decision

a = Constant

b<sub>1</sub>-b<sub>3</sub> = Regression coefficient of variables X<sub>1</sub> – X<sub>3</sub>

X<sub>1</sub> = Halal label

X<sub>2</sub> = E-Wom (Electronic Word Of Mouth)

X<sub>3</sub> = Customer loyalty

e = error rate / error rate

##### b. Coefficient of Determination

This determination test is a test used to test how much the independent variable influences the dependent variable. The way to find out how much the independent variable influences the dependent variable is by looking at the R<sup>2</sup> value (Albert Kurniawan, 2014).

##### c. F Test (Simultaneous)

The F test is a test used to determine whether all independent variables (X) have a significant influence on the dependent variable (Y). This test is done by measuring the significance value, which is < 0.05. In addition to looking at the significance value, the F test results can also be seen by comparing the  $F_{\text{value}}$  with the  $F_{\text{table}}$  (Albert Kurniawan, 2014).

##### d. t-Test (Partial)

The t-test or partial is a test used to test whether or not independent variables form a partial regression model. The way to find out whether the t-test has an effect or not is by looking at its significance value, namely if the significance value is below 0.05 / 5% then it can be stated to have an effect. In addition to looking at the significance value, the results of the t-test can also be seen by comparing the  $t_{\text{value}}$  with the  $t_{\text{table}}$  (Albert Kurniawan, 2014).

## D. RESULT

### a. Validity Test

Validity testing is used to determine the level of precision and accuracy that a measuring instrument has when performing its tasks. Validity testing is essentially used to determine whether the questionnaire is valid. The method used to find out whether a statement is true is done by comparing the  $r_{\text{value}}$  with the  $r_{\text{table}}$ , then the statement item can be said to be valid (Albert Kurniawan, 2014). The size of the  $r_{\text{table}}$  can be found using the formula  $df = N - 2$ , which means N (number of respondents) minus 2, so  $135 - 2 = 133$ . If the number of respondents is 133, the  $r_{\text{table}}$  is 0.169. The results of the validity test that have been carried out by researchers through the SPSS 22 program are as follows:

**Table 1.1. Validity Test Results**

Variables	Item	Pearson Correlation	r <sub>table</sub>	Information Results
Halal Label (X1)	X <sub>1.1</sub>	0.665	0.169	Valid
	X <sub>1.2</sub>	0.700	0.169	Valid
	X <sub>1.3</sub>	0.738	0.169	Valid
Ewom (X2)	X <sub>2.1</sub>	0.739	0.169	Valid
	X <sub>2.2</sub>	0.786	0.169	Valid
	X <sub>2.3</sub>	0.775	0.169	Valid
	X <sub>2.4</sub>	0.822	0.169	Valid
Customer Loyalty (X3)	X <sub>3.1</sub>	0.784	0.169	Valid
	X <sub>3.2</sub>	0.548	0.169	Valid
	X <sub>3.3</sub>	0.778	0.169	Valid
	X <sub>3.4</sub>	0.825	0.169	Valid
Buying Decision (Y)	Y <sub>1</sub>	0.769	0.169	Valid
	Y <sub>2</sub>	0.693	0.169	Valid
	Y <sub>3</sub>	0.669	0.169	Valid
	Y <sub>4</sub>	0.764	0.169	Valid

Source Source: Processed data SPSS 22.2024

Based on table 1.1, it can be seen that the calculated r correlation value is greater than the r table, namely 0.169, so it can be seen that the results have met the validity test requirements, which means that all statement items are declared valid.

#### **b. Reliability Test**

Reliability test is a test used to evaluate how consistently data persists over a certain period of time, in other words, reliability test is used to measure how far the measuring instrument used can be trusted (reliable). The method used to find out whether these variables are reliable is by looking at the Cronbach alpha value > 0.60 (Albert Kurniawan, 2014). The core and purpose of this test is to find out consistency.

**Table 1.2. Reliability Test Results**

Variables	Reliability Coefficient	Cronbach's Alpha	Minimum Cronbach's Alpha	Information
Halal label (X1)	3 items	0.709	0.60	Reliable
EWOM (X2)	4 items	0.784	0.60	Reliable
CUSTOMER LOYALTY (X3)	4 items	0.720	0.60	Reliable
BUYING DECISION (Y)	4 items	0.847	0.60	Reliable

Source: SPSS processed data 22.2024

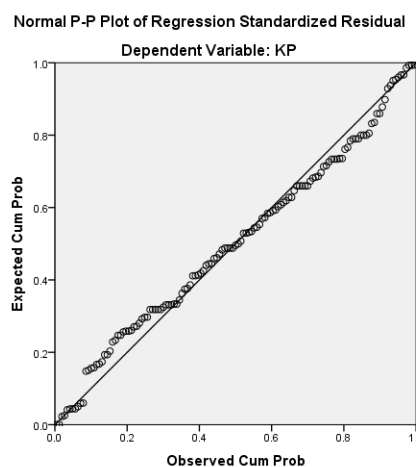
Based on table 1.2 above, all variables, namely halal label, *E-Wom (Electronic Word Of Mouth)*, customer loyalty, and purchasing decisions have a Cronbach's Alpha value > 0.60, so all variables are declared reliable.

**c. Classical Assumption Test**

**1) Normality Test**

The normality test is a test used to determine whether the data distribution for the regression model, dependent variables, and independent variables are all normal. In the regression model, the normality test is determined by looking at the residual values produced by the regression whether they follow a normal distribution or not. If the residual value follows a normal distribution, then the regression model is considered to be of high quality. The standard residual regression normal probability plot chart is used in the normality test conducted for this study. The comparison made between the residual data plot and the diagonal that will be formed by the normal distribution is a straight line (Albert Kurniawan, 2014).

**Figure 1 Normality Test Normal Probability Plot**



It can be seen from the normal graph of the PP Plot of the standard residual regression that the points are compressed around the diagonal, and the data are spread around the diagonal, and the distribution is along the diagonal direction or histogram. It can be concluded that from the fact that the histogram is located above the normal graph. This shows that the distribution is normal, and it can be concluded that the regression model successfully meets the normality assumption.

To validate the results of the normality test mentioned above, the researcher applied the Kolmogorov smirnov test. This test is seen from the sig value which if less than 0.05 , the data in this test is not normal. However, if the data has a sig value of more than 0.05 then it can be said that the data is normal (Albert Kurniawan, 2014).

**Table 1.3. Normality Test Kolmogorov Smirnov method Normality Test One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		135
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.36064490
Most Extreme Differences	Absolute	.074
	Positive	.066
	Negative	-.074

Test Statistics	.074
Asymp. Sig. (2-tailed)	.066 <sup>c</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

*Source: SPSS processed data 22.2024*

The results of the Kolmogorov Smirnov test in table 1.3 show a sig value of 0.066 > 0.05, which means that the data is normally distributed.

## 2) Multicollinearity Test

Multicollinearity test is used to determine whether there is a correlation between independent variables in the regression model. Multicollinearity test can be seen by looking at the VIF value and Tolerance value to determine whether there is multicollinearity or not. If the variable Tolerance value is greater than 0.10 and the VIF value is less than 10, then there is no multicollinearity. If the variable Tolerance value is less than 0.10 and the VIF value is greater than 10, then there is multicollinearity (Albert Kurniawan, 2014).

**Table 1.4. Multicollinearity test**

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Halal Label	.856	1.168
EWOM	.482	2.075
Customer Loyalty	.540	1,850

*Source: SPSS processed data 22.2024*

Based on table 1.4, it shows that the model's multicollinearity index has a tolerance value of > 0.10 for each independent variable, and also has a VIF value of less than 10. This can indicate that there is no evidence of multicollinearity in the independent variables.

## 3) Heteroskedasticity Test

The heteroscedasticity test is used to test the variance that exists in the variance itself among the many residual observations. A homoscedastic or nonheteroscedastic regression model is considered a good model. One of the basic analysis to determine whether or not heteroscedasticity exists is the significance value which can also be measured to determine whether or not heteroscedasticity exists. The Glesjer test is used to confirm the research results by regressing between the independent variables and their absolute residual values. There is no heteroscedasticity in the regression model if the probability of significance is > 0.05 (Albert Kurniawan, 2014). The following table presents the findings of the heteroscedasticity test which can be seen by looking at the significance table below:

**Table 1.5. Glejser Method Heteroscedasticity Test Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1,848	1.289		1,434	.154
Halal label	.110	.076	.133	1,442	.152
EWOM	-.091	.047	-.175	-1.936	.055
Customer loyalty	-.038	.033	-.100	-1.139	.257

a. Dependent Variable: ABS

*Source: SPSS processed data 22.2024*

Based on table 1.5, it can be seen that the significance value of the three independent variables is  $> 0.05$ . The halal label variable has a significance of 0.152, the *E-Wom (Electronic Word Of Mouth)* variable has a significance of 0.055, and the Customer Loyalty variable has a significance of 0.257. It is concluded that there is no heteroscedasticity problem.

#### 4) Autocorrelation Test

The autocorrelation test is a test used to determine whether there is a correlation in a linear regression analysis model test. Autocorrelation will appear because observations are sequential over time and are related to each other (Matondang et al., 2023). The most common method is the Durbin-Watson (DW) Test, where the DW value is less than -2, meaning there is positive autocorrelation. If the DW value is between -2 and +2, it means there is no autocorrelation and if the DW value is greater than +2, it means there is negative autocorrelation (Albert Kurniawan, 2014). The following are the results of the Autocorrelation test :

**Table 1.6. Autocorrelation Test**

#### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	Durbin-Watson
1	.732 <sup>a</sup>	.536	.525		1.22528	2.009

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

b. Dependent Variable: Y

*Source: SPSS processed data 22.2024*

Based on the results of the Autocorrelation test in table 4.12, it shows that the Durbin-Watson (DW) value is 2.009, which means there is no autocorrelation.

#### d. Multiple Linear Regression Test

##### 1. Multiple Linear Regression

**Table 1.6. Multiple Linear Regression Analysis Results**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2.102	1.386		1,517	.132
Halal label	.231	.099	.138	2.336	.021
E-Wom	.278	.075	.294	3.715	.000
Customer Loyalty	.427	.063	.505	6,764	.000

a. Dependent Variable: PURCHASE DECISION

Source: SPSS processed data 22.2024

In this study, using direct linear regression analysis with a single independent variable. The answer to the previous equation can be expressed as a direct linear regression equation as shown below:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

$$Y = 2.102 + 0.231(X_1) + 0.278(X_2) + 0.427(X_3)$$

Information :

Y = Purchase Decision

a = Constant

b1-b3 = Regression coefficient of variables  $X_1 - X_3$

X1 = Halal label

X2 = *E-Wom (Electronic Word Of Mouth)*

X3 = Customer loyalty

e = error rate / error rate

From the regression equation above it can be explained that:

- The constant value of 2.102 indicates that without any independent variables, the magnitude of the purchasing decision (Y) is 2.102.
- Coefficient (X1) = 0.231, which means the regression coefficient of the Halal Label variable (X1) is 0.231, a positive sign, which means that this variable has an influence in the same direction as the direction of the purchasing decision (Y). This shows that the increasing halal label will increase the purchasing decision.
- Coefficient (X2) = 0.278, which means the regression coefficient of the *E-Wom (Electronic Word Of Mouth) variable* (X2) is 0.278, a positive sign, which means that this variable has an influence in the same direction as the direction of the purchasing decision (Y). This shows that the increasing *E-Wom (Electronic Word Of Mouth)* will provide an increase in purchasing decisions.
- Coefficient (X3) = 0.427, which means the regression coefficient of the Customer Loyalty variable is 0.427, a positive sign, which means that this variable has an influence in the same direction as the direction of the purchasing decision (Y). This shows that increasing Customer Loyalty will increase the purchasing decision.

## 2. R<sup>2</sup> Test (Coefficient of Determination)

The coefficient of determination (Adjusted R Square) can be used to determine the influence of independent variables and dependent variables (Albert Kurniawan, 2014). Purchase decision (Y) is the dependent variable in this study, and Halal Label (X1), *E-Wom (Electronic Word Of Mouth)* (X2), and Customer Loyalty (X3) are the independent variables.

**Table 1.7 Test Results (R<sup>2</sup>)**

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.779 <sup>a</sup>	.607	.598	1.36

a. Predictors: (Constant), Halal Label, E-Wom Customer Loyalty

*Source: SPSS processed data 22.2024*

Based on table 4.14, it shows that the Adjusted R Square value is 0.598, which means that all independent variables in this study are able to explain the relationship and influence on the dependent variable by 59.8%. The remaining 40.2% is influenced by other variables.

## 3. F Test (Simultaneous)

The F test is a test of the significance of the equation used to determine how much influence the independent variables (Halal Label, *E-Wom (Electronic Word Of Mouth)*, and Customer Loyalty ) together have on the dependent variable (Y), namely the purchasing decision. This test is carried out by measuring the significance value, namely  $< 0.05$ . If the significance value is below or less than 0.05, it can be said that the test is feasible or significant. In addition to looking at the significance value, the results of the F test can also be seen by comparing the calculated F value with the F table (Albert Kurniawan, 2014). The following are the results of the F test which are explained in the table below:

**Table 1.8F Test Results**

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	375,832	3	125,277	67,553	.000 <sup>b</sup>
	Residual	242,938	131	1,854		
	Total	618,770	134			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Halal Label, E-Wom Customer Loyalty

*Source: SPSS processed data 22.2024*

The F table distribution is searched with the condition  $df1 = k-1$  where  $df1 = 4-1 = 3$  while  $df2 = n- k$  from  $df2 = 135- 4 = 131$ . So that the results of the F distribution in the table show (2,67 ). Where in  $df1$  "k" is the total number of dependent and independent variables. While in  $df2$  "n" is the number of samples. And the level of significance uses  $\alpha = 0.05$ .

Based on table 4.15, the results of the F test show that the calculated F value is 67.533 with a significance value of 0.000. Because the F assumptions show that  $F_{count} > F_{table}$ , which is  $67.533 > 2.67$  with a significance value of  $0.000 < 0.05$ . This means that  $H_a$  is accepted, so it can be concluded that Halal Label, *E-Wom (Electronic Word Of Mouth)*, and Customer Loyalty simultaneously have a positive and significant effect on the decision to purchase halal food at Shopee Food.

#### 4. T Test (Partial)

The t-statistic test on the regression coefficient is needed to determine whether the influence of each independent variable on the dependent variable is significant. The way to find out whether the t-test is effective or not is by looking at its significance value, namely if the significance value is below 0.05 / 5% then it can be stated to be effective. Based on the results of the t-test calculations using the SPSS 22 program, it can be presented as follows:

**Table 1.9T-Test Results**

#### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2.102	1.386		1,517	.132
Halal label	.231	.099	.138	2.336	.021
E-Wom	.278	.075	.294	3.715	.000
Customer loyalty	.427	.063	.505	6,764	.000

a. Dependent Variable: Purchase Decision

*Source: SPSS processed data 22.202*

The t table distribution is searched with the condition  $(df) = n - k - 1$  or  $(df) = 135 - 3 - 1 = 131$ . So that the results of the t distribution in the table show (1 ,6565). Where "n" is the number of samples, "k" is the number of independent variables, and the level of significance uses  $\alpha = 0 ,05$ .

Based on table 4.15, it shows that the calculated t value for the halal label variable is 2.375, *E-Wom (Electronic Word Of Mouth)* is 3.715. and Customer Loyalty 6.764 which means that the calculated t value is greater than the t table. The t-test analysis can be explained as follows:

- a. Halal label. The calculated t value for the Halal Label variable is 2.375. So the calculated t value is  $2.375 > t_{table} 1.6565$ . Then the significance level of  $0.021 < 0.05$  can be concluded that  $H_1$  is accepted. So it can be concluded that there is a positive and significant influence between the halal label (X1) on purchasing decisions.
- b. *E -Wom*. The t-value for the *E-Wom (Electronic Word Of Mouth)* variable is 3.715. So the t-value is  $3.715 > t_{table} 1.6565$ . Then the level of significance is  $0.000 < 0.05$  , it can be concluded that  $H_1$  is accepted. So it can be concluded that there is a positive and significant influence between *E-Wom (Electronic Word Of Mouth)* (X2) on purchasing decisions.

- c. Customer Loyalty. The t-value for the Customer Loyalty variable is 6.764. So the t-value is  $6.764 > t \text{ table } 1.6565$ . Then the level of significance is  $0.000 < 0.05$ , it can be concluded that  $H_1$  is accepted. So it can be concluded that there is a positive and significant influence between customer loyalty (X3) on purchasing decisions.

## E. DISCUSSION

### 1. The Influence of Halal Labels on Decisions to Purchase Halal Food at Shopee Food

Based on calculations and data analysis carried out by researchers, it shows that the halal label has been proven to have a positive and significant impact on purchasing decisions. This is shown using SPSS 22 for data processing. The results found that *the t-statistic*  $2.375 > 1.6565$  with a significant level of  $0.021 < 0.05$ . Thus,  $H_a$  is accepted and  $H_o$  is rejected. This means that the halal label variable has a significant influence on the decision to purchase halal food on Shopee Food.

This study aims to determine the effect of halal labels on purchasing decisions. Halal labels are an indication of the halal status of a product. Halal labels are interpreted as a sign or symbol that indicates that the product is halal for consumption, especially for Muslims. Consumers can verify whether a product is a product that has a halal label if there is a halal label on the packaging. The presence of a halal label is important for Muslims in making purchasing decisions.

*TAM (Technology Acceptance Model)* theory emphasizes the role of ease and a person's intention in utilizing technology. Someone's use of technology in online food purchases can be caused by the presence of a halal label.

This explains that the halal label variable is in line with the *TAM (Technology Acceptance Model) theory* because with the presence of a halal label listed on the product packaging, it will directly influence consumers to make product purchases by utilizing the convenience of technology, namely making food purchases through Shopee Food. (Ian Alfian, 2017).

The results of this research are in line with research conducted by Sonia Cipta Wahyurini and Nurvita Trianasari (2020) which states that the halal label has a positive and significant influence on purchasing decisions. Research conducted by Ahmad Ulil Albab Al Umar (2020) which states that the halal label has a positive and significant influence on purchasing decisions.

### 2. The Influence of E-Wom on Halal Food Purchase Decisions at Shopee Food

As the results of calculations and data analysis carried out, it shows that *E-Wom (Electronic Word Of Mouth)* has been proven to have a positive and significant impact on purchasing decisions. This is shown by using SPSS version 22 for data processing. The results found that the *t-statistic* value was  $3.715 > 1.6565$  and the significance level was  $0.000 < 0.05$ . Therefore, it is known that  $H_a$  is accepted and  $H_o$  is rejected, which means that there is an influence of *E-Wom (Electronic Word Of Mouth)* on the decision to purchase halal food at Shopee Food.

*Electronic Word Of Mouth* can be defined as word of mouth communication using the internet media to support a brand or product. *E-Wom (Electronic Word Of Mouth)* is

a comment or review given by previous consumers via the internet. Comments given by consumers or customers can be negative or positive comments which can ultimately influence a person's decision to purchase a product.

*E-Wom (Electronic Word Of Mouth)* has an impact on purchasing decisions. Because in the theory of TAM or *Technology Acceptance Model* assumes that there is ease in using technology that causes someone to change their perspective on something just by looking on the internet. In accordance with the theory, consumers will see reviews from previous consumers about a product or food on the internet, then it can influence consumers in making purchasing decisions.

The results of this research are in line with research conducted by Elsa Rizki Yulindasari (2022) and research conducted by Fadhilah and Galih Ginanjar Saputra (2021) which states that *Electronic Word Of Mouth* has a positive and significant influence on purchasing decisions.

### **3. The Influence of Customer Loyalty on Halal Food Purchase Decisions on Shopee Food**

As the results of calculations and data analysis carried out, it shows that customer loyalty has been proven to have a positive and significant impact on purchasing decisions. This is shown by using SPSS version 22 for data processing. The results found that the *tstatistic value* was  $6.764 > 1.6565$  and the significance level was  $0.000 < 0.05$ . Therefore, it is known that  $H_a$  is accepted and  $H_o$  is rejected, which means that there is an influence of customer loyalty on the decision to purchase halal food at *Shopee Food*.

Customer loyalty is a behavior given by consumers or customers towards a brand or product. This is indicated by the tendency to continue to repurchase a desired commodity or service even though there are many factors that can cause someone to switch brands. This is due to the satisfaction that customers get from purchasing the product. The existence of customer loyalty can influence purchasing decisions made by consumers.

The relationship between the TAM theory or *Technology Acceptance Model* with customer loyalty, customer loyalty plays a role as a reinforcement or control for a consumer in adopting the convenience of the technology obtained. This identifies that if there are consumers who have a high level of loyalty, it is in line with the TAM (*Technology Acceptance Model*) theory because with the loyalty given by consumers, it will directly influence consumers to make product purchases by utilizing the convenience of technology, namely making food purchases through *Shopee Food*. This research is in line with research conducted by Putri Yosevina Purba et.al., (2021) and research conducted by Veronika and Nora Pitri Nainggolan (2022) which stated that customer loyalty has a positive and significant influence on purchasing decisions.

## **F. CONCLUSION**

Based on the results of this study on "The Influence of Halal Labels, *E-Wom (Electronic Word Of Mouth)* And Customer Loyalty Towards Halal Food Purchasing Decisions on the *Shopee Food Application* ", it can be concluded that the halal label variables (X1), *E-Wom (Electronic Word Of Mouth)* (X2), and Customer Loyalty (X3) are acceptable and significant towards halal food purchasing decisions on the *Shopee Food application*.

The suggestion that the author can convey is that *Shopee Food application managers* should provide halal writing or labels on food on *Shopee Food* so that buyers do not buy the wrong food. It is hoped that future researchers can add different variables that are in accordance with the attachment variable, namely purchasing decisions, such as moderation or intervention variables. The implications of this research are that *Shopee Food* can add a halal label to food restaurants that have collaborated with *Shopee Food*. This can increase consumer confidence in buying food online because there is already a halal label.

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