

Halal Label and Store Atmosphere Impact There is a Purchase Decision in Korean Restaurants in East Java with Religiosity as a Mediating Variable

Fadloli

General Courses Department, State Polytechnic of Malang
Soekarno Hatta Street No.9, Malang, East Java, Indonesia
Tel: (0341)-404424 E-mail: fadloli@polinema.ac.id

Farida Akbarina (Corresponding author)

Business Administration Department, State Polytechnic of Malang
Soekarno Hatta Street No.9, Malang, East Java, Indonesia
Tel: (0341)-404424 E-mail: faridaakbarin@polinema.ac.id

Sanita Dhakirah

Business Administration Department, State Polytechnic of Malang
Soekarno Hatta Street No.9, Malang, East Java, Indonesia
Tel: (0341)-404424 E-mail: sanita@polinema.ac.id

Nurul Hidayatinnisa'

Business Administration Department, State Polytechnic of Malang
Soekarno Hatta Street No.9, Malang, East Java, Indonesia
Tel: (0341)-404424 E-mail: nurulnisa@polinema.ac.id

Siti Asiyah

Faculty of Economy, University of Islam Malang
Mayjen Haryono 193, Malang, East Java, Indonesia
Tel: (0341)-551932 E-mail: siti.asiyah291169@gmail.com

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Abstract

Particularly in Indonesia, the global population enjoys the culinary arts very much. Consumers have a propensity to fight over halal items as a result of rising calls to eat halal products and growing numbers of Muslims. This study will look at and analyse how halal labels and store ambience affect customers of Korean restaurants in East Java's purchase choices. Explanatory research employing quantitative research techniques is the methodology adopted. The population used is the uncounted number of customer visitors. As a result, the theory of Hair et al. is used to determine the number of samples. (2017). Purposeful sampling was used to select 430 participants for this study as respondents. SEM-PLS was used to process the questionnaire-collected data. The findings revealed that 1) the presence of a halal label has a positive and significant impact on religiosity, 2) the atmosphere of a store has a positive and significant impact on religiosity, 3) the presence of a halal label has no significant impact on purchasing decisions, 4) the atmosphere of a store has a positive and significant impact on purchasing decisions, 5) religion has a positive and significant impact on purchasing decisions, and 6) the presence of a halal label has

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1. Introduction

Particularly in Indonesia, the global population enjoys the culinary arts very much. According to data from Parama Indonesia, a company development organization, the culinary industry in Indonesia has expanded by an average of 7–14% annually during the past five years. (<http://cnnindonesia.com>) One of the culinary industries is the restaurant. There are many restaurants in Indonesia, and they can be divided into three categories: formal restaurants, informal restaurants, and special restaurants. (Soekresno, 2000). (<http://www.arsitur.com>) There are many different sorts of special restaurants in Indonesia. Famous restaurants that are representative of a nation, such as those from the European region, are included among them. These include Italian restaurants, French restaurants, Turkish restaurants, and so on. Japanese restaurants, Chinese restaurants, Korean restaurants, and many more may be found in the Asian region.

Consumers are increasingly competing to locate halal items as the demand for halal products grows along

with the number of Muslim populations. The high demand for halal items with halal certifications and labelling demonstrates this. (Aziz and Vui, 2012). Muslims place a high value on halal food, and this is one of the factors they take into account while purchasing and consuming it. Given that there are numerous types of meals that are traded today with a variety of textures, flavors, and shapes, if the food contains substances that are haram, it is regarded not to be consumed. Therefore, people must be careful when selecting food goods. (Febriani, 2018). Muslims have a tendency to seek out goods to consume that are in line with their religious principles. In this situation, the degree of consumer religiosity might assess an individual's dedication to upholding religious tenets. (Febriani, 2018). A person must have a unique awareness of and concern for food that is permissible under Islamic law.

Islam places a lot of importance on halal certification for food products because there have been several incidents of dangerous chemicals or ingredients added into food and beverages despite their apparent unsuitability. (Djakfar, 2009). There are still a lot of people who purchase products that will be consumed with the mentality that haram food is only food whose main ingredients use haram ingredients, rather than considering the fact that there are other factors that can affect the halal product, such as how it is processed, what additional products are used, how it is distributed, and how it is stored. Therefore, in order to guarantee halal and product quality, halal labels and certificates issued by recognised government agencies are required. (Sumarwan, 2014). The Institute for the Assessment of Food, Drugs and Cosmetics in Indonesia formally oversees establishments authorised to issue Halal Certificates. (LPPOM). A written fatwa known as a "Halal Certificate" certifies a product as being halal under Islamic law. This Halal certification is necessary to get approval from recognised government bodies to put halal labels on product packaging. (MUI, 2014).

The expansion of dining establishments in East Java has boosted the level of commercial competition. To satisfy customers, restaurant businesses must compete. As a result of this circumstance, consumers have numerous food purchasing options. In order to give consumers the ability to decide on product quality and selection. Low-cost, high-quality service has become the norm. Competition in the restaurant industry today includes various considerations in addition to price.

The environment (climate) of the restaurant is another element that contributes to the rivalry in the restaurant industry. In contrast to advertising, the restaurant's atmosphere can be used to entice customers to purchase things even when it cannot convey as much information about the product. Consumer purchase decisions will be influenced by consumer purchasing interest. Actors in the restaurant industry in particular must be able to persuade customers to make purchases. Restaurant enterprises will be able to compete with other similar business players because to the pull factor of consumer interest. When consumers are experiencing pleasure and emotion, their interest will be stronger. (Dessyana, 2013).

The number of eateries selling regional cuisine that may be found on small streets increases competitiveness for small and medium-sized restaurants. There are many fast food businesses that compete with traditional restaurants in addition to those that provide local cuisine. A restaurant is a location or structure that is commercially organised and offers all of its visitors excellent service in the form of food and beverages. (Marsun, 2009). Customers take into account the restaurant's atmosphere while choosing which one to attend. Customers will be fascinated, will remember, and may even be satisfied by the pleasant and welcoming ambience of a restaurant. Customers will return to a store to make another purchase if they are pleased with the atmosphere. As a result, the restaurant industry strives to satisfy customers by offering a variety of halal items and a welcoming environment.

Based on the gaps in the findings of earlier studies, efforts are required to close the gap between the influence of halal label characteristics and store ambience on purchasing decisions. Both direct and indirect influences from variables that mediate interactions are required. Religiosity was the variable employed in this study to mediate the association between halal labelling and store ambience and purchasing decisions.

Literally, a religious person will always do good for himself or others. Because religiosity is a foundation for a person to live his life. Religiosity is also a symbol of beliefs, values and behaviors that underlie worldly problems and create essential beliefs. According to (Erini & Lisa, 2014), the issue of religiosity is an interesting thing to examine because conceptually strong religiosity should be able to have a good impact on individual lives, including spending money.

According to Nugroho (2015), religion is a highly important aspect of Islam for Muslims because it serves as an indicator of a Muslim and has an impact on all aspects of his life. According to Mutaalimah (2018), there are five indicators of religiosity: ideology, practise / appreciation, knowledge, consequences, and knowledge. In the Qur'an, the value of religiosity is demonstrated by belief in Allah SWT as the creator of the universe. Once Muslims have this belief ingrained in them, all of Allah's commandments and prohibitions will have a significant impact on his people.

Numerous social science researchers have examined how religion affects numerous facets of human life, including Mukhtar and Mohsin (2012), Lada and Amin (2009), as well as Teng and Jamaliah. (2013). These studies generally highlight the significance of religion in human social interaction. Religion has an impact on consumer preferences. Additionally, consumer orientation in terms of eating habits is influenced by religion, particularly

when it comes to menus and themed restaurant environments.

As may be seen from the abundance of Korean eateries or cafés, Korean restaurants are currently in high demand. In practically all of Indonesia's main cities, including Bandung, there are Korean restaurants. (<http://idntimes.com>) Due to the phenomena of Korean cultural trends, this Korean restaurant is becoming increasingly popular. In the age of globalization, Indonesia may readily adopt Korean cultural trends thanks to digital technology, which makes it quick and easy to learn about other people's cultures. The Korean Wave is the name given to this tendency in Korean culture.

The rise of Korean culture in Indonesia presents commercial opportunities for those in the restaurant sector. (Koeswandi et al, 2017). This is evident from the large number of Korean food restaurants that have established in various Indonesian cities, especially with the recent influx of Korean food businesses into Indonesia. Particularly Muslim groups are curious to sample this traditional Korean dish. According to data from the Ministry of Industry of the Republic of Indonesia, imports of food industry products from Korea have increased overall from 2019 to mid-January 2021. This increase, coupled with the availability of plentiful ingredients, has led to an increase in Korean restaurants in Indonesia. The level of commercial competitiveness is encouraged to rise by the rise in the number of eateries. To satisfy customers, restaurant businesses must compete. As a result of this circumstance, consumers have numerous food purchasing options. in order to give consumers the ability to decide on product quality and selection. Low-cost, high-quality service has become the norm. Competition in the restaurant industry today includes various considerations in addition to price. The topic of this study was chosen based on the description given above: "The Influence of Halal Labels and Store Atmosphere on Purchasing Decisions in Korean Restaurants in East Java with Religion as a Mediation Variable."

2. Literature Review

2.1 Purchasing Decision

A purchase decision is a choice among two or more options for a course of action. Any consumer who wants to make a decision must have other options. (Schiffman & Kanuk in Dessyana, 2013). An'nisa (2016) lists problem recognition, information search, alternative evaluation, purchasing, and after-purchase as purchasing choice indicators.

2.2 Halal Label

According to Konoras (2017), the term "halal" is used to refer to the text that is included on a label or purchase and that assures that the food is halal for adherents of Islam. According to Burhanuddin (2011), the halal label is distinguished by five factors: registration, product audit, appraisal, ulama fatwa, and certification.

2.3 Store Atmosphere

"Atmosphere (store atmosphere) is a planned atmosphere that is tailored to its target market and that can attract consumers to buy," write Meldarianda and Lisan (2010). According to Berman and Evan (2010), the exterior, general interior, store layout, and point of purchase all contribute to the overall ambience of a store.

2.4 Religiosity

Religiosity has a definition as a person's way of expressing his religious beliefs and practices. (Musgrave and McFarlane, 2004). According to Rahman et al (2016) indicators of religiosity include cognitive, emotional, motivational, awareness, behavioral, experiential, and cultural

2.5 Hypothesis

The hypotheses in this study are as follows:

H₁: halal label affects religiosity.

H₂: store atmosphere affects religiosity

H₃: halal label influences purchasing decisions.

H₄: store Atmosphere influences purchasing decisions

H₅: religiosity influences purchasing decisions

H₆: halal label affects purchasing decisions partially if mediated by religiosity

H₇: store Atmosphere influences purchasing decisions partially if mediated by religiosity

3. Research Method

This study, which used quantitative research methodologies and was conducted at Korean eateries, specifically those in East Java, is an explanatory study. The population used is the unidentified number of patrons at Korean restaurants in East Java. As a result, the theory of Hair et al. is used to determine the number of samples. (2017). Purposive sampling methods were used to choose the 430 respondents for this investigation. SEM-PLS was used to process the questionnaire-collected data.

4. Result

In this work, the examination of the measurement model's (outer model) three criteria—convergent validity, discriminant validity, and composite reliability—was performed as the first test. According to the first criterion, each indicator can be said to be valid and significant for measuring its construct if its loading factor values for the constructs of Halal Label (X1), Store Atmosphere (X2), Religiosity (Y1), and Purchase Decision (Y2) are all greater than 0.50 and the t-statistic value is greater than 1.960 or the p-value is less than 0.05. Additionally, all variables in this study's indicators (bolded values) have met the second requirement for discriminant validity because they have the highest outer loading values for the variables they make up and not on other variables. As a result, all variables in this study's indicators have discriminant validity. When the AVE value for the four constructs is greater than 0.50 on the third criterion, it may be said that the model measurements evaluation has good discriminant validity. Additionally, the Cronbach alpha and composite reliability values are both above 0.60. Therefore, it may be said that the construct has a high degree of reliability.

The evaluation of the structural model is the second test that is conducted after that. (inner model). The R-Square value and the Predictive Relevance (Q²) score in this test show what is going on.

The results of the inner model test can be seen in Figure 1 as follows:

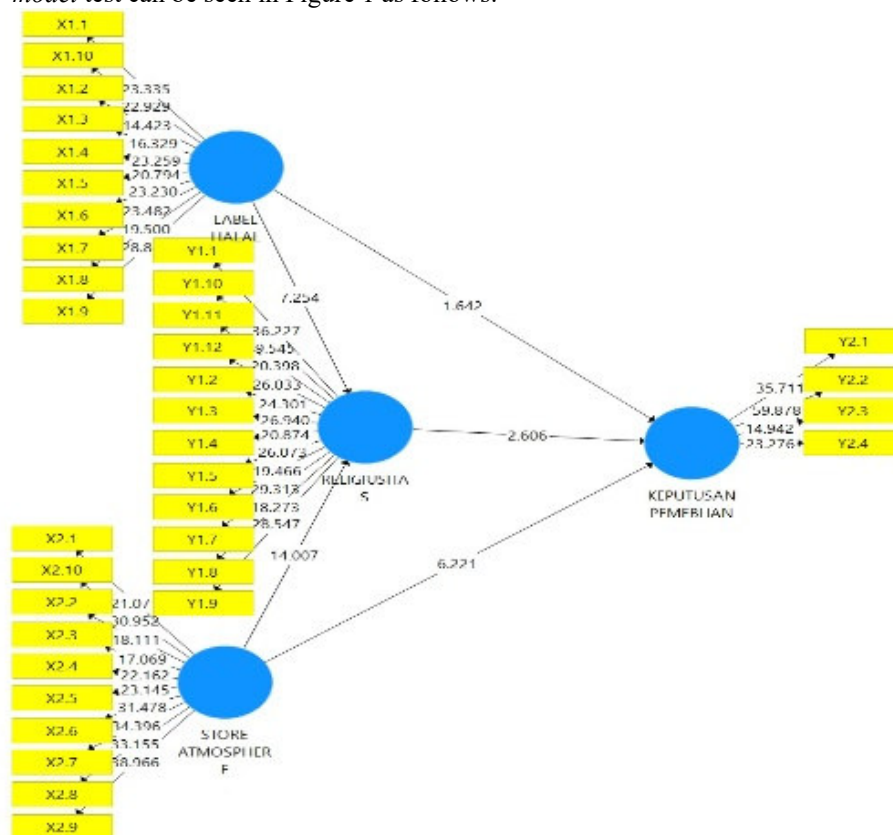


Figure 1. Inner Model

Source: Data processed (2022)

Based on the figure above, it can be seen that the *R-Square* value for the variable Religiosity (Y1) is obtained at 0.712. The *R-Square* value shows that 71.2% of the Religiosity variable (Y1) can be influenced by the Halal Label variable (X1) and the *Store Atmosphere* variable (X2). While the remaining 28.8% was influenced by other variables outside the study. The *R-Square* value for the Purchase Decision variable (Y2) is 0.489. This shows that 48.9% of Purchasing Decision variables (Y2) can be influenced by Halal Label (X1), *Store Atmosphere* (X2), and Religiosity (Y1). And the remaining 51.1% was influenced by other variables outside the study. Furthermore, from the results of these calculations it is known that the value of Q² is 0.853, meaning that the amount of data diversity from research that can be explained by the structural model designed is 85.3%, while the remaining 14.7% is explained by other factors outside the model.

The next test is direct and indirect hypothesis testing which will be presented in Table 1 below.

Tabel 1. Path Coefficient (Mean, STDEV, t-Value)

Hipotesis	T Statistics (O/STDEV)	P Values
X1 -> Y1	7,254	0,000
X2 -> Y1	14,007	0,000
X1 -> Y2	1,642	0,101
X2 -> Y2	6,221	0,000
Y1 -> Y2	2,606	0,009
X1 -> Y1 -> Y2	2,390	0,017
X2 -> Y1 -> Y2	2,552	0,011

Source: Data processed (2022)

Based on the table above shows:

1. The Halal label has a positive and significant influence on Religiosity
2. *Store Atmosphere* has a positive and significant influence on Religiosity
3. Halal Label has no significant influence on Purchasing Decisions
4. *Store Atmosphere* has a positive and significant influence on Purchasing Decisions
5. Religiosity has a positive and significant influence on purchasing decisions
6. The Halal label has a positive and significant influence on purchasing decisions partially if mediated by Religiosity
7. *Store Atmosphere* has a positive and significant influence on purchasing decisions partially if mediated by Religiosity.

5. Discussion

5.1 The Effect of Halal Labels on Religiosity

Based on the results of the test of the first hypothesis (H1), it can be concluded that the religiosity variable is significantly positively impacted by the halal label variable. In this instance, it is possible to conclude that a consumer's level of religiosity is directly correlated with how concerned they are about a food's halal label. Customers with a high level of religiosity will typically develop their own strategies for reducing risk when selecting the things they purchase. strong propensity for religious science. Consumers are prone to become pickier when deciding which things they would consume because of the ingrained characteristics of consumer behaviour.

The findings of this study corroborate those of earlier research by Trishananto (2019), which found that halal labelling had a substantial impact on religiosity. The findings of a study by Andini et al. (2021), which found a strong relationship between halal labelling and religiosity in the pempek industry in Palembang City, provide additional support for the findings of this study. Consumers are attracted to the halal label because it demonstrates that the product complies with and abides by Islamic law.

5.2 The Effect of Store Atmosphere on Religiosity

Based on testing the second hypothesis (H2) it can be stated that the *store atmosphere* variable has a significant positive effect on the variable of religiosity. In this case, it can be interpreted that the better the *store atmosphere* of a restaurant / store, showing the high religiosity of a person. Consumers with high religiosity tend to pay attention to the reputation/attributes of a store/eatery related to commitment to their religious group and their need for social recognition from others affiliated with the same religious organization

The emotional state of the customer that leads to or impacts a purchase is influenced by the store's atmosphere. Two major emotions will be produced by the emotional state: feelings of pleasure and arousal of desire. According to McDaniel and Burnett (1990), customers with high levels of religiosity tend to place a larger value on product quality and brand selection. In addition to meeting physical demands, consumer behaviour also meets spiritual wants. To put it another way, since Muslim consumers engage in worship through their consumption, which is a way to earn merit, Muslim consumer behaviour must follow Islamic law and teaching. This viewpoint ought to influence Muslim buyers' decisions. A Muslim's level of religiosity can be inferred from his actions on a daily basis, especially how he handles business. Any action that is prohibited by one's religion will be avoided by the religious person. The findings of this investigation are consistent with those of Warsito et al. (2020)

5.3 The Effect of Halal Labels on Purchasing Decisions

Based on the results of the test of the third hypothesis (H3), it can be concluded that the purchase decision variable is unaffected by the halal label variable. This suggests that even though Korean restaurants in East Java have halal labeling, consumers do not consider them while making purchases. Korean restaurant patrons When determining the halal cuisine sold at their establishments, Korean restaurants in East Java do not pay much heed to halal labels. Most guests are certain that the food is halal, thus they no longer inquire about halal labelling when they visit the

restaurant.

The halal label is regarded as a reliable source of information for determining whether the manufactured goods are actually halal. The components of halal labels, such as pictures, text, and combinations of pictures and text on packaging, have made it simpler for customers to determine whether a product is halal. Korean restaurants in East Java make sure there are no haram components in the raw materials and additives they use to make their meals as part of their operating duties. Additionally, Mujgae Resto already publishes the halal label to consumers and has halal certification. The findings of this study, however, indicate that customers of Korean restaurants in East Java do not take this into account when making judgements about where to dine.

The findings of this study corroborate those of earlier studies by Huda and Muchlisin (2014), Sitompul (2021), and Aspan et al. (2017), which concluded that halal labels have little influence on consumers' purchase choices. The findings of this study, however, deviate from those of studies by Pratiwi and Yasa (2019), Waloejan (2016), and Putri et al. (2014), which claimed that halal labels sway consumers' shopping patterns. Additionally, respondents strongly agree and concur that one of the variables influencing purchase choices is the presence of halal labelling on food packaging.

5.4 The Effect of Store Atmosphere on Purchasing Decisions

It may be concluded from testing the fourth hypothesis (H4) that the store atmosphere variable significantly influences the purchase decision variable. According to the study's findings, Korean clients at Korean Food Restaurants in East Java are directly impacted by the store atmosphere variable when making a purchase. That is, as a store's atmosphere improves, it will affect customers' purchasing decisions. People will think about the environment of the store when making food purchases in an effort to persuade themselves that the item will be halal.

A customer's perception of a company is formed by a mix of the physical attributes of the business and its environment, including its architecture, layout, lighting, air quality, aroma, color, music, displays, and signage. According to the responses of the respondents, Korean restaurants in East Java offer distinctive interior designs, a charming façade, and well-organized seating arrangements. Korean restaurants in East Java also have music playing for the convenience of their patrons. Customers therefore perceive Korean restaurants in East Java to be very well kept in terms of both air quality and cleanliness. The layout of restaurants and food stalls both fit the genre. The restaurant's design and theme also draw customers in and make them feel comfortable. A set of exterior, interior, store layout, and display components that tempt customers to eat at Korean restaurants in East Java by offering them local specialties.

The findings of this study corroborate those of earlier research by Pratiwi and Yasa (2019), who found that The Alleyway Café's store environment has a positive and significant impact on customers' purchasing decisions. Juharsah and Hartini (2019), who demonstrate that store atmosphere significantly influences purchase decisions, corroborate the study's findings. This means that the increase in *Store Atmosphere* mini market in Kendari City, through the improvement of interior, interior display, store exterior, and store layout will increase purchasing decisions by consumers at mini markets in Kendari City, with a significant increase.

5.5 The Effect of Religiosity on Purchasing Decision

The variable of religiosity has a strong beneficial impact on the variable of purchasing decisions, according to the results of the testing of the fifth hypothesis (H5). In this instance, it is possible to conclude that a person's level of religiosity influences their decision to make a purchase. This is due to the fact that religiosity is the degree to which a person adheres to his or her religion; it is demonstrated by those who have internalised and internalised their religion's teachings to the point where they inform all of their behaviours and worldviews. While purchasing decisions are a person's behaviour or actions to use or purchase a good or service that has been thought to please him and his readiness to accept any risks that may result. Therefore, if consumer religiosity rises, it will have an impact on whether they choose to buy a product.

Deeply religious people are more likely to be concerned about halal food and to choose to buy halal cuisine. Religiosity influences the adoption of new products by Muslim consumers through the influence of their beliefs about what products should be adopted, while also determining the idea of a path to life that is reflected in the values and attitudes of society and individuals (Fam. Waller and Erdogan, 2004).

The findings of a previous study by Machali (2014), which revealed a strong direct effect of religiosity on purchase decisions, lend support to the findings of the present study. Mahendri's (2020) study, which demonstrates that religion has a substantial impact on purchasing decisions and that a person's poor religiosity affects KFC purchase decisions, lends validity to this research.

5.6 The Effect of Halal Labels on Partial Purchasing Decisions Mediated by Religiosity

Based on evaluating the sixth hypothesis (H6), it can be concluded that the religiosity variable, which is largely mediated by the halal label variable, has a considerable positive impact on the purchase decision variable. In this

instance, it is possible to conclude that religion can fully mediate the relationship between the halal label and the purchasing choice. The findings demonstrate how religious affiliation can affect consumers' purchase preferences when it comes to halal labels owned by Korean restaurants in East Java.

It is natural to pay attention to the halal status of meals when consuming them; avoid eating anything that is not halal since this could have negative effects on one's health or religious beliefs. This clause places restrictions on the food goods that can enter the Muslim market by using halal as the primary criterion in the product selection process. Every Muslim has a duty to ensure that the food they consume is halal. (Rambe and Syaad, 2012). Before making a purchase, people with strong levels of religion will give consideration to whether a product or food has the halal label emblem.

According to the Islamic perspective, engaging in consumer behaviour not only meets physical requirements, but also spiritual demands. To put it another way, since Muslim consumers engage in worship through their consumption, which is a way to earn merit, Muslim consumer behaviour must follow Islamic law and teaching. Muslim customers should always choose products that are obviously halal and be wary of things that are not obviously halal as a result of this viewpoint. Halal food labels provide product information that helps religious consumers avoid uncertainty or risk. Muslim consumers must be picky when deciding which things to ingest because halal labels on the package ensure the product is halal. Consumers will further check the ingredients listed in the product to ensure that the product is completely halal and fit for consumption.

The findings of this study are corroborated by those of earlier research by Mahendri et al. (2020), which found that religiosity significantly influences consumer choices. This indicates that consumer choices for KFC and halal food are significantly influenced by a person's level of religiosity. Without the halal label, customers will be hesitant to purchase KFC goods because they do not feel that they are safe, sanitary, or healthful. The halal label on KFC is very significant for consumers to assure that KFC can be consumed sharia-compliantly. Religiosity can function as a mediating variable, according to studies by Warsito et al. (2020), Trishananto (2019), and Imamuddin et al. (2020).

5.7 The Effect of Store Atmosphere on Partial Purchasing Decisions Mediated by Religiosity

The store atmosphere variable significantly influences the purchase decision variable, which is somewhat mediated by the religiosity variable, according to the results of the testing of the seventh hypothesis (H7). These findings imply that the association between store ambiance and purchasing decisions can be somewhat mediated by religiosity. Conclusion: The environment of Korean Restaurants in East Java can affect customers' purchase choices through their religious beliefs.

Religiosity has a definition as the way a person expresses his religious beliefs and practices (Musgrave and McFarlane, 2004). It can be interpreted that the higher a person inserts religious values into his identity, it has a major impact on his values and behavior, as well as an impact on the choices and decisions a person makes. People who stick to the rules and prohibitions of their religion (Islam) will do more selectively before making purchases, including *the atmosphere* of the store will also be taken into account before buying food, in order to get halal food according to Islamic law.

Faith includes not only worship but also how one treats other people and living things. Make sure a food has a halal label, but for consumers with strong levels of religiosity, it is not sufficient. They have a tendency to check every little detail about the dining area or features of the restaurant. Because a food's classification as halal is determined by its ingredients as well as its preparation, serving, and storage practises as well as other factors.

The findings of earlier research by are used to support the findings of this study. Consumer religion has an impact on consumer behavior, claims Machali (2014). Deeply religious people are more likely to be concerned about halal food and to choose to buy halal cuisine. The findings of Sulaiman et al.'s research (2020) that store atmosphere has a positive and significant relationship with purchasing decisions, store atmosphere has a positive and significant effect on customer emotions, and customer emotions act as a mediator between the relationship between store atmosphere and purchase decisions support the findings of this study. Furthermore, research by Warsito et al (2020), Trishananto (2019) and Imamuddin et al (2020) shows that *religiosity* can play a role as a mediating variable

6. Conclusion

The study's findings indicated that all of the study's hypotheses were supported. In this study, variables that mediated the impact of religiosity on consumer choices were added to the halal labels and store environment. In this instance, research demonstrates that halal labelling and store ambiance will affect purchasing decisions if customers are highly religious. The sample in this study is customers in East java, which presents a constraint. The subject of research only focuses on the food industry in order to avoid being able to describe all Muslim consumers in Indonesia. The information provided by respondents through questionnaires during the data collection process occasionally does not reflect the respondents' genuine opinions. This occurs because sometimes each respondent has different beliefs, presumptions, and understandings.

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