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THE INFLUENCE OF RELIGIOSITY AND REFERENCE GROUPS ON DECISION TO PURCHASE HALAL LABELED PRODUCTS

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Abstract

This study aims to analyze the influence of religiosity and reference groups on purchasing decisions for halal-labeled products. In today's market, consumer behavior is increasingly shaped by various factors, and understanding how religiosity and social influences impact purchasing decisions is crucial for businesses, particularly those offering halal products. The research employs multiple linear regression analysis to explore these influences. The findings from the t-test reveal that both religiosity and reference groups have a significant partial effect on consumers' decisions to purchase halal-labeled products. This suggests that individuals' religious beliefs and the influence of their social circles play essential roles in their purchasing behaviors. Furthermore, the F-test indicates that when considered together, religiosity and reference groups significantly affect purchasing decisions, showing that these two factors interact and complement each other in shaping consumer choices. The coefficient of determination analysis reveals that religiosity and reference groups account for 46.6% of the variation in purchasing decisions for halal-labeled products. This implies that more than half of the factors influencing purchasing behavior lie outside the scope of this study, potentially involving other variables like income level, personal preferences, or marketing efforts. Overall, the study highlights the importance of understanding both personal and social factors in consumer purchasing decisions, especially in the context of halal products, which hold particular significance in certain cultural and religious contexts. Future research could explore these other variables to offer a more comprehensive understanding of consumer behavior in this sector.

Keywords: Religiosity, Reference Group, Purchasing Decision, Halal Labeled Products.

INTRODUCTION

In recent years, public awareness of the importance of consuming halal products has increased. Halal products are not only associated with religious obligations for Muslims but also with quality, cleanliness, and safety (Hakim & Waluyo, 2023; Fadilah & Alfianto, 2022). This makes the halal label a crucial consideration in purchasing decisions, especially in Muslim-majority countries like Indonesia.

However, amidst the proliferation of halal products on the market, many consumers still do not fully understand or care about halal certification, especially the younger generation who tend to be more influenced by trends, lifestyles, or references from surrounding social groups (such as friends, influencers, family, and public figures) (Ali et al., 2020). Meanwhile, some other community groups show very careful and selective consumption patterns, where their purchasing decisions are largely determined by their personal level of religiosity (Mulasakti & Mas'ud, 2020; Setyowati & Anwar, 2022).

Religiosity is an internal factor influencing consumer behavior, particularly in the context of consuming halal products (Mohamed et al., 2021). Individuals with high levels of religiosity tend to be more careful in selecting products that align with their religious values (Ummi et al., 2020; Sitompul, 2021). They will be more selective and consider the halal aspects of a product as a form of adherence to religious teachings.

In addition to internal factors, external factors such as reference groups also play a significant role in shaping purchasing decisions. Reference groups can include family, friends, religious leaders, or public figures who influence individual attitudes and behavior (Ardiyana & Maskur, 2022; Sitompul, 2021). In the context of halal products, reference groups can strengthen consumers' beliefs and preferences for products that align with religious values and social norms (Silalahi, 2024; Supardin, 2022).

With increasing market competition and consumer awareness of halal products, it is crucial for businesses to understand the factors that influence halal purchasing decisions. This study aims to analyze the influence of religiosity and reference groups on purchasing decisions for halal-labeled products.

LITERATURE REVIEW

Decision to Purchase Halal Labeled Products

Purchasing decisions are the process consumers go through in selecting and purchasing a product after going through the stages of need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior (Kotler & Keller, 2016). This process is influenced by various internal and external factors, including religious values and social influences.

Halal-labeled products are products that have received halal certification from authorized authorities, such as the Indonesian Ulema Council (MUI), which guarantees that the product complies with Islamic law (Sitompul, 2021; Silalahi, 2024; Machbubah & Fahmi, 2024). The halal label provides assurance to Muslim consumers that the product is safe and compliant with religious teachings. The halal label is part of a product attribute that can enhance positive consumer perceptions, especially in the Muslim market (Eliza et al., 2022; Ardiyana & Maskur, 2022; Fadilah & Alfianto, 2022). In Indonesia, the halal label is not only a religious symbol, but also a symbol of quality and safety.

Religiosity

Religiosity is a person's level of awareness, belief, and practice of their religious teachings. Religiosity is a multidimensional dimension encompassing beliefs, rituals, experiences, knowledge, and consequences in daily life (Hakim & Waluyo, 2023; Setyowati & Anwar, 2022). In the context of consumer behavior, religiosity influences a person's choices and attitudes toward products that align with their religious values, such as products labeled halal.

Religiosity has a significant influence on Muslim consumer behavior. Individuals with high levels of religiosity tend to exhibit consumption behavior consistent with their religious values, including choosing halal-labeled products (Fadilah & Alfianto, 2022; Ummi et al., 2020). This is supported by research by Sumarwan (2011), which states that religious values are an important determinant of consumer behavior in Indonesia.

Reference Group

A reference group is a group of individuals or social groups that serve as a reference for someone in determining attitudes, values, or behavior, including in making purchasing decisions (Ding et al., 2020; Swart & Schutte, 2024). Reference groups can be primary groups (family, close friends), secondary groups, aspirational groups (community leaders, influencers), and dissociation groups (those they wish to avoid) (Sumarwan, 2015; Kotler & Keller, 2016). The influence of these groups can be

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informational, utilitarian, or value-expressive (Ridhayani & Johan, 2020; Liao et al., 2023; Vu et al., 2020).

Reference groups play a crucial role in shaping consumer attitudes and behavior (Faidzin & Samboro, 2025; Zirena-Bejarano & Zirena, 2024). In the context of halal products, reference groups such as family, friends, and religious figures can encourage or direct individuals to purchase products that align with religious norms (Machbubah & Fahmi, 2024; Eliza et al., 2022). Reference groups are considered to play a role in increasing the intention to purchase halal products among Muslim students (Dewi et al., 2023).

Based on the results of the review of the relevant references used, three hypotheses were developed which were tested in this study, namely:

Hypothesis 1 (H1)): Religiosity has a significant influence on purchasing decisions for halal-labeled products.

Hypothesis 2 (H2): Reference groups have a significant influence on purchasing decisions for halal-labeled products.

Hypothesis 3 (H3)): Religiosity and reference groups have a significant partial influence on the decision to purchase halal-labeled products.

RESEARCH METHODS

The research was conducted among the people of Langsa City. The primary data used in this study came from interviews and questionnaires distributed to respondents, while secondary data consisted of reading materials, including books and journals relevant to the study (Sahir, 2021; Djaali, 2021).

The dependent variable in this study was the decision to purchase halal-labeled products; while the two independent variables analyzed were religiosity and reference group. The measurement scale used for these three variables was a 1-5 Likert scale (Iba & Wardhana, 2024).

The population in this study was all Muslim consumers who had purchased halal-labeled products in Langsa City. The sample was taken using a purposive sampling technique (Sinaga, 2022; Sumargo, 2020), with the following criteria: (1) Muslim; (2) having purchased halal-labeled products; and (3) aged over 17 years (having the ability to make their own consumption decisions). Since the population size is unknown, the recommended minimum sample size for regression analysis is >30 respondents, and ideally 50–100 respondents (with three variables) (Arikunto, 2021; Machali, 2021). Thus, the sample size in this study was 100 respondents.

RESULTS AND DISCUSSION

Classical Assumption Test Results

The normality test, as the first classical assumption test, aims to determine whether the regression equation between the independent and dependent variables in this study is normally distributed or not (Sinaga, 2022). The criteria for assessing residual normality are through histogram analysis generated using the SPSS program (Arikunto, 2021; Sahir, 2021). Based on the results shown in GFigure 1 shows that the points are spread around the line and follow the diagonal line, so it can be said that the data is normally distributed.

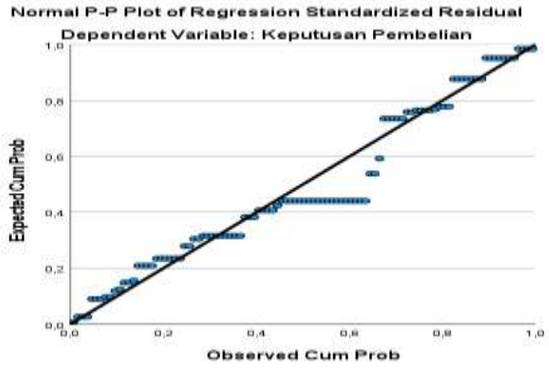


Figure 1. Normality Test Results
Source: Primary data (processed), 2024

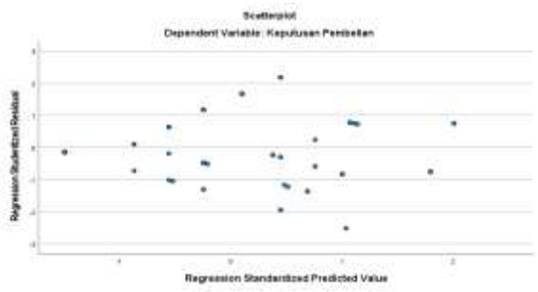


Figure 2. Results of Heteroscedasticity Test
Source: Primary data (processed), 2024

Table 1. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Religiosity	0.913	1,095
	Reference Group	0.913	1,095

Source: Primary data (processed), 2024

The second classical assumption test that was run wasuHeteroscedasticity test is evaluated using graphical analysis. In graphical analysis, a regression model is considered free of heteroscedasticity if the points are randomly distributed and do not form a clear pattern, and are spread both above and below zero on the Y-axis (Iba & Wardhana, 2024; Machali, 2021).Based on the results shown in GFigure 2 shows that the points are spread randomly and do not form a particular pattern either above or below the horizontal axis, so it is stated that the regression model of this study does not experience heteroscedasticity problems.

The final classical assumption test is the multicollinearity test, which is conducted to determine the presence or absence of multicollinearity symptoms (Djaali, 2021; Sahir, 2021). Multicollinearity symptoms are analyzed by examining the VIF (Variance Inflation Factor) and Tolerance values; the assessment criteria used are that if the Tolerance value is above 0.1 and the VIF is below 10, the regression model does not experience multicollinearity symptoms (Sahir, 2021; Arikunto, 2021). Based on the results shown in Table 1, it was found that Tolerance > 0.1 and VIF < 10, it can be concluded that there are no symptoms of multicollinearity in the regression model in this study.

Table 2. Results of Multiple Linear Regression and Partial Hypothesis Testing

Model	B	t	Sig. t
(Constant)	0.305	2,298	0.024

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Religiosity	0.389	4,234	0.001
Reference Group	0.351	6,550	0.001

Source: Primary data (processed), 2024

Table 3. Results of Simultaneous Hypothesis Testing and Coefficient of Determination

R-Square	F	Sig. F
0.466	42,292	0.001

Source: Primary data (processed), 2024

Results of Multiple Linear Regression Analysis

The results of the multiple linear regression analysis in this study are shown in Table 2. The table shows that religiosity has a greater influence than the reference group on the decision to purchase halal-labeled products. This result is supported by a comparison of the regression coefficients between the two groups, where the regression coefficient for religiosity, 0.389, is greater than the regression coefficient for the reference group, 0.351.

Furthermore, the regression coefficients of both independent variables in this study are positive (B1 = 0.389; B2 = 0.351), which means that an increase in the regression coefficient of one of these independent variables will also strengthen the decision to purchase halal-labeled products, assuming that the other independent variables remain unchanged (Efendi et al., 2020; Khasanah, 2021). Conversely, a decrease in the regression coefficient of one of these independent variables will also weaken the decision to purchase halal-labeled products, assuming that the other independent variables remain unchanged.

Table 2 also shows the results of the partial hypothesis test of the two independent variables on the dependent variable. The assessment criteria are if the Sig. t value is smaller than 0.05, then it is stated that the independent variable in question has a significant influence on the dependent variable; conversely, if the Sig. t value is greater than 0.05, then it is stated that the independent variable in question has no significant influence on the dependent variable (Widarjono, 2019; Efendi et al., 2020). Based on Table 2, it can be identified that both religiosity (Sig. t1 = 0.001) and the reference group (Sig. t2 = 0.001) have a significance value smaller than 0.05, which means that both religiosity and the reference group partially have a significant influence on the decision to purchase halal-labeled products. Thus, the first hypothesis (H1) and the second hypothesis (H2) proposed in this study can be proven statistically true.

Table 3 presents the results of the simultaneous hypothesis test and the coefficient of determination. The simultaneous test results show a Sig. F value of 0.001. Because this Sig. F value is less than 0.05 according to the assessment criteria, this result indicates that religiosity and reference groups simultaneously have a significant influence on the decision to purchase halal-labeled products (Arikunto, 2021; Khasanah, 2021). Thus, this result states that the third hypothesis in the study can also be proven statistically. Next, Table 3 shows an R-Square value of 0.466. Based on the criteria for this coefficient of determination, a higher R-Square value indicates a greater contribution of the analyzed independent variables to the dependent variable (Arikunto, 2021; Efendi et al., 2020). Thus, the results of the coefficient of determination in Table 3 state that religiosity and reference groups contribute 46.6 percent to the variation that occurs in the decision to purchase halal-labeled products, while 53.4 percent of the variation in the decision to purchase halal-labeled products is influenced by other independent variables that are not included in this research model (such as culture, geographical aspects, income, and so on).

RESULTS

The first finding from this study is that religiosity significantly influences purchasing decisions for halal-labeled products. This finding indicates that the higher a person's religiosity, the greater their tendency to purchase products bearing the halal label. Consumers with high levels of religiosity are generally more selective about the products they consume and use religious values as the primary basis for decision-making, especially those related to halal aspects (Ali et al., 2020; Setyowati & Anwar, 2022; Ummi et al., 2020). Religiosity has been shown to positively influence halal awareness, which in turn impacts purchasing decisions. This understanding suggests that consumption behavior is influenced not only by external factors but also by internal values such as religious beliefs (Hakim & Waluyo, 2023; Machbubah & Fahmi, 2024; Mohamed et al., 2021). Religious Muslim consumers are more likely to show loyalty to halal products and consider the halal label as an important factor in purchasing decisions. The results of this study further emphasize that religiosity is a dominant variable in influencing the decision to purchase halal products among students.

The second finding of this study found that reference groups significantly influence purchasing decisions for halal-labeled products. Therefore, these results indicate that the stronger the influence of reference groups (such as family, friends, religious leaders, and influencers), the higher the consumer's tendency to decide to purchase products bearing the halal label. Reference groups serve as sources of information, social values, and decision validation. In Muslim communities, recommendations from close friends or respected figures can be a dominant factor in determining whether a product is suitable for consumption based on its halal status (Ardiyana & Maskur, 2022; Sitompul, 2021; Zirena-Bejarano & Zirena, 2024). Reference groups, particularly those from social media (influencers), can significantly influence purchase intentions for halal products. This social influence can be even stronger if the influencer is perceived as religious and credible by their followers. In the context of millennial consumers, reference groups such as online communities, peers, and digital halal forums are important factors in shaping halal product consumption behavior (Dewi et al., 2023; Supardin, 2022; Ridhayani & Johan, 2020). Reference groups also serve as the primary channel for disseminating halal information, especially when consumers feel they lack sufficient knowledge about a product's halal status (Ding et al., 2020; Eliza et al., 2022; Swart & Schutte, 2024). Reference groups can therefore play a crucial role as a strategy in increasing consumer trust in halal labels on packaged food products among college students.

The third finding obtained in this study is that religiosity and reference groups can simultaneously significantly influence the decision to purchase halal-labeled products. Religiosity and social factors are seen as contributing significantly to the intention and decision to purchase halal products, with religiosity as an internal driver and reference groups as an external driver (Swart & Schutte, 2024; Nurhayati & Hendar, 2019). The combination of religious values and social influence through Muslim communities and influential figures significantly influences halal purchase intentions, and reference groups from social media and the surrounding environment can strengthen consumers' existing religious values in choosing halal products, especially among the younger generation (Wibowo et al., 2022; Hanifasari et al., 2024). In the context of university students in Indonesia, the results of this study can confirm that religiosity and reference groups simultaneously have a significant influence on the choice of halal products due to the encouragement of social norms and awareness of religious values.

CONCLUSION

The results of this study conclude three main points. First, religiosity is statistically proven to have a significant positive influence on purchasing decisions for halal-labeled products. This result indicates that the higher a person's religiosity, the greater the tendency to purchase products with a halal label. Second, reference groups are proven to have a significant positive influence on purchasing decisions for halal-labeled

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products. These resultsThis shows that the stronger the influence of reference groups (such as family, friends, religious figures, and influencers), the higher the consumer's tendency to decide to purchase products with a halal label. Third, Religiosity and reference groups have simultaneously been statistically proven to have a significant influence on the decision to purchase halal-labeled products; meaning that if these two factors are used together in a marketing strategy, it can increase a consumer's tendency to purchase products with a halal label.

This study, however, was identified as having several limitations. Future researchers are therefore asked to consider these when conducting research on similar topics in the future. The first limitation is that this study was conducted in Langsa City, making it impossible to generalize to other regions due to cultural and geographical differences. Second, the sample size of this study was 100 residents of Langsa City, which may not be representative of the entire population of Langsa City, which reaches 182,000. Therefore, future research could increase the sample size in the same area. The third limitation is that this study only included two independent variables in the decision to choose halal-labeled products, while there are other variables that also influence this decision, such as product quality, product pricing strategy, consumer income level, and others.

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