

HALAL AWARENESS AND LABELING EFFECTS ON GOFOOD CONSUMERS' PURCHASE DECISIONS

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ABSTRACT

This study aims to analyze the effect of halal awareness and halal labeling on food purchasing decisions on the GoFood platform among religious Muslim consumers. This study uses a quantitative approach with a verificative paradigm involving 94 participants involving 94 participants who are coordinators of Islamic Education Seminars at Universitas Pendidikan Indonesia in 2025. The respondents were characterized by high levels of religiosity, strong religious literacy, and active involvement in campus religious education. A census method was applied, making the entire population the research sample. Data were collected through an online questionnaire using a 5-point Likert scale comprising 17 statement items to measure halal awareness, halal labeling, and purchasing decisions. Data analysis employed multiple linear regression using SPSS version 27 to test simultaneous and partial effects between variables. The results showed that halal awareness and halal labeling significantly influenced consumer purchasing decisions on the GoFood platform, with halal labeling demonstrating a more dominant influence. The research model explained 57% of the variance in consumer purchasing decisions. This study concluded that a combination of halal education and a clear labeling system is an effective strategy to increase the trust and purchase intentions of religious Muslim consumers. Research recommendations include the need for digital platforms to integrate a more transparent halal label verification system and further research to explore moderating and mediating variables in the context of digital halal consumer behavior.

Key words: Halal Labeling; Halal Awareness; Purchase Decision; GoFood; Digital Platform

INTRODUCTION

The rapid development of online food delivery services has changed the landscape of consumer behavior in Indonesia. One of the major players in this sector, GoFood, has recorded significant growth in annual transaction volume. The value of Indonesia's online food delivery market has reached US\$ 1.951 million, with a growth rate of around 11.5% per year (Rombach et al., 2023). This condition shows that purchasing decisions made through online applications have become a phenomenon among today's urban consumers. However, even though convenience and speed are the main attractions, Muslim consumers face a particular challenge: uncertainty about the halal status of the products displayed on the application. Many restaurants do not clearly display halal labels or certification information, so consumers often have to rely on intuition, brand image, or seller reputation.

As the country with the largest Muslim population in the world, Indonesia has enormous potential in the halal market. Indonesia's domestic halal market is very dominant in the global sharia economic ecosystem (Indonesia Halal Lifestyle Center et al., 2021). Indonesia Sharia Economic Festival In addition, the State of the Global Islamic Economy 2023/2024 report shows that total global Muslim consumption reached US\$ 2.29 trillion in 2022, and Indonesia ranks third in the global Islamic economy index (GIEI). Salaam Indonesia's position at the top of the Islamic economic ecosystem shows that halal issues are not just a local concern, but part of global dynamics (DinarStandard, 2023).

Although the potential of the halal market is vast, the phenomenon of the awareness action gap (the gap between awareness and action) often arises in consumer behavior. Several studies have produced conflicting findings. Halal awareness and halal labels significantly influence purchasing decisions for street food (Sayyaf, 2023). Another research report that in the context of GoFood during the pandemic, halal awareness did not have a significant partial effect. This data suggests that under certain conditions, other factors such as price or convenience may be more dominant (Hervina et al., 2021). (Fachrurrozie et al., 2023) also found that halal awareness had a positive but insignificant effect on purchasing decisions on GoFood. The inconsistent conditions across studies indicate an empirical gap that requires further exploration, particularly in the context of digital platforms.

Theoretically, this study adopts the Stimulus Organism Response (SOR) Model (Mehrabian & Russel, 1974) This model is highly relevant in the digital context because it explains how external stimuli (e.g., halal logos or labels displayed in the application) trigger internal processes (organism) in the form of consumer perceptions, emotions, or awareness, which then result in responses in the form of purchasing decisions. This theory was chosen for its ability to bridge the visual-interactive aspects of applications (digital stimuli) and consumers' actual actions. By placing halal labels as stimuli, halal awareness as organisms, and purchasing decisions as responses, the SOR model allows us to examine more subtle pathways of influence than conventional linear

approaches. Since many previous studies only looked at direct relationships without considering internal digital mechanisms, there is a theoretical gap in the literature on online halal consumers.

In addition, most previous studies used respondents from the general student population or online platform users without considering religious depth and social roles. In their study, (Iqbal & Maharani, 2023) examined general students at Islamic universities, while (Azhari et al., 2025) focused on general GoFood users. This study is different because it targets the coordinators of Islamic religious education seminars at UPI who are tasked with teaching religious material to other students for one semester. Their characteristics tend to be more religious, skilled in religious material, and have an active role in the context of religious education. Therefore, this study fills the research gap on the segment of Muslim consumers who are more religious and have a social role on campus.

Based on the background and gap identified, the research question arises to what extent do halal awareness and halal labels influence online food purchasing decisions on the GoFood platform, especially among religious consumers such as coordinators of Islamic Education Seminars at Universitas Pendidikan Indonesia. Therefore, this study aims to analyze the influence of halal awareness and halal labels on food purchasing decisions on the GoFood platform. Theoretically, this study is expected to enrich the development of Muslim consumer behavior theory in the context of SOR based digital economy. Practically, the results of this study are expected to enrich the development of Muslim consumer behavior theory in the context of SOR based digital economy.

METHOD

This study uses a quantitative approach with a verificative paradigm to examine the effect of Halal Awareness and Halal Labeling on Online Purchase Decisions on the GoFood platform. The research population consists of all coordinators of Islamic Education Seminars at Universitas Pendidikan Indonesia in 2025, with a total of 94 participants so a census method was used, in which the entire population was made respondents (Sugiyono, 2020). The research instrument was an online questionnaire with a 1–5 Likert scale, covering 7 items for the Halal Awareness variable (Ardana & Fikriyah, 2024) 5 items for Halal Labeling (Sayyaf, 2023) and 5 items for Online Purchase Decision (Kotler & Armstrong Gary, 2018).

Validity testing was conducted through expert judgment and item-total correlation testing with a threshold of ≥ 0.30 (Rönkkö & Cho, 2022), while reliability was measured using Cronbach's Alpha ≥ 0.70 , indicating that all constructs were reliable (Taber, 2018). Data analysis used multiple linear regression with the help of SPSS version 27 to see the simultaneous and partial effects between variables. The test results were based on t-statistic and p-value (<0.05) as the basis for statistical significance. This approach was chosen because it was appropriate for explaining the causal relationship between awareness and halal labeling factors and Muslim consumers' purchasing decisions on digital platforms (Charli et al., 2022). The data were analyzed using simple linear regression (OLS) with the help of SPSS 27.0.

RESULTS AND DISCUSSION

This study successfully revealed important findings regarding the role of halal awareness and halal labeling in shaping consumer purchasing behavior on the GoFood food delivery platform. The main findings show that both variables have a significant influence on purchasing decisions, with halal labeling having a more dominant impact than halal awareness alone. This phenomenon can be explained through the perspective of consumer information processing theory, in which halal labels function as concrete and easily identifiable visual cues, thereby facilitating the consumer decision-making process in fast and practical purchasing situations such as on digital platforms. Unlike halal awareness, which is cognitive in nature and requires an internal evaluation process, halal labeling provides instant assurance that reduces perceived risk and increases consumer confidence in the halal status of products. These findings are in line with previous research stating that Muslim consumers tend to rely on external indicators such as certification and labeling in the context of online purchases where they cannot physically inspect the product.

The combined influence of both variables in explaining purchasing decision variations also indicates that effective halal marketing strategies on digital platforms must integrate consumer education on the importance of halal while ensuring the visibility and credibility of halal labels. This pattern reflects the unique characteristics of Indonesian consumers, who have a high level of religiosity but also value convenience and speed in transactions, thus requiring solutions that accommodate both aspects simultaneously. To provide a more comprehensive understanding of the findings of this study, the results of the statistical analysis and their interpretation based on data processing using SPSS version 27 are presented below.

Table 1. ANOVA

			Sum of squares	df	Main Square	F	sig
Purchase Decision	Between groups	Combined	144.779	9	16.087	8.017	<.001
	groups	Linearity	132.908	1	132.908	66.237	<.001

Halal Awareness	Deviation from Linearity	11.871	8	1.494	.740	.656
	Within Groups	168.551	84	2.007		
	Total	313.330	93			

(Source: SPSS 27)

From the first table, it can be seen that the regression model testing the relationship between Halal Awareness and Purchase Decision shows very significant results. This is indicated by a significance value well below the alpha threshold, which indicates that Halal Awareness has a reliable influence on consumer purchasing decisions.

The variation Between Groups (explained by the model) shows a significant contribution compared to the variation Within Groups (error). The high F value confirms that the observed differences are not merely coincidental, but that there is indeed a substantial relationship between the level of halal awareness and purchasing decisions.

Table 2. ANOVA

			Sum of squares	df	Main Square	F	sig
Purchase Decision Halal Labeling	Between groups	Combined	154.602	6	25.767	14.123	<.001
		Linearity	135.971	1	135.971	74.526	<.001
		Deviation from Linearity	18.631	5	3.726	2.042	.081
Within Groups			158.728	87	1.824		
Total			313.330	93			

(Source: SPSS 27)

The second table shows a similar but stronger pattern. The effect of Halal Labeling on Purchase Decision also shows very high significance. Interestingly, the F value in the second table is greater than in the first table, indicating that Halal Labeling has a stronger influence on purchase decisions than Halal Awareness.

The proportion of variance explained by the model (linearity) in the second table is greater, while the deviation from linearity shows an insignificant value, which means that the relationship between Halal Labeling and Purchase Decision is linear and consistent.

Table 3. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.730a	.534	.523	1.26731

a. Predictors: (Constant), Halal Labeling, Halal Awareness

b. Dependent Variable: Purchase Decision

(Source: SPSS 27)

Based on the Model Summary table, the regression model that tests the effect of Halal Awareness and Halal Labeling on GoFood consumers' Purchase Decision shows fairly good and substantial predictive power. The R value indicates a strong correlation between the independent variables (Halal Awareness and Halal Labeling) and the dependent variable (Purchase Decision), indicating a close positive relationship. The R Square value shows that more than half of the variation in consumer purchase decisions can be explained by these two predictors variables, which means that Halal Awareness and Halal Labeling together have a significant contribution in influencing consumer purchase decisions on the GoFood platform. The Adjusted R Square, which is slightly lower but still substantial, shows that this model remains valid and does not experience overfitting even though it involves two predictors, while the relatively small Standard Error of the Estimate indicates a good level of model prediction accuracy. Overall, this model demonstrates that halal awareness and labeling are important factors that greatly contribute to GoFood consumer purchasing decisions, although there are still other factors outside the model that also influence consumer purchasing decisions.



Figure 1. Research Procedure

This study was conducted through three systematic and interrelated stages as shown in the research framework. The first stage was problem identification, in which the researchers identified gaps in understanding the role of halal awareness and halal labeling in influencing Muslim consumers' purchasing decisions on digital food delivery platforms, particularly GoFood. This stage involved a review of previous literature and the identification of inconsistencies in research findings related to the significance of halal factors in online purchasing behavior. The research continued to the data collection stage, where primary data was collected through a structured questionnaire distributed to coordinators of Islamic Education Seminars at UPI 2025 who actively use the GoFood platform. The questionnaire measured respondents' perceptions of halal awareness, halal labeling, and their purchasing decisions. The final stage was the analysis of the results using SPSS 27, where the collected data was processed through validity and reliability tests, followed by linear regression analysis to test the simultaneous and partial effects of halal awareness and halal labeling on purchasing decisions. These three stages formed a logical and structured research flow that enabled researchers to answer research questions and test the proposed hypotheses systematically.

CONCLUSION

This study concludes that halal awareness and halal labeling significantly influence consumer purchasing decisions on the GoFood platform, with halal labeling showing a more dominant influence than halal awareness in the context of digital transactions. These findings confirm that although halal awareness forms the cognitive foundation for Muslim consumers in evaluating food products, the presence of visible and credible halal labels is a decisive factor that directly reduces uncertainty and accelerates the purchasing decision-making process on online platforms. The research model successfully explains a substantial proportion of the variation in consumer purchasing decisions, proving that a combination of halal education and a clear labeling system is an effective strategy for increasing the trust and purchasing intentions of religious Muslim consumers.

The practical implications of this study indicate the need for food delivery platforms such as GoFood to integrate a more transparent and accessible halal verification and labeling system into their application interface, while also developing consumer education programs on the importance of product halalness. Future research is recommended to explore moderating variables such as individual religiosity and mediating variables such as trust in the platform in strengthening or weakening the relationship between halal awareness, halal labeling, and purchasing decisions, as well as expanding the sample coverage to consumer segments with more diverse demographic and psychographic characteristics to improve the generalization of findings.

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