

The Influence of Social Environment and Halal Awareness on Halal Food Purchasing Decisions with Halal Lifestyle as an Intervening Variable (Case Study of Muslim Communities in Toba Regency)

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ABSTRACT

Assess and analyzing the influence of social environment and halal awareness on purchasing decisions through halal lifestyle is the purpose of this study. The object of this research is the Islamic community in Toba Regency. Data collection using area sampling, then questionnaires were distributed to 100 respondents spread across 16 sub-districts in Toba Regency. This research method uses a quantitative approach with associative methods. The data analysis used is statistical analysis in the form of SEM PLS which is tested through outer model analysis and inner model analysis. The results showed that the direct influence of the social environment and halal awareness on purchasing decisions for halal food products had a positive and significant effect. Meanwhile, the indirect effect of the social environment on purchasing decisions for halal food products through a halal lifestyle has a positive and insignificant effect. However, the indirect effect of halal awareness on purchasing decisions through a halal lifestyle has a positive and significant effect. This means that a halal lifestyle cannot intervene in the relationship between the social environment and purchasing decisions, but can intervene in the relationship between halal awareness and purchasing decisions. The implications of this study are the importance of the role of the community in shaping halal consumption behavior, strengthening education about the concept of halal and the importance of consuming halal products needs to be improved, especially among the younger generation.

1. INTRODUCTION

Indonesia is a country with a majority Muslim population. As of December 31, 2021, there are approximately 237.53 million Muslims, with a percentage of 86.9% of the total population (Portal Data Kemenag RI, 2021). In most countries, the halalness of food products is of great concern. The majority of Muslims believe that the concept of halal is essential for a good lifestyle, especially when it comes to choosing halal food. Muslim consumers are now facing different types of goods and services related to food and lifestyle, both halal and non-halal (Hasyim & Purnasari, 2021). Consumers are finding it increasingly difficult to choose food products because of the many choices available. This concept stipulates that companies must make the products they have specified so that customers can buy the product labels (M. D. Sari, 2023).

From an Islamic perspective, consumables are products that offer spiritual and material benefits to humans and that represent virtues such as goodness, integrity, and beauty. In contrast, products that cannot be consumed are not viewed as consumables in Islam because they are unclean, useless, and potentially harmful (Jalaluddin & Khoerulloh, 2020). Consumer perceptions are influenced by the process of processing all information and making conclusions that have an impact on their response to the product to be purchased (Lystia et al., 2022). Consumers have the ability to make decisions because they have the ability to choose what they will buy (Taufan & Soekiman, 2024).

Furthermore, there are differences in the distribution of the Muslim population in Indonesia, with minority regions having lower numbers of Muslims. Toba Regency, located in North Sumatra Province, has only 10,551 Muslims out of 328,951 residents, most of whom are Christian (BPS, 2021). In terms of food, the majority of non-Muslims do not face any problems as there is no prohibition against the consumption of certain animals (Nugraha & Sumardi, 2019). Given the many types of food products available in Toba Regency, it is increasingly difficult for the Muslim community to determine which types of food are in accordance with Islamic law. It is a challenge for Muslims in Toba Regency to build a social environment, halal awareness and halal lifestyle, especially in halal food products.

Purchasing decisions are one aspect of consumption behavior that begins before the decision is made until the decision is made by acting directly when determining which goods and services they will buy (Dewi et al., 2023). The government has enacted Law No. 33 of 2014 concerning halal product assurance to meet the needs of Muslim consumers in halal products. This law changes halal certification from voluntary to mandatory (Ariny & Nurhasanah, 2020). However, in practice, not all products that are considered halal can be guaranteed halal. Many Muslim buyers have been harmed by many products that do not have halal certificates (Syafitri et al., 2022).

The awareness of the importance of halal aspects in daily life is increasing among the Muslim community, especially in food consumption. Therefore, before finally making a decision about what to consume, many things must be considered. In Islamic economics, eating good and halal food is part of consumption. However, this does not mean that customers can spend as much

money as they want without considering the rights of others or without considering quality or hygiene standards (Ridwan et al., 2011). Consumer purchasing decisions basically determine how consumers make their purchasing decisions, because consumers tend to consider before buying something (Aisyah et al., 2022).

More specifically, buying decisions are influenced by several indicators, including repurchasing a product, suggesting something to others, habits and beliefs when buying a product (Apriwati Sholihat, 2018). Further research can expand the scope of this indicator by adjusting its aspects. In line with that, the researcher measured with 5 indicators, namely: availability and access, quality and safety, production process, preferential interest, consumer confidence.

Furthermore, according to previous studies by Jumani and Sukhabot in 2019, subjective norms can influence individual decisions when using or leaving goods and services suggested by their community (Jumani, Z.A. and Sukhabot, 2019). According to research by Fathoni et al (2020) the adoption of the halal lifestyle in Muslim groups has developed into a strong cultural movement that can influence consumers to buy halal-labeled food products. In fact, halal awareness interventions strengthen the influence of subjective indicators on consumer decisions to buy halal food (Fathoni, 2020). Previous studies by Hasmy (2019) found that halal lifestyle behavior can encourage a buyer to buy halal food or drinks (Hasmy, 2019).

There are several considerations in halal food purchasing decisions such as social environmental factors, halal awareness and halal lifestyle. Which has a major role for Muslims not only because of religious teachings but also in the aspect of quality and health (Irfan et al., 2023). The social environment is the way people interact with each other in relation to a behavior. Colleagues, colleagues, neighbors, and relatives are groups that are considered to influence consumer behavior in supporting their purchasing decisions (Santoso et al., 2018). The place or way a person interacts with other people and develops his personality, which can then influence or aggregate into his behavior is called the social environment (Harahap, 2023). The social environment can be measured by several indicators, namely: family environment, school environment, and most importantly the community environment, which supports social, cultural, spiritual and economic activities that are part of society (Pratama & Santoso, 2024). In line with that, the researcher measured with 5 indicators, namely: family environment, community environment, community perception, location/place of residence and religiosity. Subjective norms can influence individual decisions to use or leave goods and services suggested by their social environment (Jumani, Z.A. and Sukhabot, 2019).

The next factor, namely customer awareness, can be an important part of the purchasing decision-making process (Anggesti, 2021). Halal awareness is an experience or good information about an aspect of halalness both about food, drinks and other halal products. The ability of Muslims when producing halal goods depends on the level of hygiene, distribution, and the ability to distinguish halal and non-halal goods, among other factors (Dianawati, 2022). Indicators of halal awareness are defined by adherence to halal, the belief that halal can be an ethical requirement, hygiene and safety of goods, the significance of packaging management, and the international halal product packaging process (Masruroh & Rafikasari, 2022). Triana

(2021) suggests that the indicators of halal awareness are knowledge or information, the necessity of using halal goods, adherence to halal, product safety, and the significance of trust (Triana, 2021). In line with that, researchers take measurements with indicators, namely: halal knowledge, consumer priorities, aware of halal, hygiene and product safety and the last dimension of belief. Previous relevant studies by Juniwati (2019) found that halal awareness has a significant influence on consumer decisions to buy food (Juniwati, 2019).

However, halal patterns and lifestyles are an attitude or habit that refers to the characteristics of Muslim buyers. But nowadays, the halal lifestyle has spread to everyone, not just Muslims. In fulfilling the needs of life every day, this is done (Rohim & Priyatno, 2021). A human lifestyle or life plan that complies with the norms, principles, and guidelines approved by Islamic law can also be referred to as a halal lifestyle (Amalia et al., 2023). Halal lifestyle is a lifestyle that instills respect in people's lives, according to *Muslim Legal Halal Acceptance* (MJTH), a legal authority in providing halal certification (Zaidah et al., 2022). In addition, lifestyle can also be measured through three indicators, namely activity, interest opinion (Miswanto et al., 2022; Nurudin, 2023). In line with that, the researcher took measurements with (D. R. Sari et al., 2021) 5 indicators, namely: attitudes and perceptions, habits, culinary exploration, food priorities, religious tolerance. Previous research shows that halal lifestyle has a significant effect on purchasing decisions (Hoiriyah & Chrismardani, 2021) Sari's research in 2021 found that halal awareness increases with high religious beliefs, so that a halal lifestyle can be achieved (Sari et al., 2021). Previous research by Mursidah & Fartini (2023), Banten people can take positive benefits from halal lifestyle by choosing more halal snacks and food. Some MSMEs improve the quality of their products by applying for halal labeling (Mursidah & Fartini, 2023).

In Toba Regency, there is very much availability of non-halal food being marketed, even though halal food is still available, but very few of the businesses they market have halal certification. In addition, in terms of location, there are still places to eat or stalls that are close to non-halal food. Not a few of the Muslim community often ignore the halalness of products in terms of halal labels and production processes. For Muslim communities who understand halal awareness, this is very unfavorable and concerns arise in purchasing halal food and in maintaining their religious identity. The social environment consisting of this Muslim minority group also certainly receives less attention from the local government to halal food, especially the provision of halal certification or halal labels on Islamic stalls or restaurants in the area. Therefore, there needs to be support from the government and local communities in building a halal lifestyle in minority areas through halal awareness education.

In accordance with relevant research by (Ilmi, 2023) states that halal awareness is positively related to food purchasing decisions. This research is also in line with research (Tamara, 2020) which reveals that halal certification, halal awareness, and food ingredients have a positive effect on buying interest in halal food products. However, a previous study by (Nurudin, 2023) actually stated that lifestyle has an insignificant influence on purchasing decisions. There are some differences in the results of some of these studies. This means that there are gaps that occur due to differences in results, concepts, data and theories from the results of research with those found in the field.

Based on some of these studies, this study seeks to understand how factors other than halal awareness and halal lifestyle can be factors that influence purchasing decisions. Making this research very relevant to research by adding social environmental variables and making halal lifestyle an intervening variable in order to understand some important aspects related to consumer needs and behavior related to halal food products in Toba Regency, especially in the midst of the minority Muslim population in the area. Provide an overview of the influence of the social, religious and community environment in Toba Regency, including population, religious distribution, and halal awareness on halal food purchasing decisions through halal lifestyle. For this reason, researchers are interested in raising the title “**The Influence of Social Environment and Halal Awareness on Purchasing Decisions for Food Products with Halal Lifestyle as an Intervening Variable (Case Study of Muslim Communities in Toba Regency)**”.

In accordance with this description, the following hypothesis: **H1**: The social environment has a positive and significant effect on purchasing decisions for halal food products. **H2**: Halal awareness has a positive and significant effect on purchasing decisions for halal food products. **H3**: The social environment has a positive and significant effect on halal lifestyle. **H4**: Halal awareness has a positive and significant effect on halal lifestyle. **H5**: Halal lifestyle has a positive and significant effect on purchasing decisions. **H6**: The social environment has a positive and significant effect on purchasing decisions through halal lifestyle as an intervening variable. **H7**: Halal awareness has a positive and significant effect on purchasing decisions through halal lifestyle as an intervening variable.

2. RESEARCH METHODS

The Muslim community in 16 sub-districts in Toba Regency amounting to 10,551 souls is the population of this study (Statistik, 2021). This type of data area sampling is usually used as a testing procedure for very widespread populations, such as communities or company workers located in districts or provinces (Sugiyono, 2018). The data collection technique is using a questionnaire tool. Respondents of the research sample received questions directly. The slovin formula was used when determining the sample size and the total sample size was found to be 100.

The quantitative approach used in this study. Then with the causal associative method, namely research that aims to determine the effect between two or more variables. And emphasizes testing through measuring research variables with numbers and requires data analysis with statistical procedures (Sugiyono, 2018). The variables used in this study consist of two independent variables, namely the social environment (X1), halal awareness (X2). The intervening variable is the halal lifestyle (Z), and the dependent variable is the purchase decision (Y).

The analysis technique uses an alternative SEM method known as PLS SEM with illustrations can be seen in **Figure 1**. PLS SEM analysis output in the results and subsequent discussion.

3. RESULTS & DISCUSSION

The results of data processing from the questionnaires distributed have been used to produce the results of collecting the sample of this study and obtained 100 answers from respondents. The questionnaires were distributed to Muslims from 16 sub-districts in Toba Regency. From the data processing, several main characteristics of the respondents' profiles were obtained, including gender, age, address/district, and occupation.

In terms of gender, the majority of respondents were female, making up 56% of the total respondents, while men accounted for 44%. By age group, the majority of respondents were in the 15-25 age range, which accounted for 49% of the total respondents. Then, 24% of the respondents were in the 26-35 age group, 18% were in the 36-45 age range, and 9% were over 45 years old. In terms of address/district, the respondents were spread across 16 sub-districts in Toba. Porsea sub-district is the most numerous, accounting for 12% of the total. This is followed by Parmaksian with 11%, and Balige with 10%. The other sub-districts had lower percentages, ranging from 4% to 7%. This shows the variation in the geographical distribution of respondents in the sample. Finally, in the occupation category, the majority of respondents (34%) had occupations that did not fall into the predefined categories, referred to as the “other” category. This was followed by students (30%), self-employed (26%), private sector employees (6%) and civil servants (4%). Calculations in this study were carried out using SmartPLS software.

The measurement model is used for data processing, namely (1) measurement model (measurement model or outer model) and (2) structural model (structural model or inner model). The calculation results, which include several test steps.

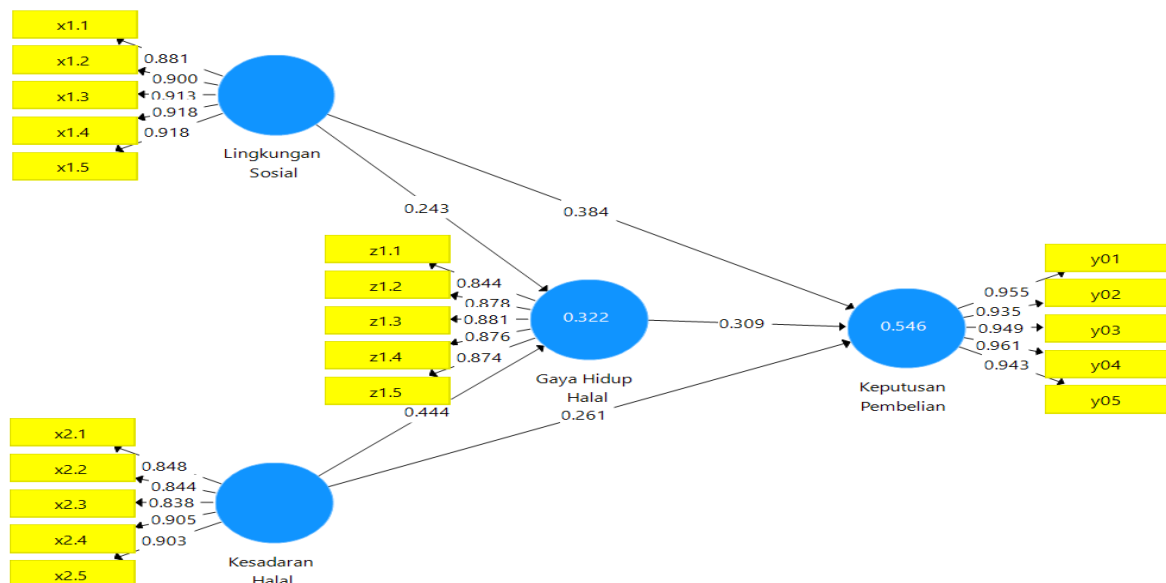


Figure 1. Output analysis SEM PLS

Source: Data Processed, 2024

Outer Model Analysis. Outer model analysis, which is often associated with the term outer relation or measurement model, refers to the relationship that each marker element has with

latent variables. This type of outer model is used to measure validity and reliability (Ghozali,2013). The correlation between social environment variables, halal awareness, halal lifestyle, and purchasing decisions is determined in this study using the SmartPLS SEM test analysis. The following are the results of the test analysis:

Validity test and Composite Reliability Test. The validity test is a stage of testing the content of an instrument to measure whether or not the instrument used in the study is feasible, as well as to ascertain whether the relationship between indicators and latent variables. Markers are considered acceptable if the loading factor is > 0.70 and $AVE > 0.5$. In addition, the Composite Reliability test is to test the reliability of the research instrument. When all independent variables have a composite reliability value and Cronbach's alpha > 0.7 , the survey used as a research instrument has strong construct validity or has been validated.

Table 1. Validity and Reliability Test Results

<i>Variabel</i>	<i>Indikator</i>	<i>Loading Factor</i>	<i>AVE</i>	<i>Cronbach Alpha</i>	<i>Composite Reliability</i>
Social Environment	Family Environment	0.881	0.821	0.945	0.958
	Community Environment	0.900			
	Community Perception	0.913			
	Location/Place of Residence	0.918			
	Religiosity	0.918			
	Halal Knowledge	0.848			
	Consumer Priorities	0.844			
Halal Awareness	Halal Aware	0.838	0.754	0.918	0.939
	Cleanliness/ Safety	0.905			
	Belief Dimension	0.903			
	Attitude/Perception	0.844			
	Habits Exploration	0.878			
Halal Lifestyle	Culinary	0.881	0.899	0.972	0.978
	Food Prioritization	0.876			
	Religious Tolerance	0.874			
	Access Availability	0.955			
	Quality	0.935			
Purchasing Decision	Production Process	0.949	0.759	0.920	0.940
	Preferential Interest	0.961			
	Consumer Trust	0.943			

Source: Data Processed (2024)

Based on the test results above, it is known that all indicators of variables X, Y, and Z are declared to meet the validity criteria because all indicators have a value above the loading factor > 0.70 and $AVE > 0.5$. Therefore, all variables and indicators are declared valid. Likewise, all constructs' reliability testing results have a composite reliability value above > 0.70 and a

Cronbach alpha value above > 0.5 . Therefore, all constructs are declared reliable.

Inner Model Analysis. Structural model evaluation is related to hypothesis testing of the influence between research variables. The structural model evaluation check is done by checking the absence of multicollinearity between variables with the Inner VIF (Variance Inflated Factor) size. Inner VIF values below 5 indicate no multicollinearity between variables (Hair, 2016).

Table 2. Inner FIV

	Halal Lifestyle (Z)	Purchasing Decision (Y)
Social Environment (X1)	1.103	1.190
Halal Awareness (X2)	1.103	1.393
Halal Lifestyle (Y)		
Gaya Hidup Halal (Z)		1.475

Source: Data Processed (2024)

According to these results, it is found that the inner VIF value < 5 , so it is concluded that there is no multico-linearity between the variables.

Hypothesis Test. The path coefficient of the structural model is selected using this test. Testing the significance of each relationship or hypothesis test is the goal and in order to see the indirect and direct effects (Juliandi, 2018). The p-value, which connects the probability value and t-statistic, can be used to identify hypothesis testing. If the p-value for a condition in a hypothesis test is 1.96, then the condition is considered to have a significant effect.

Direct Effect

Table 3. Path Coefficient Results (Hypothesis)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Description
Social Environment -> Purchasing Decision	0.384	0.373	0.087	4.402	0.000	Significant
Halal Awareness -> Purchasing Decision	0.261	0.257	0.082	3.196	0.001	Significant
Social Environment -> Halal Lifestyle	0.243	0.244	0.095	2.567	0.011	Significant
Halal Awareness -> Halal Lifestyle	0.444	0.453	0.096	4.627	0.000	Significant
Halal Lifestyle -> Purchasing Decision	0.309	0.316	0.122	2.539	0.011	Significant

Source: Data Processed (2024)

Based on the table above regarding the results of the path coefficient, it is found that all path coefficient values are positive (seen in the T-statistic), including: (1) Social Environment (X1)

has a significant positive effect on Purchasing Decisions (Y), with a coefficient value (Original Sample) = 0.384, and with a P-Values value = 0.000 <0.05, (2) Halal Awareness (X2) has a significant positive effect on Purchasing Decisions (Y), with a coefficient value (Original Sample) = 0.261, and with a P-Values = 0.001 <0.05, (3) Social Environment (X1) has a significant positive effect on Halal Lifestyle (Z), with a coefficient value (Original Sample) = 0.243, and with a P-Values value = 0.011 <0.05, (4) Halal Awareness (X2) has a significant positive effect on Halal Lifestyle (Z), with a coefficient value (Original Sample) = 0.444, and with a P-Values value = 0.000 <0.05, (5) Halal Lifestyle (Z) has a positive effect on Purchasing Decisions (Y), with a coefficient value (Original Sample) = 0.309, and with a P-Values value = 0.011 <0.05.

Indirect Effect. The purpose of indirect effect analysis is useful for testing the hypothesis of the indirect effect of an influencing variable (exogenous) on the affected variable (endogenous) which is intervened by an intervening variable (Juliandi, 2018).

Table 4. Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Description
Social Environment -> Halal Lifestyle -> Purchasing Decision	0.075	0.079	0.048	1.581	0.115	Not Significant
Halal Awareness -> Halal Lifestyle -> Purchasing Decision	0.137	0.144	0.065	2.103	0.036	Significant

Source: Data Processed (2024)

Based on the table and figure above regarding the results of the path coefficient, the results show that (1) Social Environment (X1) has an insignificant effect on Purchasing Decisions (Y) through the Halal Lifestyle, this finding is evidenced by the coefficient value (Original Sample) = 0.075 and is significant with a P-Values value = 0.115 > 0.05, (2) Halal Awareness (X2) has a significant influence on Purchasing Decisions (Y) through the Halal Lifestyle, this finding is evidenced by the coefficient value (Original Sample) = 0.137, and is significant with a value of P-Values = 0.036 <0.05.

F-Square Test. F-Square is part of the inner model evaluation which measures the strength of the relationship between variables. The F-Square value is 0.002 low, 0.15 medium, and 0.35 Large.

Tabel 5. F-Square Test

Halal Lifestyle	Purchasing Decision	Halal Awareness	Social Environment
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Halal Lifestyle		0.143	
Purchasing Decision			
Social Environment	0.079	0.274	
Halal Awareness	0.264	0.108	

Source: Data Processed (2024)

Based on the above tests, it can be concluded that the effect of the social environment on the halal lifestyle has an F-Square value of 0.079, which means it has a low effect. the effect of halal awareness on the halal lifestyle has an F-Square value of 0.264, which means it has a medium effect. the effect of the social environment on purchasing decisions has an F-Square value of 0.274, which means it has a medium effect. the effect of halal awareness on purchasing decisions has an F-Square value of 0.108, which means it has a small effect. the effect of halal lifestyle on purchasing decisions has an F-Square value of 0.143, which means it has a medium effect.

R-Square Test. The criteria for R-Square are if the value (adjusted) = 0.75 → the model is substantial (strong), if the value (adjusted) = 0.50 → the model is moderate (moderate), if the value (adjusted) = 0.25 → the model is weak (bad).

Table 6. R- Square

	R Square	R Square Adjusted
Halal Awareness (Z)	0.322	0.308
Purchasing Decision (Y)	0.546	0.532

Source: Data Processed (2024)

Based on the table above regarding the results of testing the R-Square value, the results show that the path model using intervening variables is 0.322 and 0.546. In other words, the ability of variable X, namely the Social Environment and Halal Awareness in explaining variable Z, namely the Halal Lifestyle, is 32.2%, thus the model is classified as low and the ability of variable X, namely the Social Environment and Halal Awareness in explaining variable Y, namely the Purchase Decision, is 54.6%, thus the model is classified as moderate.

Discussion: The Effect of Social Environment on Purchasing Decisions. The results of the analysis show that there is a significant positive influence between the social environment on purchasing decisions or H1 is accepted. This means that the social environment plays an important role, which can influence purchasing decisions through various mechanisms, such as social norms, social identity, and social influence. In Toba Regency, the social environment has a greater influence on purchasing decisions for halal food products because the minority Muslim community there faces challenges in accessing halal food options. For example, if consumers believe that their social group values and practices halal consumption, they will be more likely to purchase halal food products to fulfill social norms and maintain their social identity.

This study is in line and supported by previous research by (Fadillah & Tifani, 2018), namely the Social Environment has a positive and insignificant influence on Purchasing Decisions, but what distinguishes this study from previous research is that previous research shows that the social environment is not significant to purchasing decisions.

The Effect of Halal Awareness on Purchasing Decisions. The conclusion of this study shows that purchasing decisions are positively and significantly influenced by halal awareness or H2 is accepted. This means that they can choose goods that are halal and in accordance with Islamic law. Since there are fewer Muslims living in Toba Regency compared to other regions, there is a greater need for halal food that complies with Islamic law. This makes halal awareness very important in influencing the decision to buy halal food. The results of this study are in line with research conducted by (Juniwati, 2019), namely the findings show that purchasing decisions are significantly influenced by halal awareness.

The Influence of Social Environment on Halal Lifestyle. The results of the analysis show that there is a positive and significant influence between the social environment on the halal lifestyle, namely H3 is accepted. This suggests that individuals in the social environment will adopt a halal lifestyle when they are exposed to an environment that supports or encourages the practice. Social interaction between Muslims and non-Muslims in Toba Regency can play an important role in the dissemination of information and understanding of the importance of halal products. Discussions, cultural exchanges, and shared experiences between these groups can broaden horizons and increase awareness of halal lifestyles among non-Muslims. Thus, the diverse social environment in Toba Regency can be a means for the spread of halal lifestyle practices throughout the Muslim community while maintaining religious tolerance.

Then the findings of this study are in line and supported by previous studies as H. Mu-hammad Jamil, MA, et al., stated regarding Interaction Between Muslims and Non-Muslims. The leading Islamic cleric in Egypt at the time gave the following argument: Each group has the freedom to celebrate their own holidays in a way that does not negatively affect other groups. Every group has the right to congratulate other groups on their activities (Jamil et al., 2017).

The Effect of Halal Awareness on Halal Lifestyle. The findings of this study indicate that there is a positive and significant influence between halal awareness on halal lifestyle, meaning that H4 is accepted. This implies that the likelihood of adopting a halal lifestyle increases as halal awareness increases. Knowledge and understanding of Islamic teachings that regulate the consumption of food and beverages is shown in the awareness of halalness. In this case, those who care about halal food are more likely to live a halal lifestyle as a reflection of their deeply held beliefs and emotions. They make choices based on halal labels, stay away from non-halal items, and organize their time according to halal guidelines. Great and sincere conviction is another basic element of halal conscience.

This study is in line with previous research by (D. R. Sari et al., 2021), namely the study results show that religiosity has a significant effect on halal awareness, so that a halal lifestyle will be achieved if there is halal awareness, and halal awareness will arise when religiosity beliefs are good.

The Effect of Halal Lifestyle on Purchasing Decisions. This finding shows that halal lifestyle affects purchasing decisions, meaning that H5 is accepted. This implies that those who live a halal lifestyle usually purchase goods that conform to halal standards. Halal lifestyle includes food and beverage choices that are in accordance with Islamic traditions and beliefs. Customer sensitivity to halal characteristics can be an important factor in the local market of Toba Regency, and those who follow a halal lifestyle usually prefer goods with halal labels or labeled as having been produced according to halal standards.

This study is in line with previous studies (Hoiriyah & Chrismardani, 2021), namely the results show that the halal lifestyle has a significant effect on purchasing decisions.

The Influence of Social Environment on Purchasing Decisions Through Halal Lifestyle. The results of the analysis show that there is an influence between the social environment on purchasing decisions through halal lifestyle intervention but it is not significant, meaning that H6 is accepted. This means that the social environment of Muslim minorities in Toba Regency, the halal lifestyle does not effectively intervene in the relationship between the social environment and purchasing decisions. consumer responses to the halal lifestyle may vary significantly in diverse social environments, where other factors such as halal labeling, halal awareness, price, product quality, or individual preferences may influence purchasing decisions more than considerations related to the halal lifestyle.

The researcher found in the field that in Toba Regency the majority of the population is not Muslim, so the halal lifestyle is not so related to social factors in purchasing halal food in the area. The halal lifestyle tends to only affect a minority group of Muslims, who choose it as part of their religious awareness in buying products in accordance with the principles of Islamic law. Nonetheless, the role of the halal lifestyle remains of important relevance to the Muslim minority in the area. For them, the halal lifestyle is not merely a reflection of the social environment, but also an expression of their religious identity and adherence to religious principles. Muslim purchasing decisions in terms of halal lifestyle are not only driven by social factors, but also by deep religious beliefs and awareness of compliance with Islamic teachings.

The Effect of Halal Awareness on Purchasing decisions through Halal Lifestyle. The results of the analysis show that there is a positive and significant influence between halal awareness on purchasing decisions through a halal lifestyle, namely H7 is accepted. This means that halal lifestyle acts as an intervening variable that connects halal awareness with purchasing decisions, strengthening the relationship between the two. halal awareness can influence purchasing decisions through halal lifestyle in several ways. First, awareness of product halalness triggers individuals to pay more attention to halal labels and choose products that comply with halal principles, which are in line with the halal lifestyle. Second, halal awareness reflects religious values and adherence to Islamic teachings, which can encourage individuals to prioritize halal products in their purchasing decisions, one of the important factors in halal awareness is the halal label, the halal label provides information and can cause halal awareness in a person.

This is in line with research conducted by with the title Analysis of Variables Affecting Halal Food Purchasing Decisions Through GoFood During Covid-19, the results show that if there is

a halal label, producers will benefit because people prefer products that already have a halal label (Rahman & Handayani, 2022).

4. CONCLUSION & SUGGESTION

The results of the analysis of the discussion in this study have the aim of knowing the effect of the social environment and halal awareness as independent variables, halal lifestyle as an intervening variable, and purchasing decisions as the dependent variable on Muslim communities in Toba Regency. Based on the results of the discussion, the conclusions that can be drawn are as follows: The social environment has a positive and significant effect on purchasing decisions. This means that the Muslim minority community in Toba Regency is able to face challenges in accessing halal food options and maintaining their social identity. Halal awareness has a positive and significant effect on purchasing decisions. This means that the higher the level of halal awareness of the community, the more confident they are in buying halal food products according to Islamic law. The social environment has a positive and significant effect on halal lifestyle. This means that Muslim communities will implement a halal lifestyle when their social environment provides support and encouragement for the practice of a halal lifestyle. Halal awareness has a positive and significant effect on the halal lifestyle. This means that the higher a person's level of halal awareness, the more likely they are to adopt a halal lifestyle. Halal lifestyle has a positive and significant effect on purchasing decisions. This means that those who apply a halal lifestyle will find it easier to buy halal food products. The social environment has a positive but insignificant effect on purchasing decisions through a halal lifestyle. This means that the halal lifestyle as an intervening variable is not strong enough to significantly intervene in the relationship between the social environment and purchasing decisions. Halal awareness has a positive and significant effect on purchasing decisions through a halal lifestyle. This means that halal lifestyle acts as an intervening variable that intervenes in halal awareness with purchasing decisions, strengthening the relationship between the two.

The implication of this study is the importance of the community's role in shaping halal consumption behavior. Therefore, programs aimed at strengthening the Muslim community and increasing awareness of the importance of halal products need to be developed. Strengthening education about the concept of halal and the importance of consuming halal products needs to be improved, especially among the younger generation. As well as innovative halal product development; halal food producers need to continue to innovate to meet consumer needs and preferences, and develop quality and attractive products. In addition, future research suggestions can be carried out by expanding sample coverage, adding other variables such as price, brand, and product distribution, and using more complex analytical methods.

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