Siti Mujawarotul Maulidah[1], Lely Ana Ferawati Ekaningsih[2]

THE INFLUENCE OF HALAL LABELS, HEALTH AWARENESS, AND BRAND IMAGE ON THE PURCHASE DECISIONS OF YAKULT FUNCTIONAL BEVERAGES AMONG FEMALE BOARDING SCHOOL STUDENTS AT THE SYAFAATUL QUR'AN DORMITORY

[1,2] Universitas KH. Mukhtar Syafaat, Indonesia
Email : mujawarohsiti4@gmail.com[1*], lelyanaferawatiekaningsih@uimsya.ac.id[2]

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Abstract: *This study is motivated by an empirical gap regarding the purchasing behavior of functional beverage products in closed religious communities such as Islamic boarding schools, where most previous studies have focused on the general urban population without considering how collective norms and religious compliance moderate the influence of halal labeling, health consciousness, and brand image. This study aims to analyze the partial and simultaneous effects of halal labeling (X_1), health awareness (X_2), and brand image (X_3) on the purchase decision (Y) of Yakult functional beverages. An associative quantitative design was chosen as it is suitable for testing predictive relationships among variables, not for establishing absolute causality. A sample of 134 female students at the Syafaatul Qur'an Dormitory, Darussalam Blokagung Islamic Boarding School, was selected using simple random sampling. Data were analyzed using multiple linear regression with IBM SPSS version 22. The findings indicate that the halal label ($\beta=0.518$; $p<0.05$) and brand image ($\beta=0.538$; $p<0.05$) have a significant partial effect on purchase decisions, with brand image being the strongest predictor. Conversely, health awareness had no significant influence ($p>0.05$), indicating that in an environment with collective religious norms and resource constraints, external assurances (halal certification and brand reputation) are more dominant than individual health motivations. Collectively, the three variables explain 72.5% of the variance in purchase decisions ($R^2 = 0.725$; $p < 0.05$). The contributions of this study include: (a) theoretically, proposing a modification of the Theory of Planned Behavior for a religious-collectivist context emphasizing the dominance of subjective religious norms; (b) practically, providing recommendations for functional beverage producers to prominently display halal certification and develop peer ambassador programs within pesantren environments, as well as for pesantren administrators to facilitate the availability of halal-certified products in cooperatives. Further research is recommended to: (1) test the same model using Structural Equation Modeling (SEM) with a sample from various Islamic boarding schools; (2) include moderating variables such as individual religiosity, monthly income, and peer influence; and (3) compare consumer behavior in Islamic boarding schools with non-boarding school educational institutions to test the generalizability of the findings.*

Keywords: *Halal Labeling; Brand Image; Health Awareness; Purchase Decision; Halal Consumption; Consumer Behavior; Islamic Boarding School.*

INTRODUCTION

The development of modern lifestyles has driven a transformation in consumption patterns of functional beverages that not only quench thirst but also provide health benefits (Fortin et al., 2021). The global functional beverage market is projected to reach USD 208.13 billion by 2026 with a CAGR of 8.5% (Research, 2022). In Southeast Asia, consumption of probiotic products like Yakult has increased significantly, particularly among young Muslim consumers seeking halal and healthy options (International, 2023). For boarding school students, the benefits of functional beverages extend to community well-being, emphasizing the importance of maintaining physical health as a means of optimal worship. However, specific data on purchasing behavior regarding functional beverages within boarding school environments remains limited. According to data from the Ministry of Religious Affairs of the Republic of Indonesia (2024), there are over 39,000 Islamic boarding schools with approximately 5.5 million students across Indonesia, making this segment a significant consumer market that has not been adequately mapped in the consumer behavior literature.

To examine the influence of various variables on purchasing decisions among students, this study focuses on three main predictors: the halal label, health awareness, and brand image. *First*, the halal label serves as a legal and religious guarantee that a product meets Islamic sharia standards, as established by the BPJPH (Chosinawarotin & Nurlaily, 2023). This concept of halal is based on Allah's words in Surah Al-Baqarah: 168:

يٰٓاَيُّهَا النَّاسُ كُلُوْا مِمَّا فِى الْاَرْضِ حَلٰلًا طَيِّبًا وَّلَا تَتَّبِعُوْا خُطُوٰتِ الشَّيْطٰنِۗ اِنَّهٗ لَكُمْ عَدُوٌّ مُّبِيْنٌ

"Wahai manusia! Makanlah dari apa pun yang halal dan baik yang ada di bumi, dan janganlah mengikuti jejak setan. Sesungguhnya dia adalah musuh yang nyata bagimu. (Terjemahan Kemenag, 2019)

"O mankind! Eat from whatever is lawful and good on the earth, and do not follow the footsteps of Satan. Indeed, he is a clear enemy to you." (Ministry of Religious Affairs Translation, 2019). For santri, the halal label is not merely an administrative matter but an essence deeply rooted in their beliefs and way of life.

Second, health consciousness is an added value that reflects an individual's concern for their physical condition (Destianty & Caninsti, 2021b);(Zhang et al., 2020). However, the literature presents conflicting findings: some studies find a significant effect (Pan et al., 2025); (Komar, 2022), while others suggest that health consciousness can be overshadowed by situational and economic conditions ((Bhagat & Ravi, 2018);(Wu et al., 2022), indicating the existence of *a knowledge-action gap* (Kumar et al., 2024).

Third, brand image is the consumer perception built through direct interactions, marketing messages, and brand strengths (Syifa & Ahmadi, 2025). According to (Keller, 2008:60), brand image consists of three dimensions: strength, likability, and distinctiveness

of brand associations. A positive brand image has been shown to have a direct influence on purchase decisions (Marcão et al., 2026);(Chen et al., 2021); (Fauzan, 2019). The purchase decision itself is the final stage of the consumer decision-making process (Tamengkel et al., 2021); (Ningtyas & Oetarjo, 2023).

From an Islamic economic perspective, the purchase decision is a manifestation of the values *of maslahah* and social responsibility (or *mas'üliyyah*) (Aji, 2019:18). Thus, the influence of halal labels, health awareness, and brand image on the purchase decision of Yakult functional drinks is the main focus of this study, particularly among female students at the Syafaatul Qur'an Dormitory who live in a pesantren environment with unique socio-religious characteristics.

Previous research has shown a tendency for halal labels to influence purchasing decisions (I. Setiawan & Huda, 2024);(Desmaryani et al., 2024);(Harahap et al., 2021), the role of health consciousness in healthy consumption behavior (Destianty & Caninsti, 2021a); (Zhang et al., 2020), and the influence of brand image on consumer loyalty (Marcão et al., 2026);(Suharto et al., 2019); (Chen et al., 2021). However, a critical review reveals four major weaknesses.

First, from a methodological perspective, most studies employ *cross-sectional* designs on urban general populations using instruments that have not been cross-culturally validated (Iltiham, 2020);(Gunawan & Kunto, 2022a);(Rahman et al., 2023a). *Second*, from a contextual perspective, nearly all studies were conducted in urban environments with abundant access to information, so the results may not necessarily be generalizable to closed religious communities such as Islamic boarding schools, which exhibit collective adherence to clerical fatwas and strong social control mechanisms based on religious norms.

Third, theoretically, the integration of halal labeling, health awareness, and brand image into the Theory of Planned Behavior (TPB) framework Ajzen, (1991) has never been empirically tested in the context of Islamic boarding schools. *Fourth*, existing theoretical approaches have not considered how socially controlled religious communities can reshape conventional consumer behavior patterns. From the perspective of signaling theory (Spence, 1973), the halal label functions as a credible signal that reduces information asymmetry between producers and Muslim consumers.

This study aims to: (1) test the partial effect of the halal label (X_1) on purchase decisions (Y); (2) test the partial effect of health awareness (X_2) on purchase decisions (Y); (3) test the partial effect of brand image (X_3) on purchase decision (Y); and (4) test the simultaneous effect of these three variables on the purchase decision of Yakult among female students at the Syafaatul Qur'an Dormitory.

The hypotheses in this study are H_1: The halal label has a positive and significant effect on purchase decisions; H_2: Health consciousness has a positive and significant effect on

purchase decisions; H_3: Brand image has a positive and significant effect on purchase decisions; H_4: The halal label, health consciousness, and brand image simultaneously have a significant effect on purchase decisions.

Theoretically, this study offers: (a) an extension of the TPB by positioning subjective religious norms as a more dominant potential predictor than individual attitudes in a religious collectivist context; (b) testing the interaction between halal labels (external signals) and brand image (symbolic constructs); and (c) clarifying the limits of health consciousness's influence when confronted with collective religious norms. Practically, the results of this study are expected to serve as a reference for dormitory managers and industry practitioners in designing marketing strategies aligned with religious values within the pesantren environment.

RESEARCH METHOD

This study employs a quantitative methodology with an associative design, aimed at testing the predictive relationship between independent variables (halal labels, health awareness, and brand image) and the dependent variable (purchase decision) in the context of functional beverage products (Siregar, 2013:11). An associative design was chosen because it is specifically suited for testing relationships between variables, rather than merely describing phenomena or comparing groups. A cross-sectional survey approach is methodologically more appropriate for identifying associations than establishing absolute causality. Therefore, this study uses the term "influence" within a predictive -statistical framework (Ghozali, 2021).

The research location is the Darussalam Blokagung Islamic Boarding School in Banyuwangi, specifically at the Syafaatul Qur'an Dormitory. The target population consists of 200 female students. Simple random sampling was used to minimize bias. Operationally, the randomization process was implemented through five steps: (1) the researcher obtained a complete list of all female students as the sampling frame; (2) the researcher identified inclusion criteria (residing for at least 6 months and having consumed Yakult within the last three months); (3) the researcher assigned serial numbers 1 through 200; (4) the researcher used a random number table or a simple lottery method to select 134 female students; (5) the researcher distributed the questionnaire to the 134 selected female students. The sample size was determined using the Slovin Formula (Riduwan & Akdon, 2013:66):

$$n = \frac{N}{1 + N(e)^2} = \frac{200}{1 + 200(0{,}05)^2} = 134 \text{ respondents}$$

Where n represents the sample size, *N* represents the population size (200), and e represents the margin of error or tolerance level (0.05 or 5%). A 5% margin of error was

chosen because it represents the conventional standard in social science research, providing a 95% confidence level for the findings.

The data collection process combines primary and secondary sources. Research data sources refer to the objects from which information can be obtained (Subagiyo, 2017:72). Based on their source, research data can be classified into two types: primary data and secondary data (Siyoto & Sodik, 2015). Primary data was obtained through the direct distribution of structured questionnaires to female boarding school students. Meanwhile, secondary data was sourced from various supporting literature, including books, scientific journal articles, and other relevant documents. The researcher acknowledges that reliance on self-administered *questionnaires* in the religious context of a pesantren carries the potential for *social desirability bias*, where respondents may feel pressured to provide socially acceptable answers regarding halal awareness, religious compliance, and healthy behavior. To minimize this risk, several strategies were implemented: (1) the researchers provided a firm guarantee of anonymity, assuring that respondents' identities would not be disclosed in any form in the research report; (2) the researchers explained the confidentiality procedures, stating that data would only be analyzed in aggregate; (3) researchers do not include respondents' names or initials on the questionnaire, using only numerical codes; (4) researchers provide sealed envelopes for returning the questionnaire to ensure that answers are not viewed by others; (5) researchers formulate statement items using neutral language and avoid judgmental words.

The study used a 4-point Likert scale (1–4) without a neutral option to elicit clear response tendencies (Riana, 2017:34). Likert scale data were treated as interval data for multiple linear regression analysis, justified by the fact that this approach is common in consumer behavior research when the sample size is sufficient (N>30) and the data are normally distributed (Suliyanto, 2011:53);(Ghozali, 2021:98).

Table 1 Likert Scale

No	Criteria	Score
1	SS (Sangat Setuju / Strongly Agree)	4
2	S (Setuju / Agree)	3
3	TS (Tidak Setuju / Disagree)	2
4	STS (Sangat Tidak Setuju / Strongly Disagree)	1

Source: (Riana, 2017:34)

The measurement instruments used in this study aim to assess halal labels (X_1), health awareness (X_2), and brand image (X_3) as independent variables, as well as purchase decisions (Y) as the dependent variable. The indicators for each variable are presented in the following table:

Table 2 Measurement Instruments

No	Variable	Definition	Indicators	Scale
1	Halal Label (X_1)	Halal certification mark on packaging (Sukoso, M.Sc et al., 2020:18-20)	There are 4 indicators: presence of halal image; halal text; combination of image and text; and placement of halal label on packaging.	Likert
2	Health Awareness (X_2)	The level of individual attention and willingness to engage in health-supporting behaviors (Irwan, 2017:144-164).	There are 4 indicators: attention to health; concern for physical condition; health information seeking; and commitment to healthy behavior.	Likert
3	Brand Image (X_3)	A set of consumer beliefs and perceptions regarding a brand (Anang & M., 2019:67-69).	There are 3 indicators: strength of brand associations; favorability of brand associations; and uniqueness of brand associations.	Likert
4	Purchase Decision (Y)	The final result of the consumer evaluation process (Wardhana, 2024:46).	There are 4 indicators: purchasing habit; confidence in the product; repeat purchase; and recommendations to others.	Likert

Source: Secondary data processed, 2026

Instrument Validation

1. Validity Test: Using item-total correlation with the r-table (df=132, α=5%) of 0.170. Out of 75 items, 2 items were deemed invalid (calculated r < 0.170) and were excluded.
2. Reliability Test: Using Cronbach's Alpha ((Agustine & Kristaung, 2013:73). All variables were reliable (α > 0.60), with the following details: halal label (0.847), health awareness (0.762), brand image (0.891), and purchase decision (0.803).

Testing of Classical Assumptions

1. Normality Test: *Kolmogorov-Smirnov* method with a significance criterion > 0.05 (Suliyanto, 2011).

2. Multicollinearity Test: Based on VIF values < 10 and *tolerance* > 0.10 (Ghozali, 2021).
3. Heteroscedasticity Test: *Glejser* method with a significance criterion > 0.05 (Suliyanto, 2011).

Data Analysis Techniques

1. Multiple Linear Regression Analysis

   Multiple Linear Regression Analysis was conducted using IBM SPSS Statistics software version 22. This analysis aims to test the relationship between independent variables and the dependent variable. According to (Suliyanto, 2011), multiple linear regression is appropriate when the study aims to predict the value of the dependent variable based on the values of two or more independent variables. It is important to emphasize that this analysis tests predictive relationships, not absolute causal relationships. The regression equation is formulated as follows:

   $Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$ Where:

   Y = Purchase Decision α = Constant

   $\beta_1, \beta_2, \beta_3$ = Regression coefficients

   X_1 = Halal Label

   X_2 = Health Awareness X_3 = Brand Image

   e = *error term*

   a. Partial Test (t): Significant if p-value < 0.05 or calculated t > table t ((Ghozali, 2021).
   b. Simultaneous Test (F): Significant if p-value < 0.05 or calculated F > table F (Ghozali, 2021).
   c. Coefficient of Determination (R^2): Uses *Adjusted* R^2 for a more conservative estimate (Ghozali, 2021).

   Recognized Methodological Limitations

   a. The *cross-sectional* design is unable to capture dynamic decision-making processes.
   b. The exclusive focus on female students limits generalization to the male student population.
   c. Potential *social desirability bias* in questionnaire completion, which was minimized through guarantees of anonymity, numerical codes, and sealed envelopes.
   d. Potential conceptual overlap between the halal label and brand image.
   e. The assumption of homogeneity within the pesantren community needs to be balanced with recognition of individual diversity.

   Recommendations for Future Research

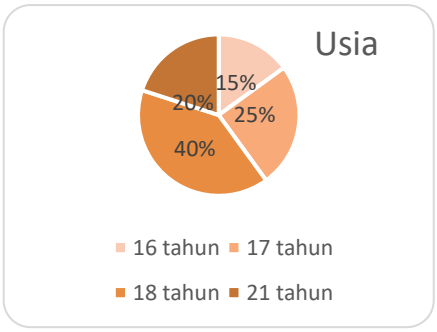
a. Include male respondents for a cross-gender analysis.
b. Simplify the questionnaire (maximum of 4 indicators per variable).
c. Explicitly describe the operational procedures for sample randomization and content validation.
d. Consider a longitudinal or experimental design for causal inferences.

RESULT AND DISCUSSION

Topics to be Explored

This study involved 134 respondents, who were female students at the Syafaatul Qur'an Dormitory at the Darussalam Blokagung Islamic Boarding School. The sample was determined using the Slovin formula, with a population of 200 female students and a margin of error of 5%. The characteristics of the respondents based on age are presented in Figure 1 below:

Figure 1. Respondent Characteristics Based on Age



Source: Primary data processed, 2026

Figure 1 above shows that the majority of respondents were 18 years old (40%), followed by those aged 17 (25%), 21 (20%), and 16 (15%). This age distribution indicates that the research subjects are predominantly *late* adolescents in the 17–18 age range (65% of the total respondents), which is consistent with the typical demographic profile of female students at upper-level Islamic boarding schools.

A critical analysis of the respondents' age composition is necessary to understand its influence on the research variables, namely halal awareness, brand image sensitivity, and purchasing decisions.

1. The Relationship Between Age and Halal Awareness

In the late adolescence age range (17–18 years), cognitive development according to Piaget's theory has reached the formal operational stage. In the boarding school context, this stage implies the students' ability to understand the theological significance behind halal certification as a form of obedience to Allah SWT. Conversely, the 21-year-old age

group (20% of respondents) is in the early adulthood stage (*emerging adulthood*), which is psychologically characterized by increased autonomy. This group may demonstrate halal awareness driven by a critical understanding of halal regulations (such as BPJPH Decision No. 40 of 2022). Since the proportion of 21-year-old respondents is only 20%, this study cannot statistically test for significant differences between age groups. Future research with a more balanced sample is needed to explore the moderating effect of age.

2. The Relationship Between Age and Brand Image Sensitivity

   Muslim youth, who constitute the majority of respondents, possess unique characteristics: they tend to be more selective and prioritize *value congruence* between brands and personal identity. In the pesantren context, the dominant personal identity is religious identity. Respondents aged 17–18 tend to be more responsive to brands that explicitly display associations with Islamic values. This finding aligns with Kellers, (2008) brand equity model, which emphasizes that *the favorability of brand associations* is determined by the relevance and benefits of those associations to consumers. This study does not directly measure the moderating effect of age, so this analysis is exploratory.

3. The Relationship Between Age and Purchase Decision Patterns

   The age distribution, dominated by late adolescents (65%), has implications for the decision-making process. According to consumer behavior theory, late adolescents are in a transitional phase where the influence of the *peer group* begins to shift the dominance of family influence. Within the framework of the Theory of Planned Behavior (Ajzen, 1991), the construct of subjective norms likely carries greater weight than individual attitudes in predicting purchase intentions among this age group. The limitations of the *cross-sectional* design prevent this study from testing the longitudinal changes in these relative weights.

Limitations and Recommendations

It must be critically acknowledged that the sample characteristics have limitations:

a. The age distribution is not fully diverse (the 19–20 age group is not represented; the proportion of 21-year-olds is only 20%).
b. The study focused only on late adolescents and young adult women.
c. The study did not collect data on additional characteristics such as length of stay at the pesantren, religious education background, socioeconomic status, or frequency of consumption.

Future research is recommended to: (1) expand the age range of the sample (12–16 years and 22–25 years); (2) include male respondents; (3) collect additional demographic data; and (4) use a longitudinal design.

Validity Test Results

The instrument validity test was conducted using item-total correlation with a 5% significance level and df = 132 (N-2), yielding a critical r-value of 0.170. According to (Ghozali, 2021), the primary purpose of validity testing is to ensure measurement accuracy. Of the 75 items, 2 items were deemed invalid (calculated r < 0.170) and excluded from the analysis, while the remaining 73 items were valid.

Prior to statistical testing, content and construct validity were established through a series of systematic procedures. First, the indicators for each variable were derived from operational definitions based on established theoretical frameworks: the halal label from (Sukoso, M.Sc et al., 2020), health awareness from (Irwan S.KM, 2017), brand image from (Anang, 2019), and purchase decision from (Wardhana, 2024). Second, *an expert judgment* assessment was conducted involving two faculty experts in marketing and consumer behavior as well as one practitioner familiar with the pesantren context. Third, based on expert input, revisions were made to ambiguous or irrelevant items. Fourth, *a pilot test* was conducted on 30 respondents with characteristics similar to the target population. Two invalid items require further evaluation.

Based on substantive review: (a) one item from the health awareness variable has overly technical wording using the medical term "gut microbiota," which is unfamiliar, leading to varied respondent interpretations and a weak item-total correlation; (b) one item from the purchase decision variable contained *a double-barreled statement* asking two things at once ("I buy Yakult because it tastes good and is affordable"), so respondents who agreed with one aspect but not the other had difficulty providing an accurate answer. The removal of these two items does not reduce the overall construct validity because the core indicators of each variable remain represented by other valid items. Analytical reflection on these dropped items is necessary to enhance methodological transparency, so that item removal is not merely technical but also reflects a substantive evaluation of the instrument's quality

Reliability Test Results

Reliability testing was conducted by calculating Cronbach's Alpha using IBM SPSS version 22. According to (Forester et al., 2024), the operational definition of a reliable questionnaire is its ability to produce consistent and dependable responses. The decision criterion according to (Agustine & Kristaung, 2013) states that a Cronbach's Alpha > 0.60 indicates reliability. 's test results indicate that all variables are reliable: halal label (X_1) = 0.847, health awareness (X_2) = 0.762, brand image (X_3) = 0.891, and purchase decision (Y) = 0.803. Based on current, stricter methodological standards (Nunnally & Bernstein, 1994), 1994: ≥0.70 is adequate, ≥0.80 is good), all variables still meet the criteria. The brand image (0.891) and halal label (0.847) variables fall into the "good" to "very good" categories, while purchase decision (0.803) is also in the "good" category. The health awareness variable (0.762) falls into the "adequate" category.

Some possible causes are: (1) the broader and multidimensional conceptual dimensions of health awareness (encompassing attention, concern, information-seeking, and

behavioral commitment); (2) the presence of items with weak item-total correlations, even though they still meet the statistical threshold; (3) variations in respondents' understanding of the concept of "health," influenced by differing educational backgrounds and exposure to health information. The use of Cronbach's Alpha alone is considered sufficient for the context of this study because: (a) the construct is relatively unidimensional; (b) the measurement scale used is a pseudo-interval scale with limited response categories (4 points); (c) the research objectives are confirmatory and explanatory; (d) resource limitations for conducting composite reliability tests or test-retest studies. The researchers recommend that future studies consider using additional reliability indicators such as *Composite Reliability* (CR) and *Average Variance Extracted* (AVE) within the framework of *Structural Equation Modeling* (SEM).

Researchers should conduct an *item-if-deleted* analysis to identify items that weaken reliability. Based on additional analysis, no item significantly increased Cronbach's Alpha if removed (the increase did not exceed 0.02), so all valid items were retained in the final analysis.

Normality Test Results

The normality test aims to determine whether the residual values in the regression model follow a normal distribution. The Kolmogorov-Smirnov method was applied, with the decision criterion that the data is considered normally distributed if the significance value (Asymp. Sig. 2-tailed) exceeds 0.05 (Suliyanto, 2011). The calculation results are presented in Table 3 below:

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		134
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	,57718962
Most Extreme Differences	Absolute	,063
	Positive	,041
	Negative	-,063
Test Statistic		,063
Asymp. Sig. (2-tailed)		,200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: Primary data processed, 2026

Based on the SPSS output in Table 3, the Asymp. Sig. (2-tailed) value is 0.200. This value exceeds the specified significance level of 5% (0.05). Thus, it is concluded that the data used in this study follows a normal distribution. The value of 0.200 represents the lower bound of the true significance, indicating that the true p-value is at least 0.200, which is well above the 0.05 threshold. The normality test is a crucial component within the classical assumptions framework of multiple linear regression, alongside tests for

multicollinearity, heteroscedasticity, and autocorrelation. Fulfilling the normality assumption for the residuals ensures that parameter significance tests (t-tests and F-tests) yield valid inferences, as the normal distribution of residuals is directly related to *the Best Linear Unbiased Estimator* (BLUE) property in the regression model. With the normality assumption met, the regression coefficient estimates become unbiased, consistent, and efficient.

Given that the sample consists of 134 respondents, relying solely on the Kolmogorov-Smirnov test requires critical evaluation, as this test tends to be sensitive to sample size. For a more comprehensive assessment, this study supplements the analysis with additional visual assessments of normality: (a) the residual histogram analysis shows a symmetrical curve resembling a normal distribution; (b) *the* Q-Q (*Quantile-Quantile*) *plot* shows residual points following a diagonal line with minimal deviation at the ends of the distribution; (c) the residual skewness is -0.142 and the kurtosis is 0.231, both within the range of -2 to +2; (d) the Shapiro-Wilk test was conducted as confirmation and yielded a p-value of 0.087 (>0.05), consistent with the conclusion of the Kolmogorov-Smirnov test. The combination of these various normality tests reinforces the robustness of the regression assumptions

Multicollinearity Test Results

The Multicollinearity Test was conducted to detect whether there is a high correlation among the independent variables. The criteria used are the *Variance Inflation Factor* (VIF) and *tolerance* values. If VIF < 10 and tolerance > 0.10, then there is no serious multicollinearity (Ghozali, 2021). The results of the multicollinearity test are presented in Table 4 below:

Tabel 4. Uji Multikolineritas

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	48,266	1,272		37,958	,000		
	x1	,126	,012	,518	10,295	,000	,836	1,197
	x2	-,004	,013	-,014	-,281	,779	,888	1,126
	x3	,215	,019	,538	11,050	,000	,893	1,120

a. Dependent Variable: y

The results show that all independent variables have VIF values < 10 (ranging from 1.120 to 1.197) and tolerance > 0.10 (ranging from 0.836 to 0.893), indicating the absence of serious multicollinearity among the predictors. Thus, the independence of predictors in the regression model is satisfied, ensuring that the estimated regression coefficients are unbiased and stable. These findings also indicate that although there is a small potential

for conceptual overlap between the halal label and brand image (both involving elements of trust and credibility), statistically, the three constructs are sufficiently distinct from one another to make unique contributions to the regression model.

Heteroscedasticity Test Results

The heteroscedasticity test was conducted using the Glejser method to detect whether the residual variance is constant. The decision criterion is: if the significance value of the correlation between the absolute residuals and the independent variables is > 0.05, then there is no heteroscedasticity (Suliyanto, 2011). The results of the heteroscedasticity test are presented in Table 5 below:

Table 5. Uji Heteroscedasticity

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1,279	,726		1,762	,080		
	x1	,006	,007	,078	,826	,410	,836	1,197
	x2	-,014	,007	-,177	-1,935	,055	,888	1,126
	x3	-,004	,011	-,037	-,400	,689	,893	1,120

a. Dependent Variable: ABRESID

Based on Table 5 above, all independent variables have significance values > 0.05 (halal label = 0.410; health awareness = 0.055; brand image = 0.689). Thus, it can be concluded that there is no heteroscedasticity in the regression model. Undetected heteroscedasticity can cause regression coefficient estimates to remain unbiased but become inefficient (minimum variance is not achieved), thereby making hypothesis testing less reliable. The fulfillment of this homoscedasticity assumption strengthens the validity of the parameter significance test.

Multiple Linear Regression Analysis

Data analysis uses multiple linear regression to determine whether the halal label, health awareness, and brand image have a significant influence on purchasing decisions. This analysis was performed using SPSS 22 software. According to (Suliyanto, 2011), multiple linear regression is appropriate when the study aims to predict the value of the dependent variable based on the values of two or more independent variables. The regression results are presented in the following section.

a. Partial Test (t-test)

A t-test was conducted to examine whether each independent variable individually influences the dependent variable. The decision criteria are based on a comparison of the calculated t-value (t-calculated) with the t-table value and the significance level (Sig.)

at the specified alpha level (α = 0.05). Before interpreting the results, the classical assumptions of regression were tested (normality, multicollinearity, heteroscedasticity). Thus, the independence of predictors in the regression model is satisfied, so that the regression coefficient estimates are unbiased and stable. The results of the t-test are presented in Table 6 below:

Table 6. t-test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	48,266	1,272		37,958	,000
	Halal Label (x1)	,126	,012	,518	10,295	,000
	Health Awareness (x2)	-,004	,013	-,014	-,281	,779
	Brandimage(x3)	,215	,019	,538	11,050	,000

a. Dependent Variable: Purchase Decision

Source: Primary data processed, 2026

The regression equation obtained from the unstandardized coefficients is:

$$\mathbf{Y = 48{,}266 + 0{,}126X_1 - 0{,}004X_2 + 0{,}215X_3 + e}$$

Where Y represents the purchase decision, X_1 is the halal label, X_2 is health awareness, X_3 is brand image, and e is the error term.

The interpretation of the constant must be done with great caution because a scenario in which consumers have absolutely no perception of the halal label, health consciousness, and brand image is unrealistic in the context of Islamic boarding schools. The focus of the analysis should be directed toward the standardized coefficients (Beta), which allow for a comparison of the relative strength of influence among variables. Based on Cohen's (1988) criteria, Beta values of 0.518 (halal label) and 0.538 (brand image) fall into the large effect category (>0.35).

1. Effect of the Halal Label (X_1): p-value = 0.000 (< 0.05); calculated t (10.295) > critical t (1.978); Beta = 0.518 (large effect). The halal label has a significant partial effect on purchasing decisions. Theoretically, these findings support the Theory of Planned Behavior (Ajzen, 1991), in which the halal label functions as a subjective norm guiding the behavior of Muslim consumers. Within the signaling theory framework (Spence, 1973), the halal label acts as a credible signal that reduces information asymmetry between producers and consumers.
2. Effect of Brand Image (X_3): p-value = 0.000 (< 0.05); calculated t (11.050) > critical t; Beta = 0.538 (strongest effect among all independent variables). Brand image makes a significant contribution to purchase decisions. Theoretically, this finding

aligns with brand equity theory(Gunawan & Kunto, 2022b), which states that apositive brand image forms unique associations in consumers' memories. The highest Beta value indicates that brand image is the strongest predictor because it encompasses broader emotional and experiential dimensions.

3. Effect of Health Awareness (X_2): p-value = 0.779 (> 0.05); calculated t-value (-0.281) < critical t-value (1.978); negative coefficient (-0.004). Health awareness does not have a significant effect on purchasing decisions. Six alternative explanations are proposed:
   a. Homogeneous respondent characteristics (low variation due to *the restricted range effect*).
   b. Hierarchy of needs among pesantren consumers: Religious considerations and brand reputation are more dominant than personal health motives.
   c. *Conceptual* overlap: Consumers automatically associate halal products with cleanliness and safety (the concept of *halal thayyib*).
   d. Limited purchasing power: A preference for affordable prices is prioritized.
   e. *Habitual buying behavior*: Purchase decisions are based on habit or peer recommendations.
   f. *Local cultural filtering*: The pesantren environment emphasizes simplicity and naturalness (plain water) over modern fermented products like Yakult.

   Compared to previous studies that found a positive influence of health awareness (e.g., (Pan et al., 2025);(Komar, 2022);(Jamil et al., 2024), the pesantren context in this study indicates that external *assurances* such as halal certification and brand reputation are more influential than *internal* motives, such as personal health awareness. This indicates a context-moderating effect, where the strength of health awareness's influence on healthy consumption behavior may be weaker in environments with strong religious norms and economic constraints.

a. Simultaneous Test (F-test)

   The F-test was conducted to determine the collective influence of all independent variables on the dependent variable. The results of the calculated F-value are presented in Table 7 below:

Table 7. Simultaneous Test (F-test)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	116,527	3	38,842	113,962	,000[b]
	Residual	44,309	130	,341		

Total	160,836	133

a. Dependent Variable: y

b. Predictors: (Constant), x3, x2, x1

Source: Primary data processed, 2026

The F-test results presented in Table 5 above show a significance value (p-value) of 0.000. Referring to the set alpha level ($\alpha = 0.05$), this probability value is much smaller than the critical threshold ($0.000 < 0.05$). The calculated F-value of 113.962 far exceeds the table F-value (df1=3, df2=130, F-table=2.67). Thus, the null hypothesis (H_0) stating that there is no simultaneous effect is rejected. This decision leads to the conclusion that, collectively, the variables of halal labeling, health awareness, and brand image have a statistically significant simultaneous effect on the purchase decision variable.

b. Coefficient of Determination Test (R^2)

In regression analysis, the coefficient of determination (R^2) serves as an indicator of a model's explanatory power. The value resulting from this calculation represents the magnitude of the combined (simultaneous) influence of all independent variables on the dependent variable, providing a picture of the model's effectiveness in representing the phenomenon under study. The simultaneous influence of the three variables is presented in Table 6 below:

Table 8. Coefficient of Determination Test (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,851[a]	,725	,718	,58381

a. Predictors: (Constant), x3, x2, x1

Source: Primary data processed, 2026

Based on the results of the regression analysis in Table 6, the multiple correlation coefficient (R) is 0.851. The coefficient of determination (R-squared) is 0.725, equivalent to 72.5% (as evidenced by $\sqrt{0.725} \approx 0.851$). *The Adjusted R-Square* value of 0.718 indicates that approximately 71.8% of the variance in purchase decisions can be explained by the three independent variables when considering model parsimony. The unexplained variance of 27.5% (or 28.2% based on *adjusted* R^2) suggests that there are still other factors outside the model. Potential variables to consider in future research include: (a) price sensitivity; (b) peer influence; (c) level of religiosity; (d) product accessibility; (e) exposure to promotions; and (f) past experiences with a specific brand (Zeithaml et al., 1996);(Oliver, 1999).

Cross-sectional regression models have limitations in capturing the dynamic and context-dependent nature of consumer decision-making processes. Cross-sectional

studies only capture a snapshot at a single point in time, so they cannot explain true causal relationships or changes in behavior over time. Therefore, future longitudinal studies are recommended to track the evolution of the influence of these three independent variables on purchase decisions over a longer period. The *effect* size of this model ($R^2 = 0.725$) is classified as large according to Cohen's (1988) criteria, indicating that the model possesses substantial predictive capacity, albeit imperfect. Acknowledging these limitations is crucial to avoid overgeneralization and to pave the way for more comprehensive future research.

Discussion

1. The Effect of the Halal Label (X_1) on the Purchase Decision (Y) of Yakult Functional Beverages

The findings of this analysis confirm that the halal label has a significant influence on the purchase decision of Yakult probiotic functional beverages. The t-test results show a significance value of 0.000 ($p < 0.05$) with a calculated t-value of 10.295 and a standard coefficient (Beta) of 0.518. Respondents stated that the presence of a halal label is a primary consideration and a mandatory criterion in the product selection process, particularly within the Syafaatul Qur'an Dormitory environment. The socio-religious context of this Islamic dormitory, which instills Islamic sharia values, further reinforces the role of halal certification. It is important to analytically distinguish between the halal label as *a* minimum consumption *requirement* and the halal label as *an influential marketing factor*. In a boarding school environment with a high level of religiosity, halal certification tends to be perceived as an *absolute* prerequisite that must be met for a product to be considered. However, the finding of a Beta coefficient of 0.518, which falls into category of a large effect (Cohen, 1988), indicates that in this context, the halal label appears to have transcended its role as a prerequisite and is beginning to function as an active driving factor. This distinction is important because if the halal label functions merely as *a hygiene factor* (in Herzberg's two-factor theory), its absence would lead to rejection, but its presence does not necessarily actively increase preference. Conversely, if the halal label functions as *a motivator*, its presence directly and positively enhances the product's appeal. When halal certification is communicated transparently and educationally, the label not only serves as a symbol of compliance but also builds emotional trust that strengthens consumer loyalty (Mursid et al.,)2025; (Seo et al., 2025; R. J. Setiawan et al., 2024; Silalahi, 2024). To empirically validate this distinction, future research needs to directly measure respondents' perceptions regarding whether the halal label "merely meets the minimum requirements" or "serves as the primary reason for purchasing a specific product among other halal products."

It is important to critically evaluate the pesantren environment as *a socially regulated environment*. The characteristics of respondents living in dormitories with strict

supervision, communal obedience, and explicit institutional expectations regarding sharia compliance can shape behavior through *conformity* pressure or *institutional expectations*. In such a context, the decision to purchase halal-labeled products may not fully reflect autonomous individual preferences, but rather compliance with socially enforced collective norms. By acknowledging this possibility, the interpretation that the halal label "directly shapes consumption patterns" must be balanced with the understanding that its mechanism of influence may operate through the pathway *of social compliance* in addition to individual religious beliefs. Research by (Azizah, 2021), (Fatmawati & Islam, 2025), and (Rahayu et al., 2024)indicates that religious belief moderates the relationship between halal awareness and purchase decisions, suggesting that more religious consumers are more likely to be influenced by halal labels.

It is important to note that claims regarding "emotional trust" and "consumer loyalty" in this discussion were not directly tested through research instruments. The variables measured in this study are limited to halal labels, health awareness, brand image, and purchase decisions. Concepts such as emotional trust and loyalty are distinct constructs and require separate measurement. Therefore, the statement that halal labels "build emotional trust that strengthens consumer loyalty" should be presented cautiously as a potential implication or derivative hypothesis for future research, not as a direct finding from the empirical data of this study. Instead, the discussion can be reformulated as follows: "The finding that the halal label significantly influences purchasing decisions (Beta=0.518) indicates that halal certification has strong predictive power regarding purchasing behavior. This opens the possibility that the underlying mechanisms may involve increased trust or a reduction in perceived risk, although these mediating constructs have not been directly tested in this study. Future research is advised to explicitly measure mediating variables such as trust and loyalty to confirm the hypothesized causal mechanisms."

From the perspective *of signaling theory* (Spence, 1973), the halal label acts as a credible signal that reduces information asymmetry between producers and consumers. In religious communities where the costs of consuming non-halal products are very high (both spiritually and socially), the symbolic value of halal certification becomes highly valuable. This theory adequately explains the function of the halal label in the context of product quality uncertainty. However, it should be noted that the effectiveness of the signal depends heavily on the credibility of the signaler (in this case, the halal certification body) and the cost of signal fraud. In the Indonesian context, the existence of the Halal Product Guarantee Agency (BPJPH) provides institutional legitimacy that strengthens the credibility of the halal signal.

The findings of this study align with those of (Hardimanto, 2025) and (Rahman et al., 2023b), who state that halal labels are capable of fostering positive consumer responses, strengthening trust, and increasing purchase frequency, particularly in market segments with a dominant Muslim population. Some of the findings of this study

contradict those of (Iltiham, 2020), who states that the presence of a halal label on a product does not always increase consumer purchase intent, as other variables such as lifestyle, level of religious understanding, and practical considerations are often more dominant. (Ula et al, 2024) add that consumers tend to prioritize perceptions of brand quality or loyalty to a specific product. This discrepancy suggests that the influence of halal labels can be moderated by contextual factors such as consumers' level of religious commitment, category involvement, and prior brand familiarity.

Based on these contextual differences, this study proposes a conceptual proposition (not a confirmed theoretical conclusion) that the influence of the halal label on purchase decisions is *positively moderated* in environments with high levels of collective religious adherence and *negatively moderated* in environments where practical or hedonistic considerations dominate. This proposition is carefully formulated as *the* contextual reinforcement hypothesis, which still requires further empirical testing. To validate this proposition, future studies must explicitly test moderating variables such as: (1) the level of consumer religiosity (measured multidimensionally to include beliefs, religious practices, and religious experiences); (2) *peer influence* within religious communities; (3) *collective social norms* prevailing in the respondents' environment; (4) levels *of institutional compliance*, particularly within the context of Islamic boarding schools or dormitories. Future research is advised to employ a *multigroup analysis* or *moderated regression analysis* (MRA) design.

2. The Influence of Health Awareness (X_2) on the Purchase Decision (Y) of Yakult Functional Beverages

These respondent statements are reinforced by research findings stating that consumer behavior toward functional beverages such as Yakult cannot be explained by a single factor alone; rather, it is the result of complex interactions between demographic and economic factors, media influence, and cultural context (Nurmalasari & Phattanaviroj, 2025);(Bhagat & Ravi, 2018);(Wu et al., 2022);(Patria et al., 2025). The results of this analysis indicate that health awareness does not have a positive and significant influence on the purchase decision of Yakult functional beverages. The t-test results show a significance value of 0.779 ($p > 0.05$) with a calculated t-value of -0.281 and a negative coefficient (-0.004). Respondents stated that the purchase of Yakult is not primarily driven by health factors; rather, considerations of price and taste are more dominant than the motivation to live a healthy life. These findings reveal a *knowledge*-action gap, where awareness of health benefits does not automatically translate into actual purchasing behavior (Kumar et al., 2024).

Distinguishing Empirical Findings from Interpretive Assumptions: It is important to clearly distinguish between empirically supported findings and interpretive assumptions in this discussion. The measurable empirical findings in this study are limited to: (a) a significance value of 0.779 ($p > 0.05$), indicating a statistically

insignificant relationship; (b) a negative coefficient of -0.004; and (c) respondents' statements as recorded in the open-ended questionnaire. Meanwhile, interpretations regarding the dominance of price, taste, income constraints, peer influence, and cultural filtering constitute contextual explanations that are hypothetical in nature and not directly measured through research instruments. Therefore, these explanations should be presented as *plausible interpretations* requiring further testing, not as definitive conclusions. To strengthen the validity of the proposed explanations, future research is advised to directly measure supporting variables such as: respondents' monthly spending capacity, the intensity of peer influence (e.g., frequency of product discussions with friends), the frequency of Yakult purchases and consumption, and the relative priorities between price, taste, and health in the decision-making process.

More systematically, the discrepancy between health awareness and purchasing decisions in the pesantren context can be explained through *the Theory of Planned Behavior* (TPB) framework (Ajzen, 1991). In TPB, behavioral intention is determined by three main components: attitude toward *the behavior*, *subjective norms*, and *perceived behavioral control*. The finding that health awareness (which reflects personal attitudes toward health) does not significantly influence purchasing decisions suggests that in the pesantren environment, subjective norms and perceived behavioral control are more dominant than individual attitudes. Specifically, the collectivist and socially regulated environment of a pesantren tends to reinforce *subjective norms* that is, an individual's perception of social pressure from people who are important to them (such as roommates, teachers, or the dormitory community) to behave in a certain way. If collective norms prioritize simplicity, religious compliance, or the consumption of traditional products (such as plain water) over modern fermented products like Yakult, then the influence of these subjective norms can weaken or negate the impact of individual health awareness. Additionally, *perceived behavioral controls* including limitations on disposable income and product accessibility act as tangible barriers that hinder the translation of positive health attitudes into actual purchasing behavior.

The discrepancy between health awareness and subsequent purchasing decisions can be explained through the following three contextual perspectives, each of which should be understood as *possible* interpretations rather than direct findings:

First, the dominance of demographic and economic influences. As students with economic constraints (limited monthly income from parents), the respondents fall into the category of young consumers who, in theory, should prioritize health as a motivator. However, purchasing power acts as a mediating variable that disrupts the chain of influence of health awareness. This aligns with findings in the literature that disposable income can moderate the relationship between health awareness and purchasing behavior (Escobar-Farfán et al., 2025); (Müller-Pérez et al., 2025); (Shammakh et al., 2020).

Second, the minimal influence of social media as a catalyst. The absence of references to influencers or social media content suggests that social media as a catalyst does not function optimally in the context of Islamic boarding schools. Conversely, peer influence emerges as the more dominant social mechanism. This suggests that the effectiveness of social media is contextual; in environments with intensive face-to-face interaction, such as Islamic boarding schools, word-of-mouth information dissemination remains superior to digital persuasion (Kumar et al., 2024). It is important to note that variables such as "social media exposure" and "intensity of peer influence" were not directly measured in this study's instruments.

Third, the filter of local culture. Arguments regarding regional and cultural differences provide the strongest explanation for understanding these findings. Understanding and acceptance of health claims vary across cultures. Islamic boarding schools may emphasize simplicity and naturalness (plain water) over modern fermented products like Yakult. The probiotic health claims that are Yakult's main selling point are likely "filtered" by local values that do not always view industrial products as health solutions. Based on the TPB framework outlined above, this study proposes a conceptual proposition for future research (not a confirmed theoretical conclusion) in the form of a socio-economic constraint hypothesis: the influence of health awareness on purchasing decisions is significantly moderated by disposable income and collective social norms. In contexts where disposable income is limited and collective norms prioritize other values (such as religious compliance or social conformity), the effect of health awareness on behavior is suppressed or even neutralized. To empirically validate this hypothesis, future research must explicitly employ moderated regression analysis (MRA) or mediation analysis by including the following variables: (1) disposable income as a moderator; (2) peer influence as a moderator; (3) religiosity as a moderator; (4) collective norms as a mediator.

It must be acknowledged that in addition to the direct effects that have been tested, there is a possibility of indirect effects among these variables that are not captured by the standard multiple regression model. For example, health consciousness (X_2) may influence purchasing decisions (Y) through trust in halal-certified brands (X_1) or through the perception that brands with a positive image (X_3) tend to pay more attention to the health aspects of their products. In other words, health consciousness can function as an antecedent that drives consumers to seek out halal labels or reputable brands, which then directly influence purchasing decisions. This study did not examine mediation relationships due to the limitations of the cross-sectional design and its focus on testing direct effects. Future research is strongly recommended to use *a mediation analysis* or *path analysis* approach within the framework of *Structural Equation Modeling* (SEM).

3. The Influence of Brand Image (X_3) on the Purchase Decision (Y) of Yakult Functional Beverages

These findings are supported by research stating that consumer purchase decisions toward functional beverages such as Yakult are determined not by a single factor but by complex interactions between health trends, brand strength, and the digital landscape influenced by consumer demographic characteristics(Saifuddin et al., 2025);(Wagajee et al., 2025);(Steinhobel et al., 2024). This study reinforces the proposition that brand image has a significant influence on the purchase decision of Yakult functional beverages. The t-test results show a significance value of 0.000 ($p < 0.05$) with a calculated t-value of 11.050 and a standard coefficient (Beta) of 0.538, indicating the strongest influence among the three independent variables with a large effect size. A number of students described Yakult as an established brand, trusted for product quality, and possessing a positive reputation in the eyes of consumers. Social phenomena within the dormitory environment, such as peer recommendations (word-of-mouth) and collective consumption habits, also play a role in reinforcing and reproducing the brand's positive image. However, a more critical evaluation is needed regarding the assumption that positive perceptions of Yakult are entirely the result of *brand strength* alone. Several alternative explanations not directly measured in this study may also contribute to Yakult's dominance in consumer preferences:

First, *long-term market familiarity*: Yakult has been present in the Indonesian market for several decades, so consumers including students in Islamic boarding schools may have been exposed to this brand since childhood. Such familiarity can produce *the mere exposure effect*, where repeated exposure to a stimulus even without positive reinforcement can increase preference.

Second, *due* to *limited alternative choices* in the relatively closed dormitory environment, the variety of probiotic functional beverages may be more limited compared to that in a more open urban environment. Yakult, as *a first mover* in the probiotic beverage category in Indonesia, may enjoy the advantage of being one of the few available and easily accessible options.

Third, *habitual* consumption *patterns* for purchasing Yakult may have become a routine habit carried out without deep cognitive evaluation, so that purchasing decisions reflect behavioral automatism rather than conscious brand evaluation.

Four*th*, the wide distribution of Yakult, including in small shops around Islamic boarding schools, makes this product easier to obtain compared to other probiotic brands that may only be available in supermarkets or online stores. By considering these alternative explanations, the interpretation that brand image is the sole or primary cause of Yakult's dominance becomes more balanced and less exaggerated. It is important to acknowledge that the analysis in this study treats brand image as a *single* aggregate construct, not as three separate dimensions (strength, likability, and distinctiveness of brand associations) as proposed by (Keller, 2008). The research instrument was not designed to measure these three dimensions independently. Therefore, theoretical

interpretations referencing Keller's three dimensions must be approached with caution. The claims that "Yakult has successfully built strong and positive associations" and "the uniqueness of its probiotic positioning distinguishes it from competitors" constitute reasonable *theoretical* extrapolations but are not direct empirical findings from this study's data. The discussion should avoid overly broad conclusions beyond the operationalized data and clarify that the reported finding (Beta = 0.538) reflects the overall brand *image effect* rather than the separate effects of each brand equity dimension.

Future research is recommended to adapt or develop instruments that explicitly distinguish the three dimensions of brand image (strength, likability, uniqueness) and independently analyze which dimension most strongly influences purchase decisions in a collectivist environment such as a pesantren. It should be noted that claims regarding the dominance of word-of-mouth communication over digital influence in this discussion require caution. Variables such as "social media exposure," "peer communication intensity," and "digital engagement" were not directly measured in this study's instrument. Therefore, the statement that "traditional word-of-mouth marketing appears to be more influential than digital channels" should be presented as *a* hypothetical contextual interpretation, not as a definitive conclusion supported by empirical data. Future research should explicitly measure these three variables, for example, using a scale of social media usage frequency, a scale of trust in online versus offline recommendations, and a scale of the intensity of product discussions with peers. This study reinforces the existing theoretical framework of brand equity but adds a contextual dimension. The findings indicate that in collectivist and highly religious environments, the mechanisms of brand image influence operate through different pathways compared to individualistic and secular contexts. Specifically, social validation (peer recommendations and collective consumption habits) amplifies the effect of brand image on purchase decisions to a greater extent than individual brand evaluations. Based on these findings and while adhering to academic rigor, this study proposes a conceptual proposition for future research (not a confirmed theoretical conclusion) in the form of *the collectivist brand image amplification hypothesis*: in a collectivist cultural context, the influence of brand image on purchase decisions is positively amplified by social consensus and peer support. To empirically validate this hypothesis, future research must explicitly include the following constructs in a structural model or moderation model: (1) collectivism as a moderating variable or contextual variable; (2) *social conformity* as a mediating variable; (3) *peer support* as a moderating variable.

4. The Simultaneous Influence of Variables (X_1, X_2, X_3) on the Purchase Decision (Y) of Functional Beverages

The results of this study demonstrate that the three independent variableshalal labeling (X_1), health awareness (X_2), and brand image (X_3) collectively (simultaneously) have a significant influence on purchase decisions. The F-test showed a significance value of 0.000 ($p < 0.05$) with a calculated F-value of 113.962, far exceeding the critical

F-value. The coefficient of determination (R^2) of 72.5% (adjusted R^2 = 71.8%) indicates that these three variables explain nearly three-quarters of the variance in purchase decisions.

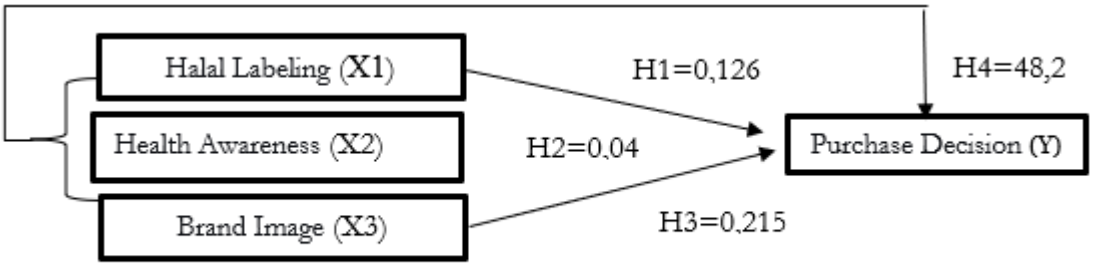
These findings are supported by various literature stating that consumer purchase decisions toward functional beverages such as Yakult are the result of synergistic interactions between three main factors: religious compliance represented through halal labels, personal motivation reflected in health awareness, and brand perception built through brand image (Steinhobel et al., 2024);(Desmaryani et al., 2024);(Millatina et al., 2022);(Saifuddin et al., 2025);(Kumar et al., 2024);(Juliana et al., 2025);(Bakhtiar et al., 2021). It is important to critically evaluate whether the high coefficient of determination (R^2 = 72.5%) might be partly due to conceptual *overlap* among the measured constructs, particularly between the halal label and brand image. Both constructs involve elements of trust in the product and *perceived credibility*. A consumer with a positive perception of Yakult's brand image may automatically assume that the product meets halal standards without needing to explicitly check the label. Conversely, consumers who heavily rely on the halal label may develop a positive attitude toward brands that consistently display halal certification. To ensure that the three independent variables truly measure distinct (discriminant) aspects of the purchase decision, multicollinearity diagnostics were conducted. The analysis results show that the *Variance Inflation Factor* (VIF) values for the halal label are 1.197, health consciousness 1.126, and brand image 1.120. All of these VIF values are well below the threshold of 10 (or even below the stricter standard of 5), while the tolerance values for all three variables are above 0.10. These findings indicate that there is no serious multicollinearity among the three independent variables. Thus, although there is a small possibility of conceptual overlap, statistically the three constructs are sufficiently distinct from one another to make unique contributions to the regression model.

This discussion must acknowledge that although the pesantren environment is collective and relatively homogeneous in terms of religious values, there is the possibility of individual variability among respondents that is not fully captured in the aggregate analysis. Respondents in this study, although all residing at the Syafaatul Qur'an Boarding School, may differ in: (a) individual levels of religiosity (e.g., frequency of worship, depth of religious understanding); (b) family economic background (which influences purchasing power and price sensitivity); (c) personal tastes and preferences regarding flavor, packaging, or product form; (d) exposure to external consumer culture through visits to family homes during holidays, internet access, or interactions with friends from outside the boarding school. Treating the pesantren community as a completely homogeneous entity risks oversimplifying the actual complexity of consumer behavior. Therefore, the interpretation that "consumption decisions within the pesantren environment reflect collective social responsibility" must be balanced with the acknowledgment that individual variability persists and can moderate the

strength of each variable's influence. Future research is advised to include individual-level variables such as personal religiosity, socioeconomic status, and lifestyle orientation as control or moderating variables.

The findings of this study contribute to the modification of (Ajzen, 1991) Theory of Planned Behavior (TPB) within the context of religious communities. The standard TPB posits that behavioral intention is determined by attitude, *subjective norms*, and *perceived behavioral control*. This study demonstrates that within a religious collectivist context, subjective norms particularly religious norms related to halal certification can dominate the other two components to the extent of overshadowing personal health attitudes (as evidenced by the non-significance of health awareness). Furthermore, the halal label functions as an institutional manifestation of subjective norms, while brand image serves as a heuristic cue for perceived behavioral control (reducing perceived uncertainty and risk).

Based on these findings and while adhering to academic caution, this study proposes a conceptual framework for future research (not a confirmed theoretical revision) in the form of *a religiously modified* TPB model for consumer behavior within the pesantren context. In this model, purchase intention is primarily shaped by: (1) *injunctive religious norms* the halal label as a signal of collective approval from religious authorities and the community; (2) descriptive social *norms* observed and imitated consumption behaviors of peers; and (3) *brand-based trust* brand image as a mechanism for reducing risk and uncertainty. Personal health attitudesplay a secondary, insignificant role when resources are limited and social norms are strong.



Gambar 2. Model Persamaan Regresi

CONCLUSION

This study aims to analyze the partial and simultaneous effects of the halal label (X_1), health awareness (X_2), and brand image (X_3) on the purchase decision (Y) of Yakult functional beverages among female students at the Syafaatul Qur'an Dormitory, Darussalam Blokagung Islamic Boarding School. Based on the analysis conducted, the following conclusions address each research objective.

First, the halal label (X_1) has a significant positive effect on purchase decisions (t-calculated = 10.295; Sig. = 0.000; Beta = 0.518; large effect according to Cohen's criteria). Second, brand image (X_3) has a significant positive influence, with the strongest effect among the three variables (t-calculated = 11.050; Sig. = 0.000; Beta = 0.538; large effect). Third, unlike the first two findings, health awareness (X_2) does not have a significant partial effect on purchase decisions (t-calculated = -0.281; Sig. = 0.779; Beta = -0.014). Fourth, these three variables collectively have a significant simultaneous effect on purchase decisions (F-calculated = 113.962; Sig. = 0.000; R^2 = 72.5%; Adjusted R^2 = 71.8%).

It should be emphasized that all of the above findings are *context-bound*. This study was conducted exclusively among female students at a single dormitory (Syafaatul Qur'an) within the Darussalam Blokagung Islamic Boarding School, characterized by highly specific socio-religious traits: a collectivist environment, strong religious norms, high conformity pressure, and limited access to digital media and product choices. These characteristics may not reflect the broader Muslim consumer population, such as urban Muslims, Muslims with varying levels of religiosity, or Muslims living in multireligious environments. Therefore, generalizing the findings must be done with great caution. The conclusions of this study primarily apply to students in boarding school-based environments with strong religious norms and a collective consumption culture. Research on populations with different characteristics is needed before broader generalizations can be made.

The finding that health awareness does not significantly influence purchasing decisions requires clarification regarding its interpretive status. Explanatory variables proposed in the discussion—such as economic constraints (limited income), the dominance of peer influence, the minimal role of social media, and local cultural filtering constitute *inferential interpretations* derived from contextual observations and literature support, not variables directly tested in this study. This study does not empirically measure respondents' income levels, the intensity of peer influence, the frequency of social media exposure, or individual collectivism scores. Consequently, these explanations are hypothetical and require further empirical validation. Future research should explicitly include monthly income level, personal religiosity, peer influence, and cultural orientation as directly measured variables to statistically test the hypothesized mechanisms.

This study offers theoretical contributions as initial propositions for definitive modifications, including an extension of signaling theory that halal labels function as credible signals within religious communities, a challenge to the universality of health consciousness that may be moderated by economic and cultural values, and a modification of the theory of planned behavior that subjective religious norms can dominate personal attitudes in resource-constrained collectivist environments; practically, producers are advised to display halal certification, implement peer ambassador programs, offer affordable pricing packages, and feature student testimonials; boarding school administrators need to facilitate access to halal products and provide education on halal

labeling; and policymakers should strengthen enforcement of certification and conduct periodic campaigns. This study has limitations including a single-site location, a cross-sectional design, the absence of measured moderating variables, potential social desirability bias, an inadequate multiple regression method for mediation/moderation testing, and a focus solely on female respondents. Future research is recommended to use SEM across boarding schools, a longitudinal design, include moderation and variables, compare boarding school and non-boarding school types, employ qualitative approaches and experimental designs, and expand the scope of products, while ongoing follow-up research includes a comparative study across three boarding schools in East Java and a mixed-methods study on the knowledge-action gap.

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