

Influence of halal awareness promotion and customer review on culinary purchase decisions in shopeefood among generation z consumers in Medan City

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ABSTRACT

This study examines the influence of halal awareness, promotion, customer reviews on culinary purchase decisions through ShopeeFood among Generation Z in Medan City, Indonesia. As the largest Muslim-majority country, halal consideration is expected to significantly affect consumer behavior. However, digital consumption patterns, driven by convenience, promotional intensity, and online reviews may shift purchasing motivations. Data were obtained from 123 individuals with a structured questionnaire and evaluated using multiple linear regression. Outcomes indicate that halal awareness does not significantly affect purchase decisions ($t = 0.661$, $\text{Sig} = 0.510$), while promotion ($t = 4.141$, $\text{Sig} = 0.000$) and customer review ($t = 6.328$, $\text{Sig} = 0.000$) have significant positive effects. Simultaneously, all variables significantly influence purchase decisions ($F = 66.403$, $\text{Sig} = 0.000$). The study reveals that although halal values remain culturally important, Generation Z prioritizes practical benefits and peer evaluations when purchasing food through digital platforms.

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1. INTRODUCTION

Indonesia, with a Muslim population exceeding 245 million (Dukcapil, 2024), places substantial importance on halal consumption as part of daily life. The concept of halal encompasses not only the permissibility of ingredients but also the entire production chain, including preparation, storage, distribution, and hygiene procedures (Fathoni 2021). Islamic teachings emphasize the necessity of consuming halal and thayyib food, as articulated in Qur'anic verses such as Al-Baqarah 168 and An-Nahl 114. Consequently, halal awareness has become a significant factor in shaping consumer preferences.

Simultaneously, the digitalization of the food sector has expanded, with food delivery platforms such as ShopeeFood, GoFood, and GrabFood becoming indispensable for urban residents. ShopeeFood, introduced in 2020, has rapidly dominated the Gen Z market through aggressive promotional strategies, free delivery campaigns, and cashback programs (Tantri, Sariwulan, and Nikensari 2023) Medan City home to over 622,209 Generation Z individuals (BPS, 2023)—represents a rapidly growing user base for digital food ordering services.

However, preliminary observation in the ShopeeFood application reveals that many culinary merchants do not display halal certification clearly. This raises a fundamental question:

“Does halal awareness still influence decision-making in a digital environment where product information is visually limited?”

Previous literature provides varied perspectives. Several studies affirm that halal awareness significantly influences purchasing behavior (Salsabila 2023) Others argue that in fast-paced digital environments, consumers prioritize convenience and satisfaction over halal labels (Fuadah and Ghozali Maski 2024) Meanwhile, promotional strategies, such as discounts, cashback, and free delivery have been shown to significantly impact consumers' decisions, especially among younger demographics (Dwina and Sarasi 2024)

Another key determinant in digital consumption is customer review, widely acknowledged as a powerful form of electronic word of mouth (e-WOM). According to (Susan M. Mudambi and Schuff 2010), review quality, volume, and valence shape consumer trust and purchasing willingness. Gen Z, characterized as digital natives, relies heavily on user-generated reviews when making online decisions. Given the above, the research goals to analyze the influence of halal awareness, promotion, customer reviews on ShopeeFood purchase decisions between Generation Z consumers in Medan City.

2. METHOD

2.1 Research Design

The research utilizes a quantitative, causal-associative design to measure the effect of independent variables, halal awareness (X1), promotion (X2), customer review (X3) on purchase decisions (Y).

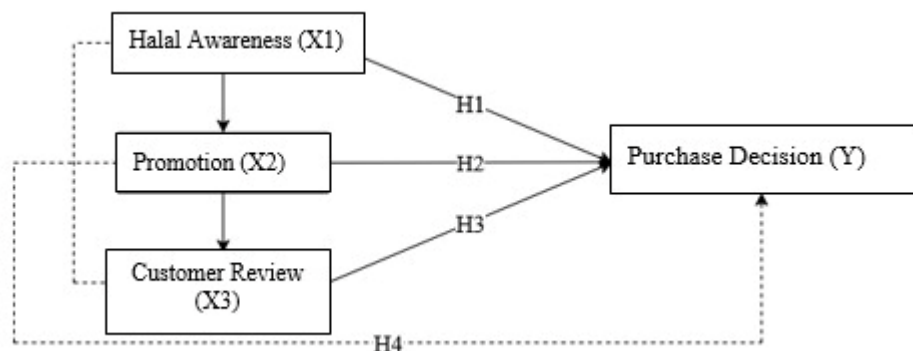


Figure 1. Research Design

2.2 Population and Sample

The population includes Generation Z consumers (ages 11–26) residing in Medan City's 21 districts. A total of 123 respondents were chosen utilizing non-probability purposive sampling, targeting active ShopeeFood users.

2.3 Data Collection Procedure

Data were collected using an online questionnaire distributed through Google Forms, employing a 5-point Likert scale ranging from “strongly disagree” to “strongly agree.” The questionnaire comprised of 26 indicator items designed to measure four main constructs: halal awareness, promotion, customer review, and purchase decision. Beyond the respondent-based primary data, secondary data were also employed, the researcher also utilized documentation techniques to gather secondary information, including statistical reports, institutional publications, and relevant previous studies that supported the theoretical and empirical foundation of the research. This combination of primary and secondary data provided a comprehensive understanding of the factors influencing purchase decisions between Generation Z ShopeeFood users in Medan City.

Table 1. Operational Definition of Variables

Variable	Type	Operational Definition	Indicators	Scale
Halal Awareness (X1)	Independent	The understanding, belief, and consumer habits in choosing products that comply with Islamic halal principles.	1) Knowledge about halal 2) Trust in the halal logo 3) Importance of halal certification 4) Habit of choosing halal products 5) Obedience to religious teachings (FAUZIAH 2023)	Likert Scale 1–5
Promotion (X2)	Independent	Marketing strategies used to attract consumer purchase interest through appealing digital offers.	1) Discounts/Price reductions 2) Cashback 3) Free shipping 4) Limited-time promotions 5) Promotion notifications (Kotler and Keller 2016)	Likert Scale 1–5
Customer Review (X3)	Independent	Reviews and evaluations given by consumers regarding products or services they have used.	1) Quality of arguments 2) Number of reviews 3) Ratings/star evaluations 4) Positive reviews 5) Trust in reviews (Dwina and Sarasi 2024)	Likert Scale 1–5
Purchase Decision (Y)	Dependent	The process consumers go through in selecting and purchasing products based on various considerations.	1) Certainty to purchase after receiving product information 2) Choosing to buy because it is their preferred brand 3) Buying because it fits their wants and needs 4) Purchasing after receiving recommendations from others (Kotler and Keller 2016)	Likert Scale 1–5

2.4 Operational Definition and Indicators

Table 2. Operationalization of Variables

Variable	Dimensions	Indicators	Sources
Halal Awareness (X1)	Knowledge, belief, religiosity, halal preference	Halal label, certification, product understanding	(Shah Alam, S., & Mohamed Sayuti 2011); (Salsabila 2023)
Promotion (X2)	Discount, cashback, free delivery, push notification	Price cuts, vouchers, promo exposure	(Candra Firmansyah 2023) (Fandy Tjiptono 2019)
Customer Review (X3)	Argument quality, review volume, rating, trust	Number of reviews, rating stars, comment credibility	(Susan M. Mudambi and Schuff 2010) (Agustiniingsih and Hartati 2023)
Purchase Decision (Y)	Need recognition, evaluation, purchase, post-purchase	Selection criteria, satisfaction, repeat purchase	(Kotler and Keller 2016)

2.5 Data Analysis

The findings collected in this analysis were evaluated using the Statistical Package for the Social Sciences (SPSS). The analysis began with validity and reliability testing to ensure that all questionnaire items accurately measured the intended constructs and demonstrated internal consistency. Subsequently, various standard assumption tests were performed, including the normality assessment to verify data normality, the linearity test to verify that the relationships between variables were linear, the multicollinearity test to ensure that independent variables did not correlate excessively with one another, and the heteroscedasticity test to confirm that the variance of residuals remained consistent across observations. After fulfilling these assumptions, multiple linear regression analysis was employed to evaluate the impact of halal awareness, promotion, customer review on purchase decisions. The analysis also included t-tests to inspect partial impacts, F-tests to evaluate the simultaneous influence of all independent variables, the value of R^2 helps quantify the variance accounted for by purchase decision models.

3. RESULTS AND DISCUSSION

3.1 Validity and Reliability

Using the Pearson Product–Moment correlation method, the r-table value at a 5% significance level ($r\text{-table} = 0.361$ for $n = 123$) was compared with the r-count of each questionnaire item to carry out the validity test. The outcomes reveal that all indicators across the four variables halal awareness, promotion, customer review, and purchase decision have r-count values exceeding 0.361, indicating that each item is valid and capable of measuring its intended construct.

Table 3. Validity Test for Halal Awareness (X1)

Variable	Item	r-count	r-table (0.1771)	Description
Halal Awareness (X1)	X1.1	0.923	0.1771	Valid
Halal Awareness (X1)	X1.2	0.951	0.1771	Valid
Halal Awareness (X1)	X1.3	0.933	0.1771	Valid
Halal Awareness (X1)	X1.4	0.947	0.1771	Valid
Halal Awareness (X1)	X1.5	0.916	0.1771	Valid

Table 4. Validity Test for Promotion (X2)

Variable	Item	r-count	r-table (0.1771)	Description
Promotion (X2)	X2.1	0.870	0.1771	Valid
Promotion (X2)	X2.2	0.918	0.1771	Valid
Promotion (X2)	X2.3	0.896	0.1771	Valid
Promotion (X2)	X2.4	0.690	0.1771	Valid
Promotion (X2)	X2.5	0.922	0.1771	Valid

Table 5. Validity Test for Customer Review (X3)

Variable	Item	r-count	r-table (0.1771)	Description
Customer Review (X3)	X3.1	0.796	0.1771	Valid
Customer Review (X3)	X3.2	0.802	0.1771	Valid
Customer Review (X3)	X3.3	0.815	0.1771	Valid
Customer Review (X3)	X3.4	0.804	0.1771	Valid
Customer Review (X3)	X3.5	0.446	0.1771	Valid

Table 6. Validity Test for Purchase Decision (Y)

Variable	Item	r-count	r-table (0.1771)	Description
Purchase Decision (Y)	Y.1	0.880	0.1771	Valid
Purchase Decision (Y)	Y.2	0.771	0.1771	Valid
Purchase Decision (Y)	Y.3	0.869	0.1771	Valid
Purchase Decision (Y)	Y.4	0.858	0.1771	Valid

Furthermore, the reliability test using Cronbach's Alpha revealed values larger than 0.70 for all variables, showing that the instrument is internally consistent and reliable. This indicates that the data used for further analysis is strong, as the respondents' answers remained consistent and stable across all indicators.

Table 7. Reliability Test

No	Variable	Cronbach's Alpha	R teory	Kriteria
1	Halal Awareness (X1)	0.963	0.70	Reliable
2	Promotion (X2)	0.913	0.70	Reliable
3	Customer Review (X3)	0.783	0.70	Reliable
4	Purchase Decision (Y)	0.865	0.70	Reliabe

3.2 Classical Assumption Test

Prior to running the regression analysis, the model's adherence to the assumptions of linear regression was ensured through a series of classical assumption tests.

3.2.1 Normality

The fact that the Kolmogorov–Smirnov test yielded a significance value above 0.05 indicates that the residuals meet the criteria for normal distribution. The histogram and Normal P–P Plot further confirmed that the distribution followed the diagonal line pattern, supporting the conclusion that the model met the normality assumption.

Table 8. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

N		123
	Normal Parameters ^{a,b}	Mean .0000000
		Std. Deviation 2.04963858
	Most Extreme Differences	Absolute .041
		Positive .037
		Negative -.041
	Test Statistic	.041
	Asymp. Sig. (2-tailed)	.200 ^{c,d}

3.2.2 Linearity

The linearity test between each independent variable (X1, X2, X3) and the dependent variable (Y) yielded significance values below 0.05, indicating a linear relationship. This confirms that the independent variables appropriately influence the dependent variable in a linear form, justifying the use of multiple linear regression.

Table 9. Results of the Linearity Test of Halal Awareness (X1) with Purchasing Decisions (Y)
ANOVA

			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision * Halal Awareness	Between Groups	(Combined)	87.244	11	7.931	.686	.749
		Linearity	11.483	1	11.483	.993	.321
		Deviation from Linearity	75.761	10	7.576	.655	.763
	Within Groups	1283.260	111	11.561			
Total			1370.504	122			

Based to the outcomes of the Linearity test in table 8 above, the Deviation from Linearity value is $0.763 > 0.05$, there is no deviation, meaning there is a linear connection among the Halal Awareness variable (X1) and the Purchasing Decision (Y).

Table 10. Results of the Linearity Test of Promotion (X2) with Purchase Decision (Y) -
ANOVA

			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision * Promotion	Between Groups	(Combined)	798.914	14	57.065	10.782	.000
		Linearity	680.277	1	680.277	128.536	.000
		Deviation from Linearity	118.637	13	9.126	1.724	.066
	Within Groups	571.590	108	5.293			
Total			1370.504	122			

Based to the outcomes of the Linearity test in table 9 above, the Deviation from Linearity value is $0.066 > 0.05$, there is no deviation in the relationship, so it can be said that there is a linear connection among the Promotion variable (X2) and the Purchase Decision (Y).

Table 11. Linearity Test Results of Customer Reviews (X3) with Purchase Decisions (Y)
ANOVA

			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision * Customer Review	Between Groups	(Combined)	866.805	14	61.915	13.275	.000
		Linearity	782.691	1	782.691	167.820	.000
		Deviation from Linearity	84.115	13	6.470	1.387	.177
	Within Groups	503.699	108	4.664			
Total			1370.504	122			

Based to the outcomes of the Linearity test in table 10 above, the Deviation from Linearity value is $0.177 > 0.05$, there is no deviation in the relationship, so it can be said that there is a linear connection among the Promotion variable (X2) and the Purchase Decision (Y).

3.2.3 Multicollinearity

Multicollinearity was examined through Tolerance and VIF (Variance Inflation Factor) values. The outcomes reveal Tolerance values larger than 0.10 and VIF values below 10, proposing the independent variables do not exhibit strong inter-correlation. Therefore, there is no multicollinearity issue, and each variable contributes independently to the model.

Table 12. Multicollinearity Test Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.083	1.284		.064	.949		
	Halal Awareness	.037	.056	.037	.661	.510	.993	1.007
	Promotion	.253	.061	.334	4.141	.000	.482	2.075
	Customer Review	.496	.078	.512	6.328	.000	.480	2.084

3.2.4 Heteroscedasticity

The Glejser test was used to detect heteroscedasticity. All significance values were above 0.05, indicating that the variance of the residuals was homogeneous across the regression line. These outcomes confirm that the model did not exhibit any heteroscedasticity issues, fulfilling the final requirement for a valid regression analysis.

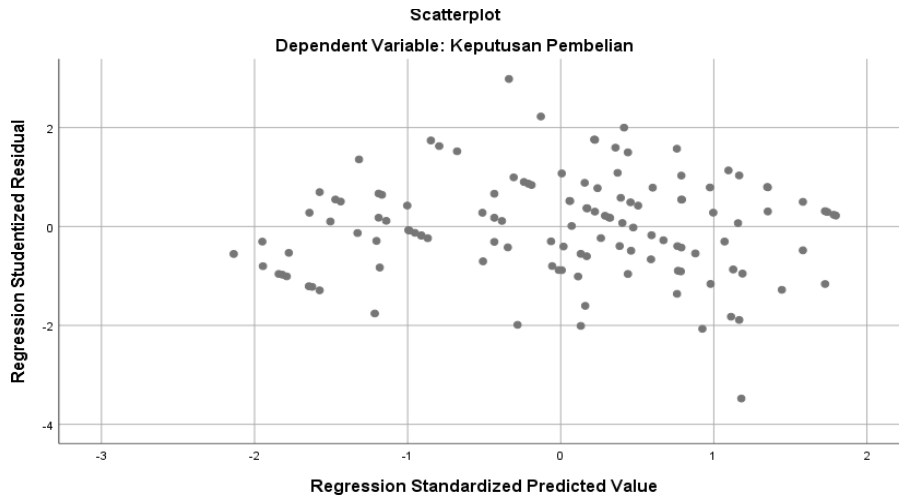


Figure 2. Heteroscedasticity Test Results with Scatterplot

Table 13. Multicollinearity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.553	.787		1.973	.051
	Kesadaran Halal	-.038	.035	-.100	-1.094	.276
	Promosi	.024	.037	.084	.640	.523
	Customer Review	.008	.048	.021	.159	.874

As seen in Table 12, the Glejser test indicates significance values greater than 0.05 for all variables: Halal Awareness (X1) = 0.276, Promotion (X2) = 0.523, and Customer Review (X3) = 0.874. With all values surpassing the 0.05 criterion, none of the variables exhibit heteroscedasticity.

3.3 Regression Analysis

Multiple linear regression, which (Ghozali 2020). describes as a method for evaluating the direction and strength of independent variables' effects on a dependent variable, is utilized to assess the influence of Halal Awareness, Promotion, Customer Review on Purchasing Decisions. The comprehensive findings are displayed in the table.

Table 14. Multicollinearity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.083	1.284		.064	.949
	Kesadaran Halal	.037	.056	.037	.661	.510
	Promosi	.253	.061	.334	4.141	.000
	Customer Review	.496	.078	.512	6.328	.000

3.4 Hypothesis Testing

3.4.1 Partial Test (t-Test)

Table 15. Results Partial Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.083	1.284		.064	.949
	Kesadaran Halal	.037	.056	.037	.661	.510
	Promosi	.253	.061	.334	4.141	.000
	Customer Review	.496	.078	.512	6.328	.000

Based to the partial t-test outcomes in Table 14, the study reveal that the Halal Awareness variable (X1) has a t-value of 0.661 with a significance level of 0.510, indicating that $t_{count} < t_{table}$, Sig. > 0.05, so H_0 is accepted and halal awareness has no impact on culinary purchase decisions on ShopeeFood among Gen Z consumers in Medan. Meanwhile, the Promotion variable (X2) has a t-value of 4.141 with a significance level of 0.000, meaning $t_{count} > t_{table}$, Sig. < 0.05, so H_0 is rejected and promotion significantly affects purchase decisions. Likewise, the Customer Review variable (X3) shows a t-value of 6.328 with a significance of 0.000, indicating $t_{count} > t_{table}$ and Sig. < 0.05, leading to the conclusion that customer reviews also significantly influence culinary purchase decisions on ShopeeFood among Gen Z consumers in Medan.

3.4.2 Simultaneous Test (F Test)

Table 16. Simultaneous Test Results

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	857.980	3	285.993	66.403	.000 ^b
	Residual	512.524	119	4.307		
	Total	1370.504	122			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Customer Review, Kesadaran Halal, Promosi

Source: SPSS output, 2025

The F-test outcomes show the calculated F-value is 66.403 with a significance level of 0.000, indicating that $F_{count} > F_{table}$ ($66.403 > 2.68$) and Sig. < 0.05. Therefore, it is evident that halal awareness, promotion, customer reviews simultaneously have a significant influence on culinary purchasing decisions on ShopeeFood among Gen Z consumers in Medan.

3.4.3 Coefficient of Determination Test (R²)

Table 17. Coefficient of Determination Test Result

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.791 ^a	.626	.617	2.075	

According to the coefficient of determination (R^2) test in Table 16, the Adjusted R-Square value is 0.617, indicating that Customer Review, Promotion, and Halal Awareness collectively explain 61.7% of the variance in culinary purchase decisions on ShopeeFood. The other 38.3% is determined by factors not analyzed in this research, such as application ease of use, delivery time, platform trust, and other variables (Ramadhani, R., & Hidayat, n.d.). This suggests that several external factors still play a significant role and may be considered in future research or in developing company marketing strategies.

3.5 Discussion

3.5.1 Influence of Halal Awareness on Purchase Decisions

The study found halal awareness does not significantly influence purchase decisions among Generation Z ShopeeFood users in Medan. Although Indonesia is a Muslim-majority nation where halal consciousness is embedded in daily life, the digital food ordering context presents a different behavioral pattern. Many ShopeeFood merchants do not display halal certification clearly, and consumers tend to assume that most local foods are halal by default.

This reduced sensitivity is consistent with (Fuadah and Ghozali Maski 2024) who argue that in digital platforms, where halal labels are not prominently displayed, consumers rely more on convenience and price rather than certification. Moreover, Generation Z is characterized by fast decision-making tendencies, prioritizing instant access, promotional offers, and peer influence over religious-based verification. Thus, while halal awareness remains culturally important, it does not play a decisive role in the micro-level context of online food purchases.

3.5.2 Influence of Promotion on Purchase Decisions

Promotion exhibits a strong and significant influence on purchase decisions, indicating that Generation Z in Medan City is highly responsive to ShopeeFood's promotional strategies. ShopeeFood frequently offers discounts, vouchers, cashback, and free delivery, making it an attractive choice for budget-conscious young consumers.

This result aligns with the findings of (Dwina and Sarasi 2024), who report that promotional intensity in food delivery platforms significantly boosts consumer engagement and purchase frequency. Gen Z's high digital literacy and constant exposure to app notifications further amplify the

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effect of promotions, triggering impulse buying behavior. The beta coefficient of 0.289 underscores that promotion is a major driver of consumer decision-making, influencing both initial and repeat purchases.

3.5.3 Influence of Customer Review on Purchase Decisions

Customer review is identified as the most influential variable, as shown by the highest t-value (6.328) and the largest regression coefficient (0.510). This reveals that user-generated reviews substantially affect trust, perceived credibility, and ultimate purchasing decisions. Generation Z relies heavily on online ratings, photos, and customer comments when selecting food items. Reviews serve as a substitute for physical product evaluation, reducing uncertainty regarding taste, portion size, and service quality.

These findings are in line with the theory of (Susan M. Mudambi and Schuff 2010), which states that detailed and abundant reviews increase perceived usefulness, and (Park, Lee, and Han 2007), who highlight that review volume and valence significantly affect consumer decision-making in digital environments. Therefore, customer review acts as the strongest predictor because it provides social proof, enhances trust, and minimizes perceived risk factors that are crucial in online purchasing behavior.

4. CONCLUSION

The findings reveal that halal awareness does not significantly influence purchase decisions among Generation Z ShopeeFood users in Medan City, indicating that religious-based considerations play a limited role in digital food ordering behavior. In contrast, promotional strategies especially discounts, cashback, and free delivery, demonstrate a strong and significant impact on consumers' purchasing choices. Customer review emerges as the most dominant factor, emphasizing Gen Z's heavy reliance on online ratings, comments, and user-generated feedback when evaluating food options on delivery platforms. When considered simultaneously, halal awareness, promotion, and customer review collectively contribute significantly to purchase decisions. Overall, these results suggest a notable shift in Gen Z consumer behavior within digital ecosystems, where practicality, perceived value, and peer validation outweigh traditional consumption cues such as halal certification visibility.

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