

The Impact of Consumer Awareness and Halal Certification on Purchase Decision

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The increasing number of Muslim residents in the city of Bogor means that people's purchasing power, especially for food and drinks, must be balanced with consumer awareness of halal food products. J.CO is one of Indonesia's local products in the food and beverage sector. Apart from that, we are committed to serving delicious and quality products. In 2018, J.CO still did not have a halal certificate from MUI. However, in May 2023, to be precise, J.CO products will already have certificates through various halal certification processes based on MUI regulations. This research was conducted with the aim of finding out the effect of halal certification and consumer awareness on purchasing decisions and consumer satisfaction for J.CO products in Bogor City. The research sample used was 100 respondents. The method used is a quantitative research method. This research shows that consumer awareness and halal certification have a significant and positive effect on purchasing decisions. The results of the t test (X1) above obtained a calculated t value > t table, namely $3.940 > 1.983$ and a significance value of $0.000 < 0.05$. X2 t count > t table, namely $4.252 > 1.983$ and the significance value is $0.000 < 0.05$. F test results in table 4.9 above, it can be seen that the calculated f value > from f table is $21.299 > 3.09$ and the significance value is $0.000 < 0.05$. So it can be concluded that H0 is rejected and H1 is accepted, this shows that the variable consumer awareness (X1) and halal certification (X2) have a significant and simultaneous positive influence on the Purchasing Decision variable (Y) of J.CO products.

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INTRODUCTION

The development of technology and media in the digital era in recent years has greatly advanced the economy. All information dissemination, marketing processes, sales and other important economic activities have become very easy with existing developments. The franchise business is no exception, where this business is a business that is currently in demand by many business people. This is demonstrated by the rapid development in the last five years. People

can easily find and identify the increasing number of local and foreign brands that are established as franchise companies, especially in the food and beverage industry. This shows the intensity of competition in food and beverage franchise businesses that sell similar products, for example coffee, donuts, bubble tea, ready-to-eat foods.

Bogor City is a city located in West Java with a majority Muslim population of 1.26 million people. The population of Boogor City based on area is as follows:

Table 1. Number of Muslim Population According to Districts in Bogor City

No	District	Amount
1	Bogor Selatan	197.702
2	Bogor Timur	94.815
3	Bogor Utara	96.913
4	Bogor Tengah	240.220
5	Bogor Barat	183.418
6	Tanah Sereal	213.412
Total		1.026.210

Source: Bogor City Population and Civil Registry Service

The population of Bogor City according to sub-districts in 2022 will increase to 1,026,210 million people. Compared to 2021, which was 1,018,211, the increasing number of Muslim residents in the city of Bogor means that people's purchasing power, especially for food and drinks, must be balanced with consumer awareness of products. halal food.

For consumers in Bogor City, the first thing they see is the expiry date on the packaging, then they often skip purchasing the product without paying attention to the halal label. In fact, the parties who know most about halal certification and labeling are the government and producers (Kompasiana,2017).

Islamic law orders every Muslim to consume or buy halal products, Allah SWT says in the Al-Qur'an Surah, Al-Baqarah verse 168:

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا
خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

"O people, eat of what is lawful and good from what is on earth, and do not follow the steps of the devil; because actually the devil is a real enemy for you." (Q.S. Al-Baqarah: 168).

Halal certification has a positive and significant influence on interest in purchasing and repurchasing a product. The halal label is a very important instrument because it gives consumers confidence in making decisions. The halal label is a form of promotion to

attract consumers, both Muslims and non-Muslims (Desmayonda, et al. 2019).

J.CO is one of Indonesia's local products in the food and beverage sector. Apart from that, we are committed to serving delicious and quality products. It can be proven that all products served through the process of making, cooking and serving are carried out hygienically and are standardized with the basic ingredients used being halal. The reason the researcher chose J.CO products as the research object was because J.CO has been certified halal, has affordable prices and is also a fairly popular local brand.

LITERATURE REVIEW

Background Theory

According to (Tjiptono, 2018) a purchasing decision is a process of recognizing a problem by consumers which is followed by searching for information about a particular product or brand that is considered to be able to solve the problem and evaluating it first which then leads to a purchasing decision. The purchasing decision is the beginning of the process where consumers decide to purchase a product or service. Where, this purchasing decision can be said to be the start of a product to meet the needs and desires of consumers in their problems. Ummat and Hayuningtias (2022). It can be concluded that purchasing decisions are where consumers determine

the decision-making process in making purchases of goods and food to be consumed.

A purchasing decision will occur if it goes through a process behavior consisting of five stages, namely problem recognition, search information, evaluation of alternatives, purchasing decisions then the results or buyer behavior (Kotler, 2014: 176). One strategy to influence purchasing decisions is to implement marketing mix (Wulandari, 2018:284).

The decision making process is generally a consumer will try to find information about how to make the right purchasing decision. Nowadays consumers are very critical in searching for and digging up information about the products they use. In terms of quality. Every Muslim must pay attention to whether a product is halal or not

Types of purchases

(Engel, Blackwell, 2016) purchases of products or services made by consumers can be classified into three types of purchases, namely as follows:

a. Fully planned purchases If consumers have made product and brand choices long before the purchase is made, then this is a fully planned purchase.

b. Half-planned purchases Consumers usually know they want to buy a product before going to the store, but they may not know the brand they are going to buy until they can get complete information from the store salesperson. When he already knows the product he wants to buy beforehand and decides on the brand of that product in the store, then this is a semi-planned purchase.

c. Unplanned purchases. Consumers often buy a product without planning it first. The desire to buy often appears in stores when there are factors that cause consumers to buy a product, so this is an unplanned purchase.

Components of Purchasing Decisions

According to Anang (2019), states that there are components that influence consumers in purchasing decisions, namely:

a. Decisions about product types

Consumers can decide to buy a product or use their money for other purposes. In this case the company must focus its attention on the people who are interested in buying a product and the alternatives they are considering.

b. Decisions about product characteristics

Consumers decide to buy products based on certain criteria such as size, quality, style and so on.

Factors that Influence Consumer Purchase Interest

(Swastha and Irawan, 2012) stated that the factors that influence buying interest are related to feelings and emotions, if someone feels happy and satisfied in buying goods or services then this will strengthen buying interest, dissatisfaction usually eliminates interest.

(Kotler, 1980) in the consumer decision making process, there are several factors that influence consumer purchasing behavior, including:

a. Cultural Factors

Culture is a fundamental determinant of an individual's desires and behavior. Marketers need to pay serious attention to the cultural values of each region in order to understand how best to market their old products and look for opportunities for new products.

b. Sub Culture

In every culture, there are several subcultures with a smaller scope that provide more specific socialization and identification for their members. Subcultures include religion, racial group, nationality, and geographic region.

c. Social class

All people in this world have almost social inequality. Often in the form of social classes, relatively similar and long-lasting divisions in a society that are structured and have members with the same values, interests, and behavior.

d. Social Factors

A person's Reference Group is all groups that have a direct or indirect influence on the behavior and attitudes of the person concerned. Groups that have direct influence are called membership groups. A person is also influenced by groups from outside his group. The family is an important consumer purchasing network in society. The main references that are most influential in presenting a reference group are family members.

e. Roles and Sites

Roles relate to the activities or activities that someone is expected to be able to do. Every role that a person has has status. People will choose a product that presents and communicates their role and the status that society desires.

f. Personal Factors.

Age and life cycle stage are desires in choosing a product, whether clothing, food, household items or recreation, which are often related to age. A person's consumption is also shaped by a family's life cycle and

the number, age and gender in the household at a particular time.

g. Employment and Economic Conditions

Consumption patterns are also influenced by work. Economic conditions also greatly influence the choice of a product. The economic strength of society consists of disposable income (level, stability and time pattern), savings and assets (including the percentage of liquid assets), borrowing power, and attitudes towards spending and saving.

Stages of the Purchase Decision Process

The following is a picture of the stages in making purchasing decisions according to Kotler (2002:204-206)

a. Problem Recognition: This stage involves the buyer recognizing a problem or need. This need can be said to be due to both internal and external encouragement.

b. Information Search: After the consumer is presented with a problem, the next stage the consumer will carry out the information search stage.

This stage is carried out by consumers when they observe that their needs can be resolved by gathering information.

1) Personal sources: family, friends, neighbors, acquaintances

2) Commercial sources: advertising, salespeople, distributors, packaging, displays in stores

3) Public Sources: mass media, organizations that determine consumer growth

4) Source of experience: handling, studying and using the product.

c. Alternative Evaluation, the evaluation stage of product choices, including products whose brands match what is desired.

d. Buying decision

In the evaluation stage, consumers rank brands and form purchase intentions. It could be that in the process the purchase decision is different from what was planned, whether because there is a more attractive offer or because of other reasons that can change the intention, for example the price has increased, the price of another brand is cheaper, there is a promotion/discount, etc.

So there are two factors that can arise between purchase intention (alternative evaluation) and the decision to purchase.

e. Post-Purchase Behavior

The final stage of the purchasing decision process is for consumers to take further action after

purchasing based on feelings of satisfaction or dissatisfaction. What determines whether a buyer feels satisfied or dissatisfied with a purchase lies in the relationship between consumer expectations and the actual reality received from the product.

Consumer awareness is measured to determine the extent of consumer knowledge regarding the existence of a product (Peter & Olson 1996). Consumer awareness of halal food can have an impact on the brand, because the spiritual aspect is an inseparable part of the brand. Awareness is caused by knowledge and belief, it can also be awareness that comes from experience. Based on several explanations, the possibility that consumers are aware of using halal food products comes from the knowledge, beliefs, experiences and information that a person obtains about food. Halal and good can influence consumer awareness of buying halal food. (Hasibuan et al., 2019).

The awareness of the majority of Bogor city residents who are Muslim to consume good food that is guaranteed to be halal is quite high. Halal food is regulated by Islamic law, starting from the type of ingredients to how it is processed. Awareness is a state when consumers are aware of the existence of a product. Product awareness is only limited to consumer awareness of the existence of a product, but little information is known about the product (Kotler & Armstrong 2008).

Halal is something that is permitted by religion, such as the content contained in the word of Allah in the Al-Qur'an Surah, Al-Maidah verse 88

وَكُلُوا مِمَّا رَزَقَكُمُ اللَّهُ حَلَالًا طَيِّبًا وَاتَّقُوا اللَّهَ الَّذِي أَنْتُمْ بِهِ مُؤْمِنُونَ .

"And eat of what Allah has given you as lawful and good sustenance, and fear Allah in whom you believe." (QS. Al-Ma'idah: 88).

The meaning in this verse does not only refer to food eaten through the mouth. However, it is something that is consumed (Furqon, 2020). Furthermore, in the Qur'an Allah says in the Qur'an Surah, Al-Baqarah verse 168:

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

Meaning: "O people, eat what is lawful and good from what is on earth, and do not follow the steps of the devil; because actually the devil is a real enemy for you." (QS. Al-Baqarah/2: 168).

This verse commands humans to eat halal and good food which is determined by the process of making it, the source and also how to get it (Tysara, 2021).

Halal certification is a guarantee of security for a Muslim consumer to be able to choose food that is good for him and in accordance with religious rules. (Tamara, 2020)

Halal product certification is defined as submitting a permit and inspection of food products to an institution authorized to issue halal product certificates, while a halal certificate is a certificate issued by the central or provincial MUI regarding the halalness of a product produced by the company after being examined and then declared halal by LPPOM MUI. (Lim et al., 2010).

Halal labeling is a permit to display the statement "HALAL" on product packaging issued by BPOM based on MUI recommendations in the form of an MUI halal certificate. The MUI halal certificate is issued by the MUI based on the results of the LPPOM MUI inspection of the product in question. Halal products are products that meet halal requirements in accordance with Islamic law (Kosmetik et al., 2018).

So it can be concluded that halal certification is a process to obtain a halal certificate and then after obtaining a halal certificate, LPPOM MUI officially issues a halal label. Halal labeling is the inclusion of halal writing or statements on product packaging to show that the product in question has the status of a halal product.

The aim of halal certification carried out on food products, medicines and cosmetics as well as other products is to provide certainty of halal status, so that consumers can reassure their minds when consuming them. The continuity of the halal production process is guaranteed by producers by implementing a halal guarantee system. Apart from that, the aim of the MUI halal certificate is to provide legal protection and certainty for the rights of Muslim consumers against products that are not halal. Prevent Muslim consumers from consuming and using products that are not halal.

Benefits of Halal Certification

Article 4 of Law Number 8 of 1999 regulates consumer rights. Article 4 letter a states the consumer's right to comfort, security and safety in consuming goods and/or services. Therefore, when business actors trade a product to provide a sense of security, comfort and tranquility, business actors are obliged to apply for a halal certificate through LPPOM MUI to obtain a halal certificate and then include the halal logo on the product. Halal certificates not only provide the benefit of legal protection of the rights of Muslim consumers towards non-halal products, but also increase the selling value of business actors' products, because consumers will no longer hesitate to buy products traded by business actors.

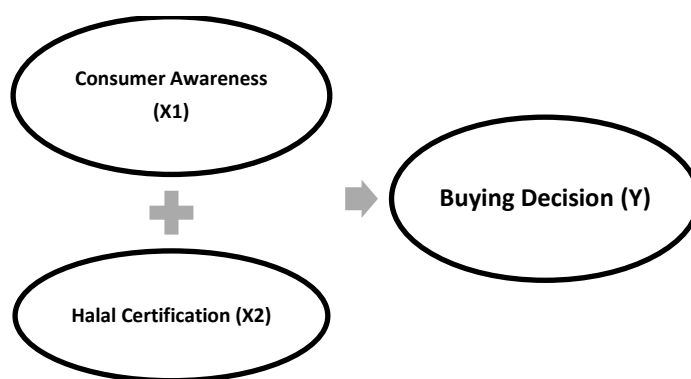


Figure 1. Research framework

Previous Studies

Research researched by Saniatun Nurhasanah 2018 entitled "Factors that Influence Consumers' Interest in Buying Halal Processed Food Products". Shows that halal awareness, health reasons, and perceived value have a positive and significant effect on purchase intention. Halal marketing also shows a positive and significant effect on purchase intentions. Meanwhile, halal marketing shows a negative and significant effect on purchase intentions. Food safety,

halal certification, brand image, and perceived quality show the same effect that does not have a direct influence on purchase intention. The aim of this research is to determine the factors that influence customer interest in purchasing halal processed food. We used a voluntary sampling method with 109 respondents who were supermarket and minimarket customers in Bogor City/Regency, Indonesia. Meanwhile, data analysis was carried out using the SEM-PLS method. Furthermore, food safety has an indirect effect on purchase intentions through health

reasons. Halal certification has an indirect effect on purchase intention through the brand image variable. Meanwhile, brand image and perceived quality have an indirect influence through perceived variable value on purchase intention.

Research written by Aditiya Tamara 2020 entitled "THE INFLUENCE OF HALAL CERTIFICATION, HALAL AWARENESS, AND FOOD INGREDIENTS ON INTEREST IN BUYING HALAL FOOD PRODUCTS". Using data analysis methods for validity testing, reliability testing, classical assumption testing and multiple linear regression analysis. The research results show that: (1) Halal certification has a positive effect on purchase interest. The results of data analysis show that the t value is greater than the t table ($3.967 > 1.985$) with a significance level below 0.05, namely 0.000. (2) Halal awareness has a positive effect on buying interest, the results of data analysis show that the calculated t value is greater than the t table ($4.536 > 1.985$) with a significance level below 0.05, namely 0.000. (3) Food ingredients have a positive effect on buying interest. The results of data analysis show that the calculated t value is greater than the t table ($2.734 > 1.985$), the significance level is below 0.05, namely 0.007. (4) Halal certification, halal awareness, and food ingredients simultaneously have a positive effect on purchase intention with a significance level of 0.000, less than 0.05 ($p < 0.05$). Based on the SPSS output results above, the Adjusted R^2 value is 0.550, this shows that the percentage contribution of the influence of the independent variables, namely halal certification (X1), halal awareness (X2) and food ingredients (X3) on consumer buying interest (Y) is 55.0%, while the remaining 45.0% is influenced by other factors.

Research researched by Eka Dyah Setyaningsih 2019 entitled The Effect of Halal Certification and Halal Awareness through Interest in Decisions on Buying Halal Food Products. This research aims to examine the influence of halal certification and halal awareness through consumer decision interest in purchasing food products. The sample for this research is consumers who live in the Jakarta and Bogor areas with a total of 350 respondents. The sampling technique used was snowball sampling. Data analysis uses Structural Equation Modeling (SEM). The research results show that halal certification has a significant effect on consumer interest, halal awareness has a positive effect on customer decisions, service quality has a positive effect on customer decisions.

Research researched by Ahda Segati 2018 entitled "THE INFLUENCE OF PERCEPTIONS OF HALAL CERTIFICATION, PRODUCT QUALITY, AND PRICES ON PERCEPTIONS OF INCREASING SALES" This research is field research with a quantitative approach. The population is all consumers and producers of Aqiqah Catering Nurul Hayat Yogyakarta. The method used in this research is quantitative with multiple linear regression. The research results show that the variables of halal certificate, product quality and price have a significant effect on increasing sales. This is evident from the calculated F of $8.151 > \text{Table } F$ of 2.67 with a significance of 0.000 (> 0.05). Thus, H_0 is rejected and H_1 is accepted, meaning that there is a simultaneous influence of the halal certificate variables, product quality and price which have a significant effect on increasing sales at Aqiqah Catering Nurul Hayat Yogyakarta. Apart from that, the variables halal certificate, product quality and price have a significant effect on increasing sales by 12.6%, as evidenced by the R^2 of 0.126, while the remaining 87.4% is influenced by other variables not discussed in this model. Other related studies on halal certification has been done by [Hakim et al., \(2022\)](#), [Ikhwan \(2024\)](#) and [Ruhana \(2021\)](#).

METHODOLOGY

This research uses quantitative methods, as explained by [Sugiyono \(2022: 6\)](#) that quantitative methods are defined as research methods based on the philosophy of positivism, used to research certain populations or samples, data collection uses research instruments, data analysis is quantitative/statistical. , with the aim of referring to the hypothesis that has been established.

The approach used is a quantitative descriptive approach, quantitative descriptive research analysis is used to analyze data by describing or illustrating the collected data as it is without intending to make general conclusions or generalizations ([Sugiyono, 2018: 147](#)). Thus it can be seen that quantitative descriptive research is research that describes, examines and explains a phenomenon with data (numbers) as is without the intention of testing a particular hypothesis.

This research was conducted in the Bogor City area with the subject and object being consumers of J.Co U products. This research was based on initial observations, researchers found that there was interest in the public or consumers in consuming J.Co products in Bogor City. This research period starts from July 2023 until completion.

Population

Population is the total number of objects or subjects that have certain characteristics and qualities determined by researchers to be studied (Sujarweni, 2018). The definition of population itself in statistics refers to a group of individuals with special characteristics that are of concern when conducting research (observations) (Tanjung & Devi, 2018: 109). Therefore, it can be concluded that a population is a group of objects or subjects that will be studied by researchers, including all the characteristics possessed by these subjects or objects.

In this study, the population determined by the researchers included residents of Bogor City spread across six sub-districts, namely South Bogor, North Bogor, East Bogor, West Bogor, Central Bogor and Tanah Sereal. The population size based on data obtained from BPS (Central Statistics Agency) is 1,026,210. To obtain data in this research, the researcher used primary data with a previously known population size. The researcher had several limitations, including funds, energy and time. Therefore, the researcher decided to use a sample to represent the population.

Sample

A sample is part of a population that has the characteristics of the population used for research, where the conclusions obtained from the sample can be applied to the population (Sujarweni, 2018). The sample used in this research is random sampling, that is, the sampling technique from the population is carried out randomly without looking at the strata in the population (Sugiyono, 2019). The criteria for requirements that must be met by the sample to be used are as follows:

Domiciled in Bogor City.

Age > 15 years.

Have purchased J.Co products at least once.

The sample size that researchers need in this research is obtained using the Slovin formula. According to Sujarweni (2018) the Slovin formula is described as follows:

$$n = \frac{N}{1 + Ne^2}$$

n : sample size

N : population size

e : *margin of error*

$n = 1,026,210$ people; $e = 10\% = 0.1$

Then, $n = 1,026,210 / (1 + (1,026,210 \times (0.1)^2))$

$= 1,026,210 / (1 + 10,262.1)$

$= 1,026,210 / 10,262.1 = 99.9902563553$
rounded to 100

So the sample that will be used is 100 respondents.

Data Collection Techniques

In this research, the data examined is quantitative data, namely data in nominal or numerical form (Sujarweni, 2018). The data studied was classified into two, namely primary data and secondary data. Primary data in this research was obtained from the questionnaire distribution method. The questionnaire itself is a data collection technique that is carried out by giving respondents a set of questions and statements to answer (Sujarweni, 2018). The questionnaire was distributed to the people of Bogor City. The form of the questionnaire used by the researcher was a closed question, where the researcher had provided the answers.

The secondary data obtained in this research can be obtained from various literature whose sources come from print and digital media in the form of books, theses, websites, journals and previous research relevant to the research topic which can be used as supporting data in this research.

Research Instrument

Conceptual Definition

Based on the explanation of the previous theoretical basis, the conceptual definition of each variable can be put forward as follows:

First, Consumer Awareness (X1), which is meant by consumer awareness, is a situation when consumers are aware of the existence of a product, but there is still little information known about the product (Kotler & Armstrong 2008). According to Wahyuni et al, (2022), there are 5 indicators of consumer awareness, namely: halal raw materials, religious obligations, production process, product cleanliness, knowledge about the product.

Second, Halal Certification (X2). Halal product certification is defined as the application for permits and inspection of food products to the institution authorized to issue halal product certificates (Lim et al, 2010). There are 5 indicators of halal certification, namely: the halal logo attached to the packaging, ensuring the halal certification logo from the MUI, recognizing the difference between genuine and fake halal logos, only consuming products that are halal certified, the importance of the halal logo on the product.

Third, Purchasing Decision (Y), Purchasing decision according to (Kotler, 2017) is the behavior of individual consumers to buy the product they like most and comes from several selected group brand references. According to Setiadi (2020), there are 6 purchasing decision indicators, namely: identification, information search, alternative evaluation, purchasing decision, product choice, brand choice.

Validity Test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be legitimate or valid if the questions on the questionnaire are able to reveal something that will be measured. The significance test is carried out by comparing the calculated r value with the table r value. If $r_{\text{count}} > r_{\text{table}}$, then the question item is considered valid. conversely, if the calculated r value $< r_{\text{table}}$, then the question item is considered invalid (Sujarweni, 2018).

Reliability testing is carried out on question items that are declared valid. This test is used to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is declared reliable or reliable if a person's answers to statements are consistent or stable over time. In the Reliability Test, a variable is declared reliable if it provides a Cronbach's Alpha value > 0.60 . Meanwhile, a variable is declared unreliable if the Cronbach Alpha value is < 0.60 (Sujarweni, 2018).

The data analysis applied in this research uses the multiple linear regression analysis method. This analysis is used because this research uses more than one independent variable for the dependent variable.

1. Classic Assumption Test

a. Normality test

The normality test is a test used to assess the distribution of data in variables or groups of data. The Normality Test aims to test whether in the regression model, the confounding or residual variables have a normal distribution. In this test there are two ways to detect whether the residuals are normally distributed or not, namely by using the Kolmogorov statistical test with the criterion that if the significance value is more than 0.05 then the data is normally distributed. Conversely, if the significance value is less than 0.05 then the data is not normally distributed (Sujarweni, 2018).

b. Multicollinearity Test

The multicollinearity test is needed to test whether the regression model finds any correlation or similarity between the independent variables. The

regression model is said to be good if there is no correlation between the independent variables. Whether or not there is multicollinearity can be seen from the tolerance value and its opposite, namely the variance inflation factor (VIF). The cut off value that is commonly used to indicate the presence of multicollinearity is if the tolerance value is ≤ 0.10 or the same as the VIF value ≥ 10 , then the data contains multicollinearity (Sujarweni, 2018).

The heteroscedasticity test is a situation where there is unequal variance in the residuals for all observations in the regression model. The test method is using the Glejser Test. The test was carried out by regressing the independent variables on the absolute residual value. The residual is the difference between the Y variable value and the predicted Y variable value, while the absolute is the absolute value (all positive values). If the significance value between the independent variable and the absolute residual is > 0.05 then heteroscedasticity does not occur (Mardiatmoko, 2019). A good regression model is one that is homoscedastic or does not have heteroscedasticity (Sujarweni, 2018).

2. Hypothesis Testing

a. Multiple Linear Regression Analysis

This test was carried out using a multiple linear regression analysis model which aims to find out how much influence the independent variable has on the dependent variable. This analysis technique was processed with the help of the IBM SPSS Statistics 25 program.

b. T Test Analysis (Partial)

The t test (partially significant) is also called an individual significance test, which shows how far the influence of the independent variable (X), which includes the variable consumer awareness (X1), halal certification (X2), has on the dependent variable purchasing decision (Y) partially (Sujarweni, 2018). The hypothesis proposed is as follows:

1) If $t_{\text{count}} > t_{\text{table}} \alpha 5\%$ then H_0 is rejected and H_1 is accepted (has influence).

2) If $t_{\text{count}} < t_{\text{table}} \alpha 5\%$ then H_0 is accepted and H_1 is rejected (no effect)

c. F Test Analysis (Simultaneous)

The F test is used to determine the suitability of the data (Sujarweni, 2018). In this research, the F test is used to see whether the independent variables which include consumer awareness (X1), halal certification (X2) simultaneously have an influence on the dependent variable (Y) purchasing decisions. The

hypothesis proposed is as follows: 1) If $F_{count} > F_{table}$ at α 5% then H_0 is rejected and H_a is accepted (has influence). 2) If $F_{count} < F_{table}$ at α 5% then H_0 is accepted and H_a is rejected (no effect).

H. Statistical Hypothesis

Based on the explanation of hypothesis testing above, it can be concluded that in testing using multiple regression analysis, the independent (free) variable can be identified as having a significant influence on the dependent (dependent) variable partially if the t-count value is $> t_{table}$ α 5%. Meanwhile, it is declared to have a simultaneous effect if $F_{count} > F_{table}$ at α 5%.

RESULTS AND DISCUSSION

A. Overview

The J.Co company is a company that originates from Indonesia and whose founder is the Johnny Andrean Group. J.Co was first established on June 25 2005 at Supermall Karawaci, Tangerang. J.Co was inspired by the donut business in the United States with a concept, taste and shape that resembles stores in America. However, Johnny Andrean innovated to develop his own donut product upon arrival in Indonesia with raw materials, flavors, production materials and the shape of the donut to be perfect and attractive which was later given the name J.CO. Johnny Andrean. J.CO by choosing an open kitchen concept where in Indonesia there are no donut shops like that, it started this concept so that consumers can see firsthand how the production process is clean, safe, carried out by professional chefs from making until it is ready to be sold and attracting consumers' attention so that consumers buy and trust J.CO products. J.Co is a restaurant and franchise company that operates in the food and beverage sector by producing donuts with various sweet flavors, coffee and frozen yogurt served fresh.

After successfully bringing the BreadTalk brand to Indonesia, Johnny Andrean encouraged him to develop another food boutique. The choice is J.CO donuts, which is not the first donut food brand to enter Indonesia. However, since entering the market and

being founded in mid-2005, J.CO immediately became the talk of the town, beating the popularity of the incumbent Dunkin Donuts and posting high sales growth. Even though at that time there were quite a lot of donut outlets, now competitors who only sell donuts are slowly getting smaller and J.CO actually dominates the middle class food industry market.

As explained by Indriana Listia, Brand Manager of J.CO, after passing its fifth year, the party made many breakthroughs. Among them are making product variants, there are JCoffee, JCool Yoghurt, Sandwich and JPop – mini donuts. Not only does it serve donuts and chocolate, but J.CO presents various pastries with new flavors. Quality products are one of the main factors. Chocolate drink products, for example, are imported directly from Belgium. This is the case with one of the donut product items, Alcapone, which uses almond topping which apparently is also imported from California. "We look for the best ingredients to produce the best products," said Indriana, admitting that the details of J.Co products are usually quite familiar to consumers.

The data in this research comes from primary data obtained through distributing questionnaires to 100 respondents with the stated criteria. The characteristics of the respondent data in this study are based on gender, namely 65% women and 35% men.

It was found that respondents aged less than 20 years were 6%, respondents aged 21-30 years were 54%, 31-40 years were 22%, and respondents aged more than 40 years were 18%. respondent data based on job criteria. Where in this study, 34% of the respondents were students, 45% were employees, 1% were self-employed, 17% were housewives, and 3% were respondents with other employment status.

B. Data Testing

a. Validity test

Questionnaire data can be said to be valid if the r-count value for each statement in the questionnaire is greater than the t-count value (Sugiyono, 2017). This research conducted a validity test using SPSS version 25 software.

Table 2 Validity test results

No	Variable	Item	r_{table}	r_{count}	Validity
			$\alpha=5\%$		$(r_{count} > r_{table})$
1	Consumer awareness (X1)	X1.1	0.195	0.743	Valid
		X1.2	0.195	0.689	Valid
		X1.3	0.195	0.621	Valid
		X1.4	0.195	0.710	Valid
		X1.5	0.195	0.437	Valid
		X1.6	0.195	0.611	Valid
		X1.7	0.195	0.593	Valid
2	Halal certification (X2)	X2.1	0.195	0.535	Valid
		X2.2	0.195	0.543	Valid
		X2.3	0.195	0.736	Valid
		X2.4	0.195	0.723	Valid
3	Purchasing decision (Y)	Y1	0.195	0.735	Valid
		Y2	0.195	0.677	Valid
		Y3	0.195	0.707	Valid
		Y4	0.195	0.689	Valid
		Y5	0.195	0.426	Valid
		Y6	0.195	0.360	Valid

Based on table 2, it shows that all items from the variable instrument consumer awareness (X1), halal certification (X2) and purchasing decisions (Y) are declared valid because the value of $r_{count} > r_{table}$. So it can be concluded that all question items can be used as instruments for this research and can be used for all testing models.

b. Reliability Test

Reliability tests can be carried out together on all question items. A variable can be declared reliable if the Alpha value is > 0.60 . Meanwhile, a variable can be declared unreliable if the Alpha value is < 0.60 (Sujarweni, 2018).

Table 3 Reliability test results

No	Variable	Cronbach's Alpha	Value	Note
1	Consumer awareness (X1)	0.713	0.60	Reliable
2	Halal certification (X2)	0.662	0.60	Reliable
3	Purchasing decision (Y)	0.665	0.60	Reliable

Based on table 3, the results of the reliability test carried out by researchers, it can be seen that each variable has a Cronbach's Alpha value greater than 0.60, so it can be concluded that all items in the statements of the variables consumer awareness, halal certification and purchasing decisions are reliable. and able to obtain data that is consistent with the intention, if the statement is submitted again an answer will be obtained that is relatively the same as the previous answer.

C. Classic Assumption Test

a. Normality test

In this test there are two ways to detect whether the residuals are normally distributed or not, namely by using the Kolmogorov statistical test with the criterion that if the significance value is more than 0.05 then the data is normally distributed. Conversely, if the significance value is less than 0.05 then the data is not normally distributed (Sujarweni, 2018). The results of the normality test measurements are expressed in the SPSS 25

Table 4 Normality test results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.53184352
	Absolute	.068
	Positive	.064
	Negative	-.068
Test Statistic		.068
Asymp. Sig. (2-tailed)		.200 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

From the results of the normality test in table 4 above, it can be seen that the significance value is 0.200, which means the value is greater than 0.05. The conclusion is that the data is normally distributed and can be used for other research testing tools.

b. Multicollinearity Test

This test was carried out so that the data used in the research was free from multicollinearity

interference. Decision making in this test is based on two methods, namely it can be seen from the tolerance value and its opposite, namely the variance inflation factor (VIF). The cut off value that is commonly used to indicate the presence of multicollinearity is if the tolerance value is ≤ 0.10 or the same as the VIF value ≥ 10 , then the data contains multicollinearity (Sujarweni, 2018).

Table 5 Multicollinearity test results

Coefficient ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.833	2.575		3.042	.003		
	Consumer awareness	.311	.079	.341	3.940	.000	.955	1.047
	Halal certification	.497	.117	.368	4.252	.000	.955	1.047
a. Dependent Variable : Purchasing decision								

the tolerance value of the consumer target variable (X1) is 0.955, halal certification (X2) is 0.955, so the tolerance value of the two independent variables is > 0.10 . Likewise, the VIF values of the three variables XI and So it can be concluded that there is no intercorrelation between the independent variables and there is no multicollinearity problem in the two independent variables.

c. Heteroscedasticity Test

In this test, the Glejser test is used, where if the significance value between the independent variable and the absolute residual is > 0.05 , then heteroscedasticity does not occur.

Table 6 Heteroscedasticity test results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.833	2.575		3.042	.003
	Consumer awareness	.311	.079	.341	3.940	.000
	Halal certification	.497	.117	.368	4.252	.000
a. Dependent Variable : Purchasing decision						

This shows that there is no heteroscedasticity in this regression model equation, so this regression model is suitable to be used to predict purchasing decisions for J.CO products in terms of the variables that influence it, namely consumer awareness and halal certification.

D. Hypothesis Testing

a. Multiple Linear Regression Analysis

In this research, the independent variables are consumer awareness (X1) and halal certification (X2), while the dependent variable is purchasing decisions (Y). Results of multiple regression analysis :

Table 7 Heteroscedasticity test results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.833	2.575		3.042	.003
	Consumer awareness	.311	.079	.341	3.940	.000
	Halal certification	.497	.117	.368	4.252	.000
b. Dependent Variable: Purchasing decision						

From the results of linear regression analysis, the regression equation can be identified using the following formula:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

$$Y = 7.833 + 0.311 X_1 + 0.497 X_2$$

Based on the regression equation above regarding the variables that influence purchasing decisions, it can be explained as follows:

1) A constant value of 7.833 means that there is a positive influence between the independent or independent variables which include the variables consumer awareness (X1) and halal certification (X2), which have a value of 0. So if the value of the independent variable is 0 then the value of the decision purchases (Y) increased by 7,833.

The regression coefficient value of consumer awareness (X1) is 0.311, indicating that if the consumer

awareness variable (X1) increases by 1% with the assumption that X1 and

2. The regression coefficient value of consumer awareness (X1) is 0.311, indicating that if the consumer awareness variable (X1) increases by 1% with the assumption that X1 and .

3) The regression coefficient value for halal certification (X2) is 0.497, indicating that if the halal certification variable (X2) increases by 1% with the assumption that X1 and .

b. T Test (Partial)

Decision making in this test is based on the provision that if t count > t table and the significant value is < 0.05 then H0 is rejected and H1 is accepted. In this study, the t table was obtained, namely 1.985 with a significance level of 0.05, where the t table was obtained from the following equation:

Table 8 T test results (partial)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.833	2.575		3.042	.003
	Consumer awareness	.311	.079	.341	3.940	.000
	Halal certification	.497	.117	.368	4.252	.000
a. Dependent Variable : Purchasing decision						

$$t_{\text{table}} = t(\alpha/2; n-k-1) = t(0.025; 97) = 1.983$$

From the data in table 4.8 above, an explanation of each independent variable can be described as follows:

1) Consumer Awareness Variable (X1) From the results of the t test above, the calculated t value > t table is $3.940 > 1.983$ and the significance value is $0.000 < 0.05$. So it can be concluded that H1 is accepted so that consumer awareness has a significant positive effect on purchasing decisions for J.CO products.

2) Halal certification variable (X2) From table 4.8, the calculated t value > t table is $4.252 > 1.983$ and the significance value is $0.000 < 0.05$. So it can be concluded that H1 is accepted so that halal certification has a significant positive effect on purchasing decisions for J.CO products.

c. Simultaneous F test

This test uses a significance level of 0.05 with the condition that if f calculated > f table then H0 is rejected and H1 is accepted, if f calculated < f table then H0 and H1 are rejected. Following are the results of the F test.

Table 9 f test results (simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	278.697	2	139.349	21.299	.000 ^b
	Residual	634.613	97	6.542		
	Total	913.310	99			
a. Dependent Variable : Purchasing decision						
b. Predictors : (Constant), Consumer awareness, Halal certification						

In this study, the following equation was used:

$$f_{\text{table}} = F(k; n-k) = F(2; 98) = 3.09$$

Based on the results of the F test in table 4.9 above, it can be seen that the calculated f value > from f table is $21.299 > 3.09$ and the significance value is $0.000 < 0.05$. So it can be concluded that H0 is rejected and H1 is accepted, this shows that the variable consumer awareness (X1) and halal certification (X2)

have a significant and simultaneous positive influence on the Purchasing Decision variable (Y) of J.CO products.

d. Test of the Coefficient of Determination R²

The coefficient of determination is one and zero. The assumption is that if $R^2 = 0$, then the

independent variable has no effect on the dependent variable, but if the magnitude of R2 is close to 1, then

the independent variable has a perfect effect on the dependent variable.

Table 10. Coefficient of Determination Test Results (R2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.776 ^a	.586	.576	2.04245
a. Predictors : (Constant), Halal certification, Consumer awareness				

From table 4.10 it can be seen that the coefficient of determination test result (R2) is R square of 0.576 or 57.6%. This means that the independent variables, namely consumer awareness (X1) and halal certification (X2) can influence the dependent variable, namely the decision to purchase J.CO products by 57.6%. Meanwhile, the remaining 42.4% was influenced by other variables that were not included in this study.

The aim of this research is to examine the influence of consumer awareness and halal certification on purchasing decisions for J.Co products among the people of Bogor City. Based on the research results that have been presented, it shows that there is a partial and simultaneous positive influence on consumer awareness and halal certification on purchasing decisions for J.CO products. The following is an explanation of the answer to this research hypothesis:

The influence of consumer awareness on purchasing decisions for J.CO products in the people of Bogor city

Consumer Awareness (X1), which is meant by consumer awareness, is a condition when consumers are aware of the existence of a product. Product awareness is only limited to consumer awareness of the existence of a product, but little information is known about the product (Kotler & Armstrong 2008).

Based on the research results, the consumer awareness variable (X1) has a partial positive effect on purchasing decisions for J.CO products. This is shown by the product quality regression coefficient (X1) of 0.311, which states that for every 1% increase in consumer awareness, customer satisfaction will increase by 0.311 units. A sig value that is smaller than 5%, namely 0.000 < 0.05, indicates that consumer awareness has a positive and significant influence on purchasing decisions for J.CO products among the people of Bogor City.

The supporting factors in this research are taken from the opinion of Wahyuni et al, (2022),

namely that there are 5 indicators used to determine consumer awareness, namely: halal raw materials, religious obligations, production process, product cleanliness, knowledge about the product.

The influence of halal certification on purchasing decisions for J.CO products among the people of Bogor city

Halal Certification (X2) Halal product certification is defined as the application for permits and inspection of food products to the institution authorized to issue halal product certificates (Lim et al, 2010). Based on the research results, the halal certification variable (X2) has a partial positive effect on purchasing decisions for J.CO products. This is shown by the halal certification regression coefficient (X2) of 0.497, which states that for every 1% increase in halal certification, customer satisfaction will increase by 0.497 units. A sig value that is smaller than 5%, namely 0.000 < 0.05, indicates that halal certification has a positive and significant effect on purchasing decisions for J.CO products among the people of Bogor City.

There are 5 indicators of halal certification, namely: the halal logo attached to the packaging, ensuring the halal certification logo from the MUI, recognizing the difference between genuine and fake halal logos, only consuming products that are halal certified, the importance of the halal logo on the product.

The influence of consumer awareness and halal certification on purchasing decisions for J.CO products among the people of Bogor city

Purchasing Decision (Y), Purchasing decision according to (Kotler, 2017) is the behavior of individual consumers to buy the product they like most and comes from several selected group brand references. Based on the research results, the variables consumer awareness (X1) and halal certification (X2) simultaneously have a positive effect on purchasing

decisions for J.CO products. This is indicated by the significance level value of 0.000 which is smaller than 0.05 and the calculated F value of 21.299 which is greater than F table, then H1 is accepted or it can be concluded that consumer awareness and halal certification have a significant and positive effect on purchasing decisions for J.CO products in the people of Bogor City. Thus the hypothesis in this research is proven.

In deciding to buy a product there are several indicators that can influence it, according to [Setiadi \(2020\)](#) there are 6 indicators, namely: identification, information search, alternative evaluation, purchasing decision, product choice, brand choice.

CONCLUSION

Based on the discussion and results of research conducted by researchers with the aim of finding out the influence of consumer awareness and halal certification on purchasing decisions for J.CO products among the people of Bogor City with 100 respondents, the following conclusions can be drawn.

First, consumer awareness has a positive and significant influence on purchasing decisions for J.CO products with a calculated t value of 3.940 with a significance value of 0.000. Second, halal certification has a positive and significant influence on purchasing decisions for J.CO products with a calculated t value of 4.252 with a significance value of 0.000. Third, consumer awareness and halal certification have a positive and significant influence on purchasing decisions for J.CO products. The calculated f value is 21.299 with a significance of 0.000.

Based on the discussion and conclusions above, the suggestions that researchers can give are as follows. For J.Co, it is hoped that this research can provide input and policies in an effort to attract consumer purchasing decisions while still paying attention to, maintaining and upgrading the halal aspects of products as proven by the existence of MUI halal certification. For further research, it is hoped that future researchers will add other variables that are not included in this study or using other robust tool ([Rusydiana, 2009](#)).

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