THE INFLUENCE OF ISLAMIC LIFESTYLE, HALAL CERTIFICATION, AND SOCIAL MEDIA EXPOSURE ON PURCHASING DECISIONS AT MIXUE OUTLETS IN SERANG CITY

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Abstract

Research aims: This study aims to examine the influence of Islamic lifestyle, halal certification, and social media exposure on purchasing decisions at Mixue outlets in Serang City.

Design/Methodology/Approach: The research used a quantitative approach with survey data collected from 190 respondents. Multiple linear regression analysis was applied using SPSS 26. Prior to hypothesis testing, classical assumption tests including normality, multicollinearity, and heteroscedasticity were conducted to ensure data validity.

Research findings: The results showed that Islamic lifestyle, halal certification, and social media exposure each had a positive and significant effect on purchasing decisions. The coefficient of determination (R²) was 0.503, indicating that 50.3% of the variation in purchasing decisions could be explained by the three independent variables. The remaining 49.7% was influenced by other factors outside the model.

Theoretical Contribution/Originality: This research contributes to the understanding of consumer behavior in the context of halal and Islamic marketing, especially within the growing market segment of Muslim consumers in non-traditional halal industries such as ice cream chains. It highlights the integration of religious values and digital influence in shaping consumer preferences.

Practitioners/Policy Implications: The findings suggest that food and beverage companies targeting Muslim consumers should not only focus on halal certification but also promote Islamic lifestyle compatibility and engage actively on social media platforms to enhance purchasing behavior. These insights are valuable for marketing strategists and brand managers operating in multicultural environments.

Research Limitations/Implications: The study is limited to Mixue outlets in Serang City, which may not fully represent broader consumer behavior across different regions. Future research should involve comparative studies across cities or include moderating variables such as income or education level for more nuanced insights.

Febri Imanuddin, Elif Pardiansyah, Ahyakudin, Rah Adi Fami Ginanjar

Keywords: Islamic lifestyle, halal certification, social media exposure, purchasing decisions, halal marketing.

Introduction

As the country with the largest Muslim population in the world, Indonesia holds a pivotal position in the global halal industry. With over 87% of the population adhering to Islam, Indonesia's Muslim demographic exceeds 230 million people, making it a crucial player in the expansion of the global halal market. According to a report from the Islamic Economy Report (2023), the halal industry is growing at an annual rate of 25%, with the food sector leading this growth. Halal consumption, as prescribed in the Qur'an (Surah Al-Baqarah, 168-169), has not only cultural and religious significance but also presents opportunities for businesses in Muslim-majority countries, including Indonesia, to cater to both local and international markets.

In Indonesia, the Halal Product Guarantee Law (No. 33/2014) mandates halal certification for products marketed within the country. This law safeguards consumer rights, especially Muslim consumers, and ensures that food, beverages, cosmetics, and pharmaceuticals meet Islamic standards (Suryani & Ahkmam, 2020). For businesses like Mixue Ice Cream & Tea, a company originating from China and entering Indonesia in 2020, halal certification is a critical step in meeting the needs of a Muslim-majority consumer base. With over 500 international outlets, Mixue's expansion in Indonesia is an example of how halal certification is increasingly becoming an essential business practice for foreign companies aiming to succeed in Muslim-majority markets (Budiyoko et al., 2022).

The role of halal certification in influencing consumer purchasing decisions is well-documented. Studies have shown that Muslim consumers are more likely to purchase certified halal products, as it guarantees compliance with Islamic principles and ensures the safety and quality of the product (Fauzi, 2022). However, despite the widespread recognition of halal certification's importance, there are still inconsistencies in how it influences consumer behaviour. Research by Budiman and Mujib (2020) found no significant impact of halal certification on purchasing decisions in certain contexts, highlighting the complexity of consumer preferences in this sector.

Moreover, social media plays an increasingly significant role in shaping consumer behaviour in Indonesia. The rise of social media has transformed consumer behaviour, particularly in how products are marketed and consumed. According to WeAreSocial (2023), 60.6% of Indonesians use social media to stay connected with friends and family, while 58.2% use

it to pass the time, reflecting the significant role social media plays in shaping consumer perceptions and influencing purchasing behaviour. With over 215 million internet users (Datareportal, 2023), social media platforms like Instagram, WhatsApp, and TikTok are powerful tools for product marketing and consumer engagement. Social media exposure has been shown to influence purchasing decisions, especially among younger consumers (Bhatti et al., 2020). This is particularly relevant in the case of Mixue, where media content shared on social platforms plays a key role in driving consumer interest and sales.

The combination of Islamic lifestyle, halal certification, and social media exposure offers a unique perspective on how consumer behaviour is influenced in the digital age. However, there is a lack of comprehensive studies that explore how these three factors interact and affect purchasing decisions in modern Islamic economies like Indonesia. While previous research has focused on individual elements such as halal certification (Wibowo, 2023) or social media's influence on buying behaviour (Kamilah et al., 2017), there is a gap in literature examining the simultaneous effects of these factors in the context of fast-food chains like Mixue.

This research is crucial as it aims to fill this gap by examining the influence of Islamic lifestyle, halal certification, and social media exposure on consumer purchasing decisions at Mixue outlets in Serang City, Indonesia. Understanding these dynamics is essential for businesses seeking to optimize their marketing strategies and contributes to the academic literature on Islamic consumer behaviour in the digital era. This study will provide valuable insights into how businesses can leverage Islamic values, certification standards, and digital platforms to better engage with Muslim consumers and enhance their competitive advantage in the market.

Literature Review
Purchase Decision Process and Influencing Factors

The purchase decision is a complex, multi-stage process that involves both rational and emotional factors. Kotler and Keller (2016) describe this process as including stages from need recognition to evaluating alternatives and making the final purchase decision. Schiffman and Wisenblit (2019) argue that in this decision-making process, consumers consider not only the functional aspects of the product, such as price and quality but also emotional and psychological aspects, such as brand affinity and perceived value. According to Sahir et al. (2016), consumers' decisions are influenced

Febri Imanuddin, Elif Pardiansyah, Ahyakudin, Rah Adi Fami Ginanjar

by how they process information, which may stem from various sources such as advertising, reviews, or personal experiences.

Sumarwan (2015) highlights the importance of evaluating alternatives available in the market, as it plays a crucial role in shaping the final purchase decision. Setyaringsih (2019) further emphasizes the significance of the integration of evaluation criteria in making these decisions, which involves comparing multiple product offerings on dimensions such as quality, value, and brand reputation.

Role of Islamic Lifestyle in Consumer Behavior

The concept of an Islamic lifestyle is not only rooted in Sharia values but also promotes a holistic approach to well-being, which encompasses health, safety, and overall life balance (Boediman, 2017). This lifestyle, guided by principles in the Qur'an and Hadith, fosters a preference for products that align with religious teachings (Yunus et al., 2010). Wilson and Liu (2011) found that consumers adhering to an Islamic lifestyle tend to favour products that resonate with their religious values, influencing their consumption behaviour.

While the concept of halal living has been shown to influence purchasing decisions, studies reveal mixed results regarding its direct impact. Fahrullah et al. (2024) suggest that Islamic branding and fashion trends have a stronger influence on the purchase of Islamic fashion products than religiosity alone. Rahmawati and Fitriani (2021) confirmed that a halal lifestyle, alongside factors like price, positively affects purchasing decisions, with religiosity acting as a moderating factor that enhances these effects.

Impact of Halal Certification on Consumer Decisions

Halal certification is an essential element for Muslim consumers, ensuring that products meet Islamic dietary and safety standards. This certification provides assurance that products are not only safe to consume but also comply with religious regulations (Muizzudin & Kisti, 2020). According to Handriana et al. (2020), the presence of halal certification increases consumer trust and confidence in products. In competitive markets, Budiman (2020) argues that halal certification serves as a key differentiator for businesses, particularly in sectors like food and beverage.

Recent studies affirm the significance of halal certification in influencing purchasing decisions. Purnomo et al. (2024) found that both halal certification and halal awareness positively affect purchase decisions, especially in the food sector. Additionally, Zulkfli et al. (2023) demonstrated

The influence of Islamic lifestyle, halal certification, and social media exposure on purchasing decisions at Mixue outlets in Serang city

that halal certification strengthens the relationship between purchase intentions and actual purchasing decisions.

Influence of Social Media Exposure

The role of media exposure in shaping consumer behaviour cannot be overstated, as it directly impacts consumer perceptions and decision-making processes. Satria and Alfisyahr (2017) emphasize the influence of continuous media exposure in shaping consumer opinions. Social media has become a significant form of media exposure, especially among the younger generation, which is highly connected and digitally engaged (Ayuningtyias, 2013).

Kaplan and Haenlein (2010) argue that social media enables personalized interactions between consumers and brands, which can enhance consumer loyalty and engagement. Rakhmawati (2023) found that social media marketing significantly affects purchasing decisions, particularly on e-commerce platforms like Shopee. Yang (2024) further supports this by highlighting how social media influences purchasing decisions through content distribution, social authentication, and user interactions that contribute to the development of brand image and consumer behavior.

Research Methods

This study uses quantitative methods to analyze the effect of Islamic lifestyle, halal certification, and social media exposure on purchasing decisions. Quantitative methods allow researchers to measure variables numerically and analyze the relationship between variables using statistics (Creswell, 2014). Using SPSS 23.0 in data analysis assists in performing the statistical tests needed to test the research hypothesis (Pallant, 2020). The Likert scale measures respondents' perceptions of research variables. It is commonly used in quantitative research to measure attitudes or opinions with varying degrees of agreement (Joshi et al., 2015).

The research population comprises consumers or visitors who purchase at Mixue outlets in Serang City. The sampling technique uses non-probability sampling with simple random sampling and cluster sampling. This technique allows researchers to obtain a representative sample even though not all population members have the same opportunity to be selected (Etikan et al., 2016).

This study involves independent variables (Islamic lifestyle, halal certification, and social media exposure) and dependent variables (purchase decision). Independent variables affect or determine changes in

Febri Imanuddin, Elif Pardiansyah, Ahyakudin, Rah Adi Fami Ginanjar

the dependent variable (Sekaran & Bougie, 2016). Primary data was obtained directly from respondents through questionnaires designed to collect information related to research variables (Groves et al., 2009). Secondary data is obtained from books, journals, and relevant previous research. Secondary data is an additional reference that enriches research analysis (Johnston, 2017).

Data collection methods include questionnaires, observations, interviews, and documentation. Questionnaires enable efficient data collection from many respondents, while observations and interviews provide in-depth insights into the research context (Bryman, 2016).

Results and Discussion
Respondent Characteristics

This study involved 190 respondents who were Mixue ice cream buyers in Serang City. Based on data analysis, the distribution of respondents based on gender shows that 33.8% (60 people) are male, while 66.2% (130 people) are female.

Table 2.
Characteristics of Respondents Based on Gender

Gender	Frequency	Percentage
Male	60	33,8%
Female	130	66,2%
Total	190	100%

Source: Processed research data (2024)

This distribution reflects a general trend in consumer behavior where women tend to be more frequently involved in purchasing decisions, especially for food and beverage products. This is in line with research showing that women often have a dominant role in household purchasing decisions (Kotler & Keller, 2016). In addition, the demographic conditions in Serang City, Banten, may also influence this distribution. Serang City as the capital of Banten province has a diverse population with a relatively balanced gender composition. However, social and cultural roles in the region may influence women's tendency to be more active in shopping and consumption activities.

According to the Central Bureau of Statistics (BPS) of Serang City, women's participation in economic and social activities in the city is significant, which may explain the high percentage of female respondents in this study. The higher involvement of women in this study may also reflect a greater interest in ice cream products, which is often associated with culinary preferences and consumption trends among women. This provides

The influence of Islamic lifestyle, halal certification, and social media exposure on purchasing decisions at Mixue outlets in Serang city

valuable insights into marketing strategies that can be focused on this demographic to increase sales and consumer engagement.

Validity Test and Reliability Test

The validity test was conducted to ensure that the questionnaire used in this study could accurately measure the intended construct. The validity of the questionnaire was evaluated using the methodPearson product moment correlation , which is a common technique in statistical analysis to assess the relationship between two variables (Field, 2013).

Table 3.
Validity Test

Variables	R-Count	R-Table	Conclusion
Islamic Lifestyle (X1)	0,689-0,815	0,142	Valid
Halal Certification (X2)	0,704-0,835	0,142	Valid
Social media exposure (X3)	0,807-0,879	0,142	Valid
Purchase Decision (Y)	0,583-0,834	0,142	Valid

Source: Processed research data (2024)

Based on Table 3, it can be seen that all research variables, namely Islamic Lifestyle (X1), Halal Certification (X2), Social Media Exposure (X3), and Purchasing Decisions (Y), have a calculated r value greater than the r table (0.142) at the 0.05 significance level. This shows that each question item in the questionnaire has a significant relationship with its total score, so it can be declared valid (Creswell, 2014).

Meanwhile, the reliability test aims to assess the consistency or stability of individual responses to the questionnaire in measuring certain variables or concepts. In this study, reliability is measured using the Cronbach's Alpha value, which is a general indicator for assessing the internal reliability of a measurement instrument (Tavakol & Dennick, 2011).

Table 4.
Reliability Test

Variables	*Cronbach's Alpha*	Reliability Criteria	Description
Islamic Lifestyle (X1)	0,814	> 0,60	Reliable
Halal Certification (X2)	0,833	> 0,60	Reliable
Social media exposure (X3)	0,838	> 0,60	Reliable
Purchase decision (Y)	0,840	> 0,60	Reliable

Source: Processed research data (2024)

Febri Imanuddin, Elif Pardiansyah, Ahyakudin, Rah Adi Fami Ginanjar

Based on Table 4, all research variables show Cronbach's Alpha values greater than 0.60, which is the minimum acceptable limit to indicate adequate reliability (Nunnally & Bernstein, 1994). This indicates that the questionnaire used has good internal consistency.

Classical Assumption Test
Normality Test

The normality test determines whether the residuals or confounding variables in the regression model follow a normal distribution (Ghozali, 2016).
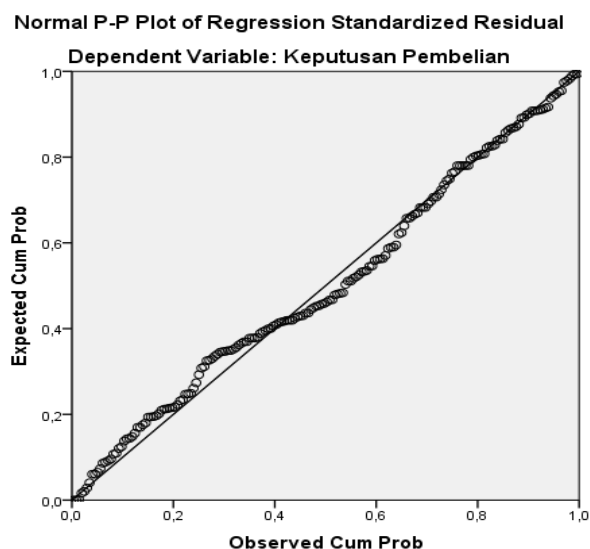
Table 5.
Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		190
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	3,04936715
Most Extreme Differences	Absolute	,061
	Positive	,053
	Negative	-,061
Test Statistic		,061
Asymp. Sig. (2-tailed)		,085[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Processed research data (2024)

The influence of Islamic lifestyle, halal certification, and social media exposure on purchasing decisions at Mixue outlets in Serang city

Table 5 presents the normality test results, specifically the One-Sample Kolmogorov-Smirnov Test for the unstandardized residuals. The Asymptotic Significance (Asymp. Sig.) value is 0.085, which is greater than the threshold of 0.05. This indicates that the residuals in the regression model do not significantly deviate from a normal distribution. Therefore, we can conclude that the data exhibit normal distribution. This result is important as the assumption of normality is crucial for the validity of statistical tests, such as regression analysis, as it ensures the accuracy and generalizability of the results.

Multicollinearity Test

The multicollinearity test examines whether there is a correlation among the independent variables in the regression model. According to Ghozali (2016), multicollinearity is not a concern if the Variance Inflation Factor (VIF) is less than 10 and the Tolerance value is greater than 0.10.

Table 6.
Multicollinearity Test

Coefficientsᵃ

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	4,487	1,738		2,581	,011		
Islamic Lifestyle	,456	,091	,380	5,007	,000	,556	1,798
Halal Certification	,257	,097	,207	2,662	,008	,527	1,898
Social Media Exposure	,354	,083	,249	4,240	,000	,928	1,078

 a. Dependent Variable: Purchase Decision
Source: Processed research data (2024)

In Table 6, the VIF values for the variables are as follows: Islamic Lifestyle (VIF = 1.798), Halal Certification (VIF = 1.898), and Social Media Exposure (VIF = 1.078). Similarly, the Tolerance values are Islamic Lifestyle (Tolerance = 0.556), Halal Certification (Tolerance = 0.527), and Social Media Exposure (Tolerance = 0.928). All these values meet the required thresholds (VIF < 10 and Tolerance > 0.10), indicating that multicollinearity is absent. This suggests that the independent variables in the regression

Febri Imanuddin, Elif Pardiansyah, Ahyakudin, Rah Adi Fami Ginanjar

model are not highly correlated with each other, which is crucial for ensuring the reliability and validity of the regression coefficients.

Heteroscedasticity Test

The heteroscedasticity test evaluates whether the variance of residuals from one observation to another is constant in a regression model. Heteroscedasticity can undermine the validity of regression results by inflating standard errors and producing unreliable estimates. This study uses the Rank Spearman correlation coefficient test to detect heteroscedasticity.

Table 7.
Heteroscedasticity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,629	1,119		2,349	,020
	Gaya Hidup Islami	,005	,059	,008	,081	,936
	Sertifikasi Halal	-,013	,062	-,020	-,202	,840
	Social Media Exposure	-,011	,054	-,016	-,207	,837

a. Dependent Variable: Abs_RES

Source: Processed research data (2024)

According to the test, if the significance value is below 0.05, it indicates the presence of heteroscedasticity. Table 7 shows the significance values for the independent variables: Islamic Lifestyle (0.936), Halal Certification (0.840), and Social Media Exposure (0.837). Since all these values are greater than 0.05, we conclude that heteroscedasticity is not an issue in this model. This means that the residuals' variance is homogeneous, implying that the regression model is stable and the statistical assumptions are fulfilled, which supports the reliability of the model's results.

Hypothesis Test
T Test (Partial Significance)

The t test is conducted to see the significance of the effect of the independent variable individually on the dependent variable by assuming that the other independent variables are constant. In this study, the decision-making criteria are based on the t count and the significance level of 0.05 ($\alpha = 5\%$), namely if the t value> t table and sig. value <0.05, it means that the independent variable partially has a significant effect on the

The influence of Islamic lifestyle, halal certification, and social media exposure on purchasing decisions at Mixue outlets in Serang city

dependent variable, while if the t value < t table and sig. value> 0.05 indicates that the independent variable partially has no effect on the dependent variable. At a significance of 0.05 (5%), the following are the results of the t-statistics test conducted with the IBM SPSS program.

Df = n - k = 190 - 4 = 186

t table = 1.972

Table 8.
T test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,487	1,738		2,581	,011
	Gaya Hidup Islami	,456	,091	,380	5,007	,000
	Sertifikasi Halal	,257	,097	,207	2,662	,008
	Social Media Exposure	,354	,083	,249	4,240	,000

Source: Processed research data (2024)

Table 8 is the output of testing the independent variables, namely Islamic lifestyle, halal certification, and *social media exposure* on purchasing decisions. The following is a partial interpretation (t test):

1. The Influence of Islamic Lifestyle on Purchasing Decisions

The test results show that the Islamic lifestyle variable (X1) has a t value greater than the t table (5.007> 1.972) and a significance value smaller than 0.05 (0.000 <0.05). This shows that Islamic lifestyle has a positive and significant influence on purchasing decisions. In other words, the higher the application of Islamic lifestyle in a consumer, the more likely they are to make a purchase. Thus, it can be concluded that Islamic lifestyle is one of the factors that contribute to consumer purchasing decisions.

2. The Effect of Halal Certification on Purchasing Decisions

The test results show that the halal certification variable (X2) has a t value greater than the t table (2.662> 1.972) and a significance value smaller than 0.05 (0.000 <0.05). This indicates that halal certification has a positive and significant influence on purchasing decisions. This means that consumer awareness and trust in halal certification can increase their likelihood of choosing and buying products. Therefore, it can be concluded that halal certification is one of the factors that influence consumer purchasing decisions.

Febri Imanuddin, Elif Pardiansyah, Ahyakudin, Rah Adi Fami Ginanjar

3. The Effect of Social Media Exposure on Purchasing Decisions

The test results show that the social media exposure variable (X3) has a calculated t value greater than the t table (4.240> 1.972) and a significance value smaller than 0.05 (0.000 <0.05). This shows that social media exposure has a positive and significant influence on purchasing decisions. In other words, the more often consumers are exposed to information about a product through social media, the more likely they are to make a purchase. Therefore, it can be concluded that social media exposure is a contributing factor in influencing consumer purchasing decisions.

F Test (Simultaneous Significance)

The F test is used to test whether the independent variables simultaneously affect the dependent variable. The guideline used in making the F test conclusion is that if F count> F table or sig. value <0.05, the test results mean that simultaneously there is a significant influence between the independent variable and the dependent variable, vice versa. Ftable formula; df1 = k-1 = 3; df2 = n-k = 186.

Table 9.

F test

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1197,236	3	399,079	42,237	,000[b]
	Residual	1757,443	186	9,449		
	Total	2954,679	189			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Social Media Exposure, Gaya Hidup Islami, Sertifikasi Halal

Source: Processed research data (2024)

Based on table 9 above, the F-statistic or F count result is 42.237 with a sig. value of 0.000. The sig. value is smaller than 0.05. In addition, with n = 190 and k = 4, thevalue F table is obtained at 2.65 with df1 = 3 and df2 = 186 with a value of critical 5%. Because$tabelF$ count>F table (42.237> 2.65) and sig. value <0.05 (0.00 <0.05), it can be concluded that the variables of Islamic lifestyle, halal certification, and *social media exposure* simultaneously influence purchasing decisions.

Coefficient of Determination (R^2)

The coefficient of determination test is intended to assess how much the ability of the independent variable to explain the dependent variable. In this study, the coefficient used is the adjusted coefficient of determination or Adjusted R^2. This is because Adjusted R^2 is a corrected coefficient so

The influence of Islamic lifestyle, halal certification, and social media exposure on purchasing decisions at Mixue outlets in Serang city

that it can allow data to increase or decrease as new variables are added to the model.

Table 10.
Coefficient of Determination

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,637[a]	,405	,396	3,07386

a. Predictors: (Constant), Social Media Exposure, Gaya Hidup Islami, Sertifikasi Halal

b. Dependent Variable: Keputusan Pembelian

Source: Processed research data (2024)

Based on the results of the coefficient of determination test as stated in the table, it is known that the adjusted R-squared value is 0.405. This shows that the variation in the dependent variable, namely purchasing decisions, can be explained by the independent variables, namely Islamic lifestyle, halal certification, and *social media exposure* by 39.6%, while the remaining 60.4% is influenced by other variables outside of the variables studied.

Discussion
Islamic Lifestyle on Purchasing Decisions

The results of this study indicate that the Islamic lifestyle variable has a regression coefficient of 0.456, which indicates a positive influence on purchasing decisions. In addition, the t test results in a significance value of 0.000 (smaller than 0.05) and t count of 5.007 (greater than t table 1.972), so the hypothesis (H1) which states that Islamic lifestyle has a significant effect on purchasing decisions can be accepted.

Islamic lifestyle reflects the behavior of individuals who carry out activities in accordance with Islamic principles, such as honesty, integrity, and justice (Adinugraha, 2019). This behavior can encourage consumers to choose products that are in accordance with these values, including halal products. Along with technological developments, consumers are increasingly easy to access information about the benefits of implementing an Islamic lifestyle, which in turn can increase their awareness and commitment to consumption patterns that are in accordance with Islamic teachings (Hasmi et al., 2022).

Febri Imanuddin, Elif Pardiansyah, Ahyakudin, Rah Adi Fami Ginanjar

The findings of this study are in line with previous studies which show that Islamic lifestyle has a positive effect on purchasing decisions. For example, research by Meliani et al. (2021) found that lifestyle has a significant effect on purchasing decisions for Muslim fashion products in the marketplace. Likewise, research by Rahmani et al. (2023) shows that Islamic lifestyle has a positive and significant influence on purchasing decisions using Shopee Paylater in an Islamic economic perspective. In addition, research by Meliani et al. (2021) also confirmed that religiosity, lifestyle, and price have a significant effect on purchasing decisions for Muslim fashion products in the marketplace (Oktaviani & Sunarmo, 2023).

However, there are also studies that show different results. For example, a study by Irfansyah and Suryaningsih (2022) found that Islamic lifestyle has no significant effect on purchasing decisions for Samyang noodles for undergraduate students of Islamic Economics at Surabaya State University class of 2018-2020. This difference in results may be due to differences in respondent characteristics, the type of product studied, or other factors that influence purchasing decisions.

Overall, the results of this study confirm that Islamic lifestyle plays an important role in influencing consumer purchasing decisions. Therefore, manufacturers and marketers of halal products need to pay attention to aspects of Islamic lifestyle in their marketing strategies to increase product appeal among consumers Muslim.

The Effect of Halal Certification on Purchasing Decisions

The results of this study indicate that the halal certification variable has a regression coefficient of 0.257, which indicates a positive influence on purchasing decisions. In addition, the t test results in a significance value of 0.008 (smaller than 0.05) and t count of 2.662 (greater than t table 1.972), so the hypothesis (H2) which states that halal certification has a significant effect on purchasing decisions can be accepted.

Halal certification is one of the important requirements for a product in addition to a distribution permit. With the increasing trend of halal products, consumers tend to check halal certification before deciding to buy a product. Consumers feel that products with halal certification provide peace of mind when used, increase the product's marketability, and increase consumer confidence (Saputra & Jaharuddin, 2022; Oktaviani, et al, 2023a)

The findings of this study are in line with several previous studies which show that halal certification has a positive effect on purchasing decisions. For example, research by Oktaviani and Sunarmo (2023b) found that halal certification, price, and service quality have a significant effect on

The influence of Islamic lifestyle, halal certification, and social media exposure on purchasing decisions at Mixue outlets in Serang city

purchasing decisions for noodle restaurant products after halal certification. Similarly, research by Sulaiman et al. (2023) shows that halal certification, price, product quality, and promotion have a significant effect on purchasing decisions for halal herbal products. In addition, research by Refmasita et al. (2020) confirms that halal labeling and the quality of medicinal products affect the interest in buying drugs among FEB UHAMKA students.

However, there are also studies that show different results. For example, a study by Budiman (2020) shows that halal certification has no significant effect on purchasing decisions. This difference in results may be due to differences in respondent characteristics, the type of product studied, or other factors that influence purchasing decisions. Therefore, product manufacturers and marketers need to ensure that their products have halal certification to increase the attractiveness and trust of Muslim consumers. Overall, the results of this study confirm that halal certification plays an important role in influencing decisions.

The Effect of *Social media exposure* on Purchasing Decisions

The results of this study indicate that the social media exposure variable has a regression coefficient of 0.354, which indicates a positive influence on purchasing decisions. In addition, the t test results in a significant value of 0.000 (smaller than 0.05) and t count of 4.240 (greater than t table 1.972), so the hypothesis (H3) which states that social media exposure has a significant effect on purchasing decisions can be accepted. Media exposure can increase consumer knowledge about products and encourage purchase actions (Farasila & Pradekso, 2020). Media exposure is closely related to ongoing sales promotions to inform or offer products or services to the public to attract potential customers (Aurelia et al., 2021). Today, business owners often utilize social media to deliver messages that can encourage product purchases.

The findings of this study are in line with several previous studies which show that social media exposure has a positive effect on purchasing decisions. For example, research by Anwar and Aprilia (2018) found that the use of social media has a significant effect on purchasing decisions for fashion products. Likewise, research by Somantri et al. (2022) shows that social media exposure plays an important role in influencing consumer purchasing decisions. In addition, Moningka et al. (2023) confirmed that the intensity of social media use is positively related to purchasing decisions for cosmetic products.

However, there are also studies that show different results. For example, a study by Haniswari and Setyabudi (2019) shows that social media exposure does not have a significant effect on purchasing decisions

Febri Imanuddin, Elif Pardiansyah, Ahyakudin, Rah Adi Fami Ginanjar

for electronic products. This difference in results may be due to variations in respondent characteristics, the type of product studied, or other factors that influence purchasing decisions.

Overall, the results of this study confirm that social media exposure plays an important role in influencing consumer purchasing decisions. Therefore, manufacturers and product marketers need to effectively utilize social media in their marketing strategies to increase consumer appeal and trust.

Conclusion

This study confirms that the Islamic lifestyle, halal certification, and social media exposure each significantly and positively affect purchasing decisions. The results indicate that consumers who adhere to an Islamic lifestyle are likelier to make purchasing decisions aligned with Islamic principles, including the preference for halal products. Halal certification also plays a crucial role, as it enhances consumer confidence and influences their purchasing choices, particularly in sectors where halal certification is highly valued. Additionally, social media exposure has proven to be a powerful tool in shaping consumer decisions, as it increases product knowledge and encourages purchasing actions, primarily through targeted marketing and promotions. Despite some studies showing differing results in specific contexts, the findings suggest that manufacturers and marketers should leverage Islamic lifestyle considerations, secure halal certification, and effectively use social media platforms to enhance their market appeal and build consumer trust.

Recommendations

Mixue managers are advised to strengthen Islamic branding by ensuring halal certification is maintained and communicated effectively to consumers. Digital marketing strategy through social media needs to be optimized with educative and interesting content to increase customer engagement and trust. In addition, collaboration with halal certification agencies and credible Muslim influencers can be a strategic step to expand market share and build customer loyalty in the long run.

The influence of Islamic lifestyle, halal certification, and social media exposure on purchasing decisions at Mixue outlets in Serang city

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