

Exploring Halal Awareness and Its Effects on Brand Image, Consumer Attitudes, and Purchase Decisions: A Study of Mixue in Malang

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ABSTRACT

Understanding the impact of Halal awareness on consumer behavior is crucial in markets with high sensitivity to Halal standards, as it can significantly influence brand perception and purchasing decisions. Despite the increasing importance of Halal certification, there is limited research on how Halal awareness specifically affects brand image, consumer attitudes, and purchase decisions in the context of the Indonesian market. This study aims to explore these relationships for Mixue in Malang. Utilizing an explanatory research design and quantitative methods, data were collected from a sample of 175 respondents through a non-probability sampling technique, specifically purposive sampling. Data analysis was conducted using descriptive techniques to interpret the relationships among the variables. The study finds a strong brand image positively impacts consumer attitudes toward the brand and encourages purchasing behavior. However, Halal awareness does not significantly affect consumer attitudes toward the brand or brand image directly. These insights underscore the complex interplay between Halal awareness, brand perception, and consumer behavior, highlighting the need for brands to enhance both Halal principles promotion and overall brand image to effectively drive consumer attitudes and purchase decisions.

Keywords: Halal Awareness, Brand Image, Attitude toward brand, Purchase Decisions

ABSTRAK

Memahami dampak kesadaran halal terhadap perilaku konsumen sangat penting di pasar yang sensitif terhadap standar halal, karena hal ini dapat secara signifikan memengaruhi persepsi merek dan keputusan pembelian. Meskipun sertifikasi Halal semakin penting, penelitian mengenai bagaimana kesadaran Halal secara spesifik memengaruhi citra merek, sikap konsumen, dan keputusan pembelian dalam konteks pasar Indonesia masih terbatas. Penelitian ini bertujuan untuk mengeksplorasi hubungan tersebut pada Mixue di Malang. Dengan menggunakan desain penelitian eksplanatori dan metode kuantitatif, data dikumpulkan dari sampel sebanyak 175 responden melalui teknik *non-probability sampling*, khususnya *purposive sampling*. Analisis data dilakukan dengan menggunakan teknik deskriptif untuk menafsirkan hubungan antar variabel. Studi ini menemukan bahwa citra merek yang kuat berdampak positif terhadap sikap konsumen terhadap merek dan mendorong perilaku pembelian. Namun, kesadaran halal tidak berpengaruh signifikan terhadap sikap konsumen terhadap merek atau citra merek secara langsung. Wawasan ini menggarisbawahi interaksi yang kompleks antara kesadaran halal, persepsi merek, dan perilaku konsumen, menyoroti perlunya merek untuk meningkatkan promosi prinsip Halal dan citra merek secara keseluruhan untuk secara efektif mendorong sikap konsumen dan keputusan pembelian.

Kata kunci: Kesadaran Halal, Citra Merek, Sikap Terhadap Merek, Keputusan Pembelian

INTRODUCTION

In contemporary marketing studies, understanding the influence of Halal product awareness on consumer behavior has become increasingly crucial, particularly in markets highly sensitive to Halal standards, such as Indonesia. According to research by Yasin et al. (2018), Indonesian consumers exhibit a heightened concern for Halal aspects in their daily lives, including their choice of consumer products. The demand for products that adhere to Halal criteria continues to rise, driven by religious values, cultural norms, and health considerations. This underscores the necessity to delve deeper into how Halal awareness not only affects consumer preferences but also shapes brand image, consumer attitudes, and purchase decisions.

The case of Mixue ice cream entering the Indonesian market without initially obtaining Halal certification provides an intriguing backdrop for this study. When Mixue, a brand known for its quality and innovative flavors, introduced its ice cream products in Indonesia, the absence of Halal certification initially posed a significant challenge. This absence raised concerns among Indonesian consumers who prioritize Halal standards in their purchasing decisions. Nevertheless, Mixue's reputation for quality and flavorful offerings managed to capture consumer attention, illustrating the delicate balance between product quality and cultural sensitivity.

Previous studies, as highlighted by Yasin et al. (2018), affirm that consumer preferences in Indonesia are influenced by their understanding of Halal principles. Consumers who are well-informed about Halal guidelines tend to prefer products that meet these standards, especially in an increasingly competitive market environment. However, the impact of Halal awareness does not always translate into changes in consumer attitudes toward the brand or the overall brand image.

Conversely, consumer attitudes toward the brand play a pivotal role in shaping perceptions of product quality and trustworthiness. Research by Lee and Lim (2019) emphasizes that positive brand attitudes enhance consumer loyalty and repeat purchases, underscoring the complex nature of consumer decision-making where brand perception and cultural considerations intertwine to influence purchasing behavior, especially in Halal-sensitive contexts.

This study aims to comprehensively explore the intricate interactions between Halal awareness, brand image, consumer attitudes, and purchase decisions within the context of Mixue ice cream in Malang, Indonesia. Adopting an explanatory research approach and utilizing quantitative methods, this research seeks to uncover how these factors interact and their implications for effective marketing strategies in markets highly sensitive to Halal standards.

Through a nuanced understanding of these dynamics, this research endeavors to provide valuable insights for the development of marketing strategies not only for Mixue but also for other brands operating within similar cultural and consumer preference landscapes in Indonesia. The findings are anticipated to inform strategic decisions aligned with consumer expectations regarding Halal standards while maximizing brand appeal and market penetration in diverse cultural contexts.

LITERATURE REVIEW

Halal Awareness

Halal awareness refers to a profound understanding of the halal status of consumed food and beverages. Wahyudi (2020) defines halal awareness as an informational process aimed at enhancing Muslims' awareness of what is permissible for consumption and use. This concept includes various levels of awareness, from partially aware to fully aware of halal-related issues. According to Aslan (2023), halal awareness is the ability to understand and recognize halal objects based on Islamic law. A positive attitude towards the halal concept and awareness is crucial in determining the decision to choose halal products. Jaiyeoba et al. (2020) also state that halal awareness significantly influences consumer purchasing decisions, with halal certification labels, brands, features, prices, and product attributes positively correlating with halal awareness.

For Muslims, consuming halal food is essential, making it vital for food producers in predominantly Muslim countries like Indonesia to ensure the halal status of their products. This includes the entire product lifecycle, from raw materials, production, cleaning, storage, packaging, to distribution. Nurcahyo & Hudrasyah (2017) indicate that halal awareness is the level of understanding a Muslim has regarding halal-related issues and plays a significant role in determining consumption intentions. Factors such as processing methods, additional products, distribution methods, and storage techniques can influence the halal awareness of a product, highlighting the importance for producers to consider these aspects to enhance consumer trust in halal products.

Brand Image

Brand image pertains to the perceptions and associations that consumers have regarding a brand, encompassing beliefs, ideas, and impressions formed through their experiences and marketing communications (Kotler & Keller, 2016). A positive brand image can lead consumers to unconsciously recommend the product to others, whereas a negative image can spread unfavorable information (Rosmaniar et al., 2022). Brand image includes consumer perceptions and associations stored in memory, influenced by various marketing elements such as product quality, packaging, brand name, logo, advertising, pricing, and promotions.

An effective brand image can establish product character, provide value propositions, and convey unique product characteristics, ultimately offering both emotional and rational benefits (Kotler & Armstrong, 2018). It acts as a differentiating marker, incorporating elements like packaging, logo, jingles, names, and taglines that set a product apart from its competitors. A strong brand image not only signifies product performance but also embeds itself in consumer memory, creating a lasting impression. This intangible asset is vital for a company's marketing strategy, as it can shape consumer perceptions and facilitate the development of new product lines based on the positive image of existing products.

Attitude toward Brand

Attitude toward a brand refers to a consumer's overall assessment of the brand, which influences their decisions and behavior (Alfianto & Ismail, 2008). This attitude is a predisposition that leans towards favorable or unfavorable opinions about a particular brand, often shaped by advertisements. It signifies a learned inclination to respond to a brand with behaviors reflecting liking or disliking. Attitudes also encompass an individual's value system, representing personal standards of good and bad, right and wrong. According to Darmawan (2019), brand attitude is a key objective of communication, aiding consumers in evaluating a brand's ability to meet their needs. This can be negatively oriented (addressing problems, avoiding issues, or dealing with unmet needs) or positively oriented (providing sensory pleasure or intellectual stimulation). Sunarto (2018) adds that attitude involves evaluation, emotional responses, and long-lasting tendencies towards an object or idea, whether positive or negative.

Purchase Decision

A purchasing decision represents the ultimate choice made by consumers to buy goods and services after evaluating various factors. Herman et al. (2023) identifies several influences on purchasing decisions, including economic, financial, technological, political, cultural, product-related, pricing, locational, promotional, physical evidence, people, and process factors. These elements help consumers form attitudes, process information, and reach conclusions about which product to buy. The purchase decision is a crucial part of consumer behavior, which examines how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to meet their needs and wants. Vijayalakshmi and Mahalakshmi (2013) similarly describe consumer behavior, highlighting the study of how these entities interact with products and services. Kotler adds that consumer behavior is shaped by three main factors: cultural (including culture, sub-culture, and social class), social (such as reference groups, family, and social roles), and personal (including age, income, lifestyle, and other individual characteristics). In essence, a purchase decision involves assessing multiple alternatives and choosing the most suitable option based on these varied influences.

HIPOTESIS DEVELOPMENT

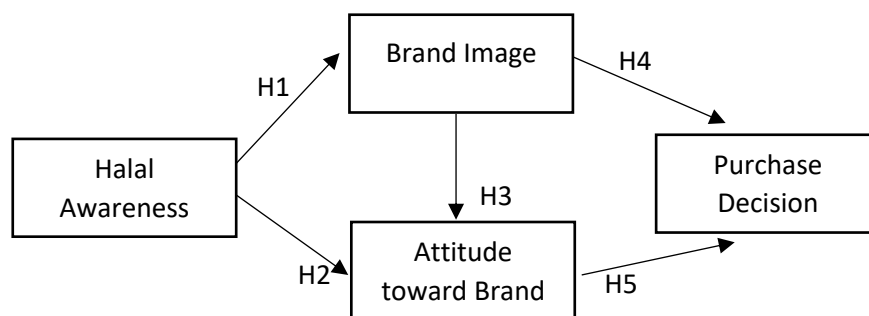


Figure 1. Hypothesis Model

- H1: Halal awareness variable has a positive influence on brand image
 H2: Halal awareness variable has a positive influence on attitude toward brand
 H3: Brand image variable has a positive influence on attitude toward brand
 H4: Brand image variable has a positive influence on purchase decision
 H5: Attitude toward variable has a positive influence on purchase decision

RESEARCH METHOD

This research adopts a quantitative approach to examine consumer behavior towards halal food, focusing on constructs such as halal awareness, brand image, attitude towards the brand, and purchase decisions. Data were collected using a questionnaire derived from existing literature. Respondents from diverse demographic backgrounds ensured broad representation. Statistical analyses, including multiple linear regression and Structural Equation Modeling (SEM), were employed to investigate the influence of these constructs on consumer attitudes and purchase decisions. The research methodology, utilizing non-probability sampling techniques and validity testing, aimed to provide comprehensive insights into consumer behavior within the context of halal food and the Mixue brand, particularly among Indonesian consumers.

Results and Discussion

Table 1. Instrument Test Based on Convergent Validity

Variable	Item	Outer Loading	Average Variance Extracted (Ave)	Description
Halal Awareness	X.1.1	0,657	0,853	Valid
	X.1.2	0,766		Valid
	X.1.3	0,814		Valid
	X.1.4	0,834		Valid
Brand Image	Y.1.1	0,835	0,853	Valid
	Y.1.2	0,847		Valid
	Y.1.3	0,812		Valid
	Y.1.4	0,940		Valid
	Y.1.5	0,782		Valid
	Y.1.6	0,871		Valid
Attitude Toward Brand	Y.2.1	0,962	0,614	Valid
	Y.2.2	0,947		Valid
	Y.2.3	0,927		Valid
	Y.2.4	0,856		Valid
Purchase Decision	Y.2.1	0,962	0,614	Valid
	Y.2.2	0,947		Valid
	Y.2.3	0,927		Valid

	Y.2.4	0,856		Valid
Religiosity	Z.1	0,917	0,888	Valid
	Z.2	0,935		Valid
	Z.3	0,945		Valid
	Z.4	0,953		Valid
	Z.5	0,961		Valid

Source: Data processed (2023)

Based on the findings presented in Table 1, the trial questionnaire distributed to 30 respondents indicated that all items across each research variable achieved loading factors exceeding 0.5. This outcome signifies that the items reliably measured their respective constructs and met the criteria for convergent validity. Consequently, the results suggest that all items utilized in this study are valid for further analysis and decision-making based on these measures. This validation underscores the reliability and consistency of the questionnaire in capturing the intended dimensions of the research constructs.

Table 2. Instrument Test Based on Discriminant Validity

Item	Attitude Toward Brand (Y2)	Brand Image (Y1)	Halal Awareness (X1)	Purchase Decision (Y3)
X.1.1	0,429	0,465	0,657	0,495
X.1.2	0,653	0,617	0,766	0,444
X.1.3	0,439	0,341	0,814	0,374
X.1.4	0,519	0,453	0,834	0,568
Y.1.1	0,801	0,835	0,497	0,721
Y.1.2	0,722	0,847	0,456	0,677
Y.1.3	0,738	0,812	0,729	0,737
Y.1.4	0,745	0,940	0,452	0,823
Y.1.5	0,597	0,782	0,518	0,719
Y.1.6	0,637	0,871	0,460	0,793
Y.2.1	0,962	0,850	0,658	0,866
Y.2.2	0,947	0,771	0,637	0,773
Y.2.3	0,927	0,692	0,642	0,740
Y.2.4	0,856	0,757	0,525	0,762
Y.3.1	0,832	0,851	0,666	0,937
Y.3.2	0,816	0,830	0,645	0,955
Y.3.3	0,698	0,685	0,358	0,824
Y.3.4	0,743	0,796	0,523	0,933
Y.3.5	0,817	0,867	0,586	0,942

Source: Data processed (2023)

In Table 2, the analysis indicates that all items comprising each variable in this study (highlighted in yellow) have successfully met the criteria for discriminant validity testing. This is demonstrated by their higher cross-loading values compared to the cross-loadings of items on other variables, showing clear distinction between the constructs under examination. Specifically, each indicator within its respective variable exhibits a stronger association with its intended construct than with others, thus confirming their discriminant validity.

These findings imply that the measurement instruments utilized in this research effectively differentiate between the intended constructs, ensuring that each variable accurately captures specific aspects of consumer behavior related to halal food, brand perception, attitudes, and purchase decisions. This validation enhances the reliability of the study's measurement model and provides confidence in accurately interpreting relationships between variables. These results are crucial for ensuring the robustness and validity of the research findings, highlighting the methodological rigor applied in this study.

Table 3. Reliability Instrument Test

No	Variable	Cronbach's Alpha > 0.70	Composite Reability > 0.70
1	Halal Awareness (X1)	0,769	0,853
2	Brand Image (Y1)	0,922	0,939
3	Attitude Toward Brand (Y2)	0,942	0,959
4	Purchase Decision (Y3)	0,954	0,965

Source: Data processed (2023)

From table 3, it is evident that the Cronbach's Alpha and Composite Reliability values for each variable exceed 0.7. According to the established criteria for decision-making in reliability testing, this indicates that all variables in this research are considered reliable. This level of reliability ensures that the measurement instruments consistently and accurately capture the intended constructs, enhancing the confidence in the study's findings and interpretations.

Table 4. Direct Effect Testing Results

Variable	Original Sample (O)	Standard Deviation (STDEV)	T Statistics	T Table	P Values	Description
Halal Awareness -> Brand Image	0,050	0,084	0,593	1,653	0,553	Not Significant
Halal Awareness -> Attitude toward Brand	0,050	0,047	1,074	1,653	0,284	Not Significant
Brand Image -> Attitude toward Brand	0,381	0,055	6,966	1,653	0,000	Significant

Brand Image -> Purchase Decisions	0,664	0,069	9,678	1,653	0,000	Significant
Attitude toward brand -> Purchase Decision	0,213	0,078	2,747	1,653	0,006	Significant

Source: Processed Primary Data, 2023

Based on Table 4 above, there are three direct relationships between variables that have a positive and significant influence, with T-statistic values greater than 1.653 and P-values less than 0.05. However, two items are not significant because they have T-statistic values less than 1.653 and P-values greater than 0.05. Therefore, it can be concluded that out of the five hypotheses tested, three are accepted.

Discussion

The Influence of Halal Awareness on Brand Image

The results of this study indicate that the halal awareness variable has a positive but insignificant relationship to brand image, leading to the rejection of hypothesis 1. In competitive industries, consumer purchasing decisions are influenced by multiple factors, where halal awareness competes with brand recognition, product innovation, and pricing strategies. Effective communication of halal attributes is essential for shaping brand image; ineffective strategies may fail to sway consumer perceptions. This research underscores the complexity of consumer behavior in the context of Mixue in Malang, Indonesia, revealing that while halal awareness may not significantly impact brand image, it remains pivotal for consumer trust among those prioritizing halal products. This emphasizes the need for integrated marketing strategies that cater to cultural and religious sensitivities to enhance brand positioning and consumer engagement effectively.

The Influence of Halal Awareness on Attitude toward Brand

The results of this study indicate that the halal awareness variable has a positive but insignificant relationship with attitude toward the brand, leading to the rejection of hypothesis 2. This finding contrasts with Ardyanti et al. (2013), who found that awareness of halal food significantly influenced attitudes among Muslim consumers in the Klang Valley, based on their understanding of halal concepts. In this study, which predominantly involved teenagers, effective communication of halal values by brands and alignment with teenage trends and lifestyles emerge as critical factors that may overshadow the influence of halal awareness on brand attitudes. Therefore, for brands targeting teenagers, meeting their expectations related to trends and lifestyles could outweigh the significance of halal certification in shaping brand attitudes.

The Influence of Brand Image on Attitude toward Brand

The results of this study indicate that the brand image variable has a positive and significant relationship with attitude towards the brand, so hypothesis 3 is

accepted. Empirically, these results are consistent with the findings of Plumeyer et al. (2019) and Abin et al. (2022), which underline the substantial influence of brand image on consumer attitudes. Specifically, among adolescents, perceptions of product quality, taste, and ingredients significantly shape their attitudes towards the brand. Mixue's cohesive visual identity and messaging contribute to a strong brand image among adolescents, enhancing its appeal through memorable logos, colors, and other brand elements.

Furthermore, Mixue's effective branding strategies likely play a pivotal role in reinforcing positive perceptions among adolescents. By consistently communicating values that resonate with their target audience, such as authenticity and lifestyle alignment, Mixue builds a robust emotional connection with young consumers. This connection not only strengthens brand loyalty but also amplifies the impact of its brand image on shaping favorable attitudes towards the brand.

The Influence of Brand Image on Purchase Decision

The results of this study indicate that the brand image variable has a positive and significant relationship with purchase decision, so hypothesis 4 is accepted. This finding aligns with previous research by Lie et al. (2022), Mubarok (2018), Hermiyenti & Wardi (2019), Ambolau et al. (2015), and Widyastutir & Said (2017), which consistently highlight the crucial role of brand image in influencing consumer purchasing behaviors. The significance of brand image in shaping purchase decisions can be attributed to several factors. Firstly, positive consumer experiences, such as responsive customer service and effective complaint handling, contribute to increased satisfaction. When consumers have positive interactions with a brand, they are more likely to perceive the brand positively and consider it trustworthy, thereby influencing their purchase decisions favorably.

Moreover, a strong brand image enhances brand recall and recognition, making the brand more salient in consumers' decision-making processes. Brands with a favorable image are perceived as offering higher quality products or services, which further reinforces consumers' willingness to choose them over competitors. In essence, the acceptance of hypothesis 4 underscores the importance of maintaining and cultivating a strong brand image, as it not only enhances consumer perceptions but also directly impacts their purchasing decisions.

The Influence of Attitude toward Brand on Purchase Decision

The results of this study indicate that the attitude toward brand variable has a positive and significant relationship with purchase decision, so hypothesis 5 is accepted. These findings suggest that positive brand attributes contribute to establishing a strong reputation for Mixue, fostering favorable consumer expectations, and enhancing post-purchase satisfaction levels. This aligns with research by Warayuanty (2015), Kusuma et al. (2021), Yucha et al. (2022), and Mubarok (2018), which consistently demonstrate that attitude towards the brand directly influences purchasing decisions. These studies underscore that a positive attitude towards the brand can significantly impact consumer behavior, particularly

among younger demographics seeking authentic and relatable brand experiences. This highlights the importance of cultivating a favorable brand perception to not only attract but also retain consumers who prioritize brand affinity and satisfaction in their purchasing decisions.

CONCLUSION AND RECOMMENDATION

Conclusion

The study findings indicate that halal awareness has a positive influence on consumer perceptions of Mixue's brand image in Malang, Indonesia. However, this influence is not statistically significant. This means that while halal awareness tends to enhance how consumers view Mixue's brand, the differences observed in the research data are not large enough statistically to be considered significant. On the other hand, factors such as brand personality and authenticity have a stronger and statistically significant impact on shaping consumer perceptions of Mixue's brand and influencing purchasing decisions. A strong brand personality and perceived authenticity can effectively enhance brand attractiveness and positively influence consumer behavior. Therefore, while halal awareness remains relevant, it is crucial to focus on developing consistent and comprehensive branding strategies to maximize positive effects on brand image and overall consumer behavior.

Recomendation

The study suggests that Mixue should enhance the communication of brand values, particularly authenticity and commitment to halal standards, to build stronger consumer trust. Additionally, maintaining responsive customer service is crucial as positive customer experiences can significantly enhance satisfaction and brand loyalty. Continuous product innovation is also essential to sustain Mixue's brand relevance in a dynamic and competitive market. The implications of this research underscore the importance of understanding consumer dynamics and strengthening brand image to enhance Mixue's competitiveness in the halal food market in Malang, Indonesia.

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