Analysis of Food Ingredients and *Halal* Labeling in Muslim Consumer Purchasing Decisions at Tha Sae Land Settlement Cooperative Limited Market Chumphon Thailand

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Abstract:

The *halal* food industry in Thailand is quite developed, but based on the data obtained by the research, there are still many products traded in the Tha Sae Land Settlement Cooperative Limited Chumphon Thailand market that do not have *halal* labels and some have unauthentic *halal* labels. The frequency of purchasing food products by Muslim consumers at the Tha Sae Land market is also quite active. In an effort to meet their needs, as a Muslim, they should prioritize the *halal* aspect of food products and food ingredients in making purchasing decisions. This type of research is quantitative with an explanatory approach. Data was collected by distributing questionnaires using a Likert scale (1-5) to 100 Muslim consumers in the Tha Sae Land Settlement Cooperative Limited Chumphon market, Thailand. And the data analysis technique uses Structural Equation Modeling (SEM), namely Partial Least Squares (PLS) with the help of SmartPLS 3.2.9. The results of this research indicate that food ingredients have a positive and significant influence on the purchasing decisions of Muslim consumers at Tha Sae Land Settlement Cooperative Limited market, and also *halal* labeling has a positive and significant influence on purchasing decisions of Muslim consumers at Tha Sae Land Settlement Cooperative Limited market. Thus it can be said that the Muslim consumer community always pays attention to the food ingredients used in food products and will buy food that has a clear composition and for the Muslim consumer community ingredient information is very important in making purchasing decisions. Then the community has knowledge about the *halal* label and trusts the *halal* label and has an assessment of the *halal* label itself in making purchasing decisions. And suggestions from researchers for producers to issue *halal* certification to create a sense of comfort for consumers.

Introduction

Every human being needs food to live their lives. Food is something that is indispensable to live our lives every day. But everyone needs different types of food depending on whether they are male or female, how old they are, and what kind of work they do. Because food is so important, many companies try to make different types of food that people like and trust. They want people to keep choosing their food again and again (Hayani, n.d.). Al-Qur'an is a guide for mankind that covers many aspects, including how *halal* and *haram* food in Islam. *Halal* food is a special food that can be consumed by Muslims. Muslims follow the rules of Al-Quran and Hadith which are Islamic teachings ordered for Muslims (Tambunan et al., 2022).

Every human being engages in consumption actions in order to gradually or quickly spend one use value of a good or service (Admin, n.d.). Consumption is an integral part of human life that involves meeting needs and desires. In terms of religion, Islam as a guide to life offers extensive guidelines, including those regarding eating. The Islamic perspective emphasizes the importance of undergoing consumption that is moral, responsible, and in accordance with religious teachings. Consumption according to economists is the activity of utilizing and spending the benefits of the use of goods and services to fulfil needs in an effort to maintain survival (Sa'diah et al., 2022). Consumption in the Islamic perspective involves the concept of *halal*-ness, goodness, and getting the pleasure and *barakah* of Allah Swt. (Nasution & Nasution, n.d.).

According to Islam, goods that are *halal* for consumption are goods that show the values of goodness, purity, beauty, and spread material or spiritual benefits to the people (Rohayedi & Maulina, 2020). Conversely, objects that are bad, unholy, worthless, unusable, and cannot be considered as consumer goods in Islam that can cause harm when consumed will be prohibited (Rohayedi & Maulina, 2020). The verse that commands believers to consume *halal* food and be careful in choosing the food they want to consume and always try to reach the bounty of Allah Swt. (Toyo, 2019).

Consumers go through various steps before consuming goods or services. To understand these stages, we must first define consumer behavior (Rosyda, n.d.). Consumer behavior is the decision-making process and actions of people involved in purchasing and using products. It involves the purchase and other consumption-related activities of the people involved in the exchange process. Consumer behavior is motivated or purposeful. Behavior is directed towards the goal of acquiring products or other resources. It is the activity of people involved in the actual and potential use of a market item that is a product, service, retail environment, or idea (Dewanti & Irwansyah, n.d.).

For consumers before deciding to buy a product, consumers will generally carry out a purchasing decision-making process (Putri, 2022). A consumer's action or behavior in giving a product is called a purchasing decision. Every manufacturer must carry out various strategies so that consumers decide to buy their products (Hayani, 2019). Many factors influence purchase decisions, including food ingredients, that are ingredients used in the production of food products. This is supported by research conducted by Nurrahmi Hayani which says that food ingredients have a positive and significant effect on Muslim consumer purchasing decisions (Hayani, n.d.).

In addition to food ingredients, consumers consider *halal* labeling while making purchasing decisions. Labels are typically used to include product names or brands, raw ingredients, composition additions, nutritional information, expiration dates, contents, and legal information. *Halal* labeling is the addition of a *halal* statement or writing to the packaging of goods to indicate that the goods are *halal* for use (Suprianto et al., n.d.) (Susiana, n.d.) (Iqram, 2022) suggest that *halal* labeling has a significant influence on purchasing decisions.

In the third-world nation of Thailand, the bulk of people are Buddhists. 77 cities make up Thailand's government. Though they make up only 10% of the total population of Thailand. Currently, Muslims make up the second largest demographic in Thailand (Chaikong & Mukarromah, 2022). They are primarily concentrated in Bangkok and five cities in the south, Pattani, Yala, Naratiwat, Songkhla, and Satun ("ศูนย์ข้อมูลเพื่อธุรกิ จไทยในจีน ณ นครซีอาน สถานกงสุลใหญ่ ณ นครซีอาน," n.d.). The majority of the population in Chumphon city is Buddhist accounting for 96,54%, and 2,02% are Muslim and 1,44% are Christian. Thus, it can be said that the Muslim population in Chumphon City is 10.300 people.

Since the majority of Muslim consumers in Thailand were Muslim entrepreneurs making *halal* cuisine to sell to other Muslims, *halal* certification was not initially required for the manufacturing of *halal* food. But non-Muslim food producers also desired to make *halal* cuisine due to the growing Muslim population and demand for *halal* meals. To assure consumers that their products are *halal*, entrepreneurs apply for *halal* certification to Chularatchamontri. By obtaining *halal* certification, Muslim consumers, especially the approximately 3-4 million Muslims in Thailand, have more confidence in the *halal*-ness of the products (*National Bureau of Agricultural Commodity and Food Standards The Halal Standard Institute of Thailand,* คู่มือแนะนำ ฮาลาล-ฮารอม, n.d.). The Central Islamic Council of Thailand (CICOT), which is in charge of *halal* certification, is the organisation that regulates the whole Islamic community in Thailand (Aminuddin, 2016).

Tha Sae Land Settlement Cooperative Limited market is a market located in Tha Sae village of Chumphon city Thailand and is the only market that is the shopping center for the people of Tha Sae village of Chumphon city Thailand. And this market was established since 2007 until now. There are 80 shops that sell goods (Suksuai, 2024).

Picture 1. Food Traded at Tha Sae Land Settlement Cooperative Limited Market Chumphon Thailand
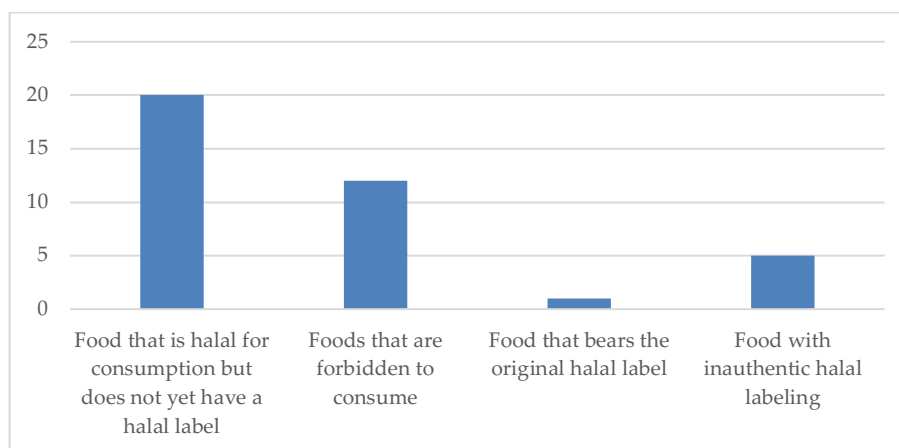
**Source:** Statistic Data of Market

From the data based on the food traded at Tha Sae Land Settlement Cooperative Limited Market Chumphon Thailand, as for food that is *halal* for consumption but does not have a *halal* label as many as 20 stores, food that is prohibited for consumption 12 stores, food that includes the original *halal* label 1 store and food that includes a fake *halal* label store (Chaisribunmak, n.d.).

The aim of this research was to analyze of food ingredients and *halal* labeling in purchasing decisions in Tha Sae Land Settlement Cooperative Limited Market Chumphon Thailand. This is a new reserach because so far there has been no discussion of *halal* labels in depth in Thailand. In addition, it can also be an input for the Central Islamic Committee of Thailand (CICOT) as the founder of the Thai *Halal* Standards Institute in developing *halal* product accreditation standards that having a *halal* label on food products is very important. So that it can require all sellers to be able to provide *halal* labels on each of their food products.

Methodology

This research was carried out using quantitative techniques and an explanatory framework. In this rsearch, there are independent variables which when tested with PLS-SEM are referred to as exogenous variables, namely a variable that is not influenced by other variables. The exogenous variables consist of Food Ingredients (X1) and *Halal* Labeling (X2). Meanwhile, the dependent variable or called the endogenous variable in PLS-SEM is a variable that is influenced by other variables. The endogenous variable is the Purchasing Decisions (Y). The population is the population living in Chumphon City Thailand, which is 509.479 people. The sample is the Muslim population living in Chumphon City Thailand, which is 10.300 people ("ศูนย์ข้อมูลเพื่อธุรกิ จไทยในจีน ณ นครซีอาน สถานกงสุลใหญ่ ณ นครซีอาน," n.d.). The sample was determined through purposive sampling technique which is part of non-probality sampling (Priyono, 2016). The sample used for this research is 100 respondents, based on theory "*The minimum sample size should be 10 times the maximum number of arrowheads pointing at a latent variable anywhere in the PLS path model: (a) 10 times the largest number of formative indicators used to measure a single construct; (b) 10 times the largest number of structural paths directed at a particular construct in the structural model*" (Joseph F Hair, n.d.). The questionnaire was used to determine the answers of respondents regarding the variables of Food Ingredients (X1) and *Halal* Labeling (X2) on Purchasing Decisions (Y) with a Likert scale measurement value. The data analysis method uses Variance Based Structural Equation Modeling (SEM) whose data processing is assisted by the Smart-Partial Least Square (Smart-PLS) program version 3.2.9. Data analysis techniques: Outer Model Measurement (Validity Test and Reliability Test); and Inner Model Measurement (Coefficient Determination R-Square / R^2, Path Coefficients, T-Statistics / Bootstrapping, Effect Size / f^2, Relevance Prediction / Q^2).

Picture 2. Research Flow Chart
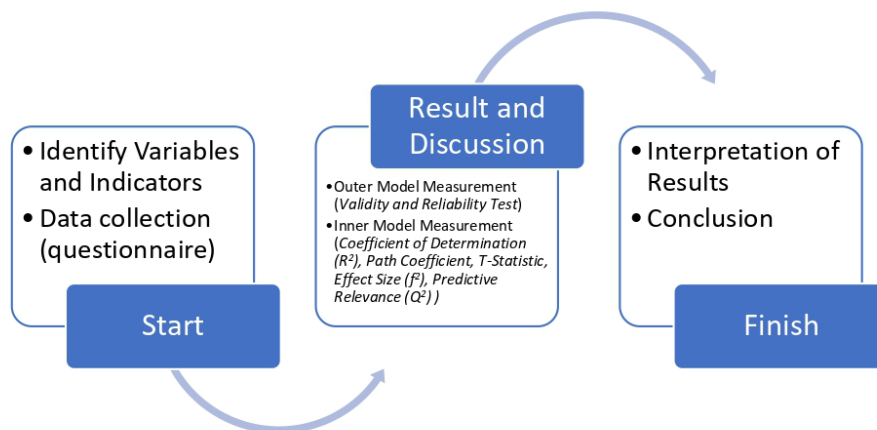
Source: Data Processed

Results and Discussion

Food Ingredients, Halal Labeling, and Purchasing Decisions

Food ingredients are any ingredients found in food products, according to the description above. From an Islamic standpoint, there are a number of considerations that should be made with regard to product ingredients. Concerns of customer familiarity with high-quality ingredients and food content are present here. For this reason, while selecting products, it's critical to be aware of the ingredients. In Islamic thought, *halal* food is not limited to the issue of non-*halal* animal parts used or eaten by Muslims but must include safety aspects as well as those related to management and its aids, equipment, handling, packaging, distribution, transportation, storage, and retail (Mayang Fuji Desmatuti, Yeyen Deskaryani, 2023).

Halal label is a sign of a *halal* product. *Halal* labeling is the inclusion of *halal* writing or statements on product packaging to indicate that the product is referred to as a *halal* product. The *halal* label on product packaging in Indonesia is a logo consisting of Arabic letters that form the words *halal* in a circle (Nurlaela et al., 2021).

The Institute for *Halal* Food Standard of Thailand The Institute was established in 2003 by the Thai Government and in cooperation with the Central Islamic Committee of Thailand. Its main responsibilities are Auditor Training, Organizing National, and International *Halal* Seminars, Publication of *Halal* information, Collecting Data including Number of Business Holders, Butchers, *Halal* Slaughter, Supervisors and Slaughter Statistics. The Central Islamic Committee of Thailand accredits companies based on scientific standards for *Halal* Food. The main function of this committee is to issue certificates for the use of the "*Halal Logo*".

Picture 3. *Halal* Label (Smartinnovatives)

Source: Data Observed

Thailand was the first country to implement this standard, which requires products to conform to Islamic rules. Currently, the main markets for Thai *Halal* food include Singapore, Malaysia, Indonesia, Brunei, United Arab Emirates, Saudi Arabia, and Egypt (Kurokawa, 2011). The Central Islamic Committee of Thailand (CICOT) is a non-profit organization established under the Islamic Organization Administration Act B.E. 2540, A.D. 1997. The main purpose of CICOT is to legislate and manage

Islamic religious affairs in the Kingdom of Thailand. In 2013, CICOT established The *Halal* Standard Institute of Thailand with the aim to develop *halal* product accreditation standards (Tambunan et al., 2022). In Thailand, the *halal* label is a label affixed to the product label. Which is a product standard for Muslims for consumer use issued by the Central Islamic Committee of Thailand (CICOT) or various provincial Islamic committees, which allows entrepreneurs to display it on products or business labels. *Halal* labeling is the inclusion of *halal* writings or statements on product packaging to indicate that the product in question has the status of a *halal* product. *Halal* labeling is also the process of conveying messages by producers to consumers regarding certain information about the status of products that are safe for consumption and use. In addition, the *halal* label also provides assurance that the product is *halal* so that it reassures consumers and appropriately makes choices before deciding to buy (Ummah, 2019).

The purchase decision is the stage where the buyer has made his choice and bought the product and consumed it. Consumer purchasing decisions have several considerations, including decisions about product type, product form, product quantity, product quality, brand, seller, purchase time and payment method. The product purchased must meet the requirements, consumers will feel quality products if the product can fulfill their wants and needs as expected or exceed what is expected. Product quality is the ability of a product to perform its functions including durability, reliability, accuracy, ease of operation and repair, and other valuable attributes (Iqram, 2022). The purchasing decision process is not just buying, there are several factors that will influence consumer decisions in buying a product or service. However, it also serves to determine the role of consumers in making purchasing decisions (Astuti & Hakim, 2021). The buying process consists of the following sequence of events, problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior.

Based on the results of the research, the characteristics of respondents based on gender in this research can be seen in Table 1 below:

Table 1. Respondent's Description Based on Gender

Gender	Sum	Percentage
Male	30	30%
Female	70	70%
Total	100	100%

Source: Data Processed

Table 2. Respondent's Description Based on The Frequency

Frequency	Sum	Percentage
Everyday	22	22%
2-3 times a week	61	61%
1 time a week	5	5%
Less than 1 time a week	12	12%
Total	**100**	**100%**

Source: Data Processed

Outer Model Measurement

The first stage is the validity test which consists of two stages, namely the loading factor value and the AVE value. These two stages are to see the results of the convergent validity test, the second stage is the discriminant validity test which is indicated by the Cross Loading and Fornell Values. Next, a reliability test stage was carried out which was indicated by Composite Reliability and Cronbach' Alpha.

Picture 4. Analysis Data Outer Model
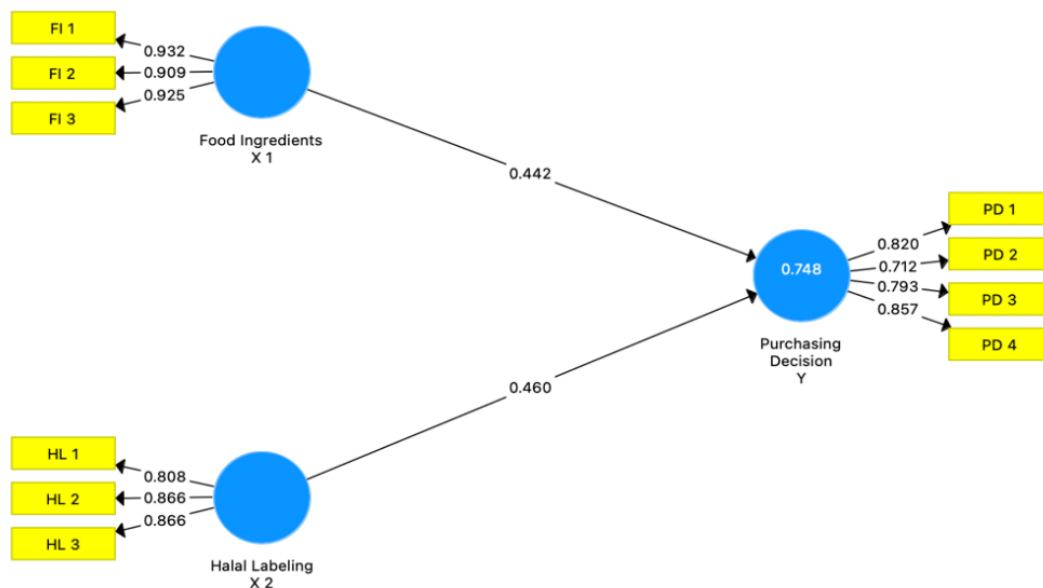
Source: Data Processed

Convergent Validity

Convergent validity aims to determine the relationship between indicators and latent variables (Achjari, 2004). Convergent validity occurs when the scores obtained by two different instruments measuring the same construct have a high correlation (Siwalankerto, n.d.).

Table 3. Outer Loading Value

Latent Variable Construct	Indicator	FI (X1)	HL (X2)	PD (Y)	Information
	FI1	0.932			Valid
Food Ingredients	FI2	0.909			Valid
	FI3	0.925			Valid
	HL1		0.808		Valid
Halal Labeling	HL2		0.866		Valid
	HL3		0.866		Valid
	PD1			0.820	Valid
	PD2			0.712	Valid
Purchasing Decision	PD3			0.793	Valid
	PD4			0.857	Valid

Source: Data Processed

All indicators can be said to be valid, because have an Outer Loading Value > 0.6. After going through the loading factor stage, the next Convergent Validity test is to see the Average Variance Extracted (AVE) value, in an adequate model the AVE value must be greater than 0.5 if the AVE is below 0.5, it means that the error variance exceeds the explained variance (Joseph F Hair, n.d.).

Table 4. Average Variance Extracted (AVE)

Construct	Average Variance Extracted (AVE)	Information
Food Ingredients	0.850	Valid
Halal Labeling	0.718	Valid
Purchasing Decisions	0.636	Valid

Source: Data Processed

All latent construct variables have met the average variance extracted criteria (AVE) criteria of > 0.50.

Discriminant Validity

The way to test discriminant validity is with Fornell Larcker Criterion and Cross Loading. In the Fornell Larcker Criterion, indicators that are declared valid are indicators that indicate that the square root of the AVE on each latent variable must be greater in value than the correlation value with other latent variables (Larcker, n.d.-a).

So if the square root of the AVE on each latent variable is smaller in value than the correlation with other latent variables, it is declared invalid.

Table 5. Fornell Larcker Criterion

	Food Ingredients	*Halal* Labeling	Purchasing Decision
Food Ingredients	**0.922**		
***Halal* Labeling**	0.841	**0.847**	
Purchasing Decision	0.828	0.831	**0.797**

Source: Data Processed

Table 4 shows the square root of Average Variance Extracted (AVE) value is 0.922 for Food Ingredients > *Halal* Labeling and Purchasing Decision, 0.847 for *Halal* Labeling > Purchasing Decision, and 0.797 for Purchasing Decision with Purchasing Decision. The results above have met the requirements and are declared valid. That's because the results show that the correlation value between variables and the variables themselves is higher than between one variable and another. Next after this, the validity test continues with Cross Loading. The loading value on each intended construct must be greater than the value on other constructs because all indicators are declared valid if they meet the requirements and do not have problems with discriminant validity (Thompson, n.d.).

Table 6. Cross Loading

Latent Variable Construct	Food Ingredients	*Halal* Labeling	Purchasing Decision	Information
FI 1	**0.932**	0.791	0.749	Valid
FI 2	**0.909**	0.730	0.748	Valid
FI 3	**0.925**	0.803	0.792	Valid
HL 1	0.611	**0.808**	0.663	Valid
HL 2	0.760	**0.866**	0.733	Valid
HL 3	0.758	**0.866**	0.713	Valid
PD 1	0.653	0.649	**0.820**	Valid
PD 2	0.538	0.528	**0.712**	Valid
PD 3	0.667	0.619	**0.793**	Valid
PD 4	0.758	0.814	**0.857**	Valid

Source: Data Processed

Reliability Test

A reliability test is carried out which aims to prove the accuracy, consistency, and fixity of the instrument in measuring the construct. To measure the reliability of constructs with reflective indicators, it can be done in two ways, namely Composite Reliability and Cronach's Alpha, where the rule of thumb for assessing reliability must be greater than 0.7 (Larcker, n.d.-b).

Table 7. Cronbach's Alpha and Composite Reliability

| Latent Variable Construct	Cronbach's Alpha	Composite Reliability	Information
Food Ingredients	0.912	0.945	Reliable
Halal **Labeling**	0.803	0.884	Reliable
Purchasing Decision	0.809	0.874	Reliable

Source: Data Processed

From the results recorded in Table 5, it can be concluded that all results are > 0.70 so it can be concluded that the constructs in this research have good reliability.

Inner Model Measurement

To establish causal relationships between latent variables is the goal of the Inner Model (Devid Frastiawan Amir Sup, Namira Muthia Rosalina, Setiawan Bin Lahuri, Andini Rachmawati, 2023). According to Hair (2017) there are at least five stages of procedures in the Structural Model (Inner Model), namely Coefficients of Determination (R^2), Path Coefficient, t-Statistic, Effect Size (f^2), dan Predictive Relevance (Q^2) (Joseph F Hair, n.d.).

Coefficient of Determination (R^2)

This stage functions to measure the degree of variation in changes in exogenous variables to endogenous variables. The R-Square value is from zero to one. An R-Square value of 0.75 indicates a strong influence, an R-Square value of 0.50 indicates a moderate influence, and an R-Square value of 0.25 indicates a low influence (et.al, n.d.). If the R-Square value is closer to one, the exogenous variables have a strong influence on the endogenous variables. Conversely, if the R-Square value gets away from one, the ability of the exogenous variable to influence the engogenous variable is limited.

Picture 5. Analysis Data R-Square (R²)
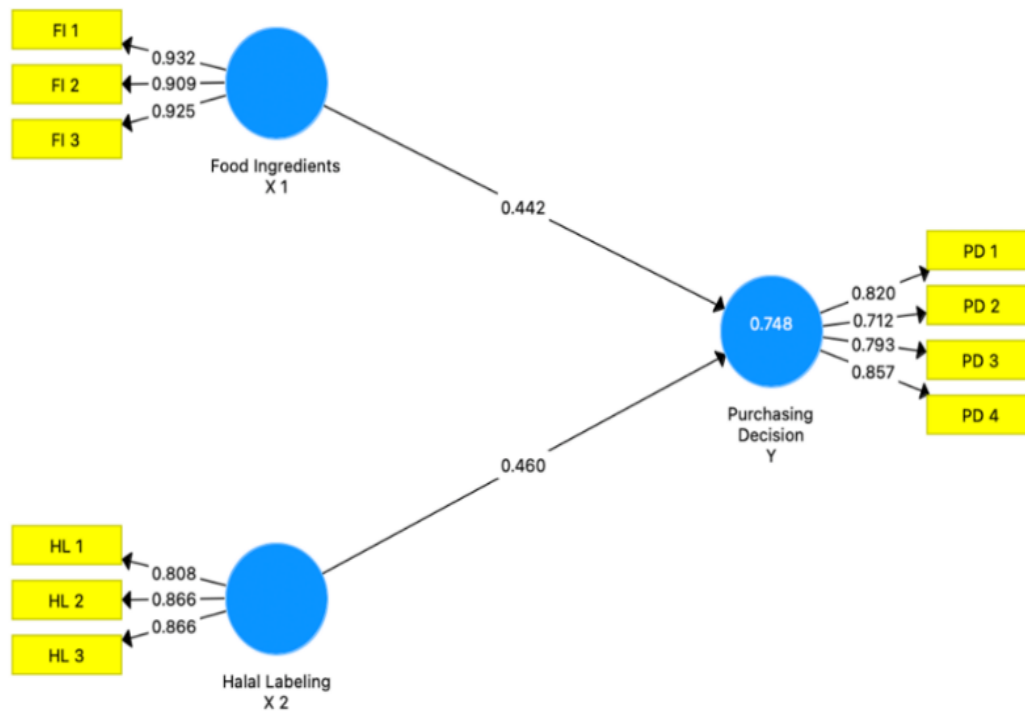
Source: Data Processed

Table 8. R-Square (R²)

Latent Variable Construct	R Square
Purchasing Decision (Y)	0.748

Source: Data Processed

The R Square results above can be said to be the Coefficient of Determination on Purchasing Decisions. Purchasing Decision is 0.748, meaning that the exogenous variable has a moderate influence value. And the results of the exogenous variables of Food Ingredients and *Halal* Labeling influence Purchasing Decisions by 74% while the remaining 26% is influenced by other exogenous variables.

Path Coefficient

This stage explains how significant the relationship between latent constructs is. If the relationship between latent structures is in the range of -1 to +1, then the path coefficient value close to +1 will indicate a strong positive relationship (Garson, 2016).

Table 9. Path Coefficient

Latent Variable Construct	FI	HL	PD
Food Ingredients			0.442
Halal Labeling			0.460
Purchasing Decision			

Source: Data Processed

T-Statistic

The T-Statistic is carried out with a Boostrapping procedure which aims to see the significance value between constructs. Based on Hair's (2017) suggestion to perform the boostrapping procedure with a re-simple value of 5,000 (significance level = 5%). The limit for rejecting and accepting the proposed hypothesis is ± 1.96. This means that if the T-Statistic is in the range of -1.96 and 1.96, it is said that the hypothesis is rejected (Ho) (*A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM*, n.d.-a).

Picture 6. Data T-Statistic (Boostrapping)
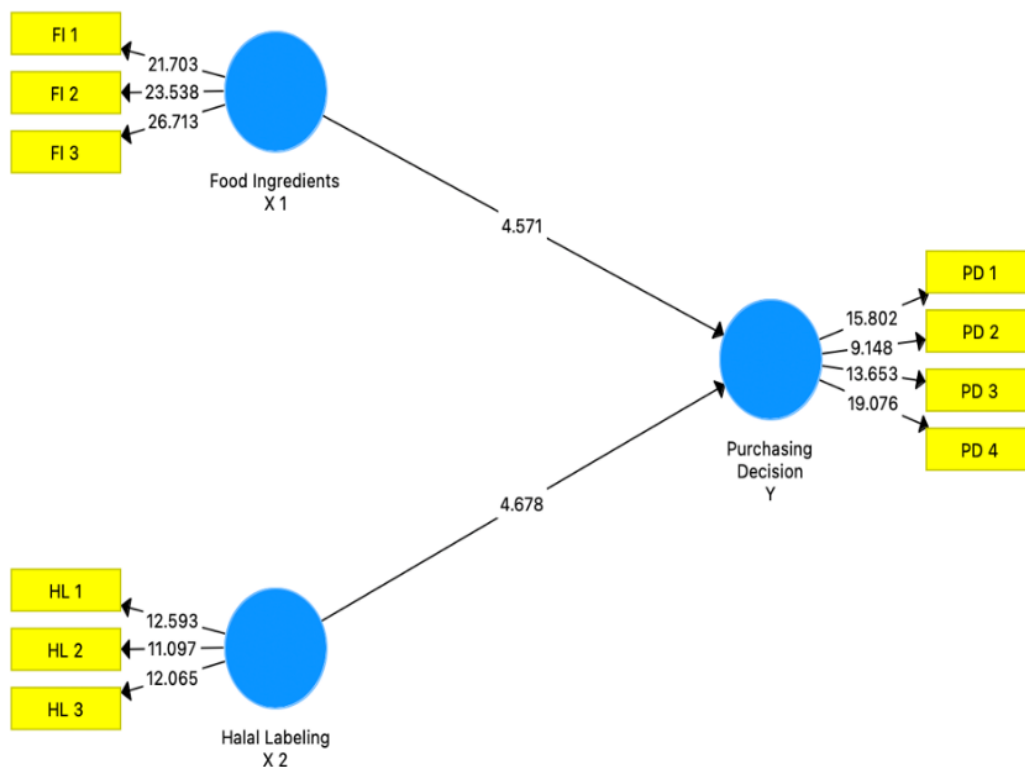
Source: Data Processed

Table 10. T-Statistic

Latent Variable Construct	T-Statistic (| O / STDEV |)
Food Ingredients > Purchasing Decision	**4.571**
Halal **Labeling > Purchasing Decision**	**4.678**

Source: Data Processed

It can be seen that the results of the T-Statistic (Boostrapping) test on the relationship between Food Ingredients and Purchasing Decisions are 4.571, this value is above the rule of thumb, namely 1.96 so that the relationship between Food Ingredients and Purchasing Decision is declared significant. While the relationship between *Halal* Labeling and Purchsaing Decision is 4.678, this value is above the rule of thumb, namely 1.96 so that the relationship between *Halal* Labeling and Purchasing Decision is declared significant.

Effect Size (*f²*)

Effect size is also called cohen effect size, aims to determine how much exogenous constructs affect endogenous latent constructs (Joseph F Hair, n.d.). Based on the Cohen Value (f²) the Effect Size is called small with a representative 0.02, medium at 0.15, and large at 0.35 (Achjari, n.d.).

Table 11. Effect Size (f²)

| Latent Variable Construct	FI	HL	PD
Food Ingredients			0.226
Halal **Labeing**			0.245
Purchasing Decision			

Source: Data Processed

Table 10 shows the value of f² in the research model where the Food Ingredients pathway to Purchasing Decision has an exogenous Food Ingredients construct that has a moderate effect on the endogenous Purchasing Decision construct because it has a rule of thumb value of 0.15, namely 0.226, and on the *Halal* Labeling pathway to purchasing decision has a moderate effect of the *Halal* Labeling exogenous construct on the Purchasing Decision endogenous construct because it has a rule of thumb value of 0.15, namely 0.245.

Predictive Relevance (Q²)

Predictive Relevance is a structural model to measure how good the observation value produced using blindfolding is by looking at Q^2 (*A Primer on Partial Least Squares Structural Equation Modeling* (*PLS-SEM*, n.d.-b). If the value of $Q^2 > 0$ then the observation value is called good. However, if the Q^2 value < 0 then the observation value is not good (*Partial Least Squares: Regression & Structural Equation Models*, n.d.).

Picture 7. Analysis Data Predictive Relevance (Blindfolding)
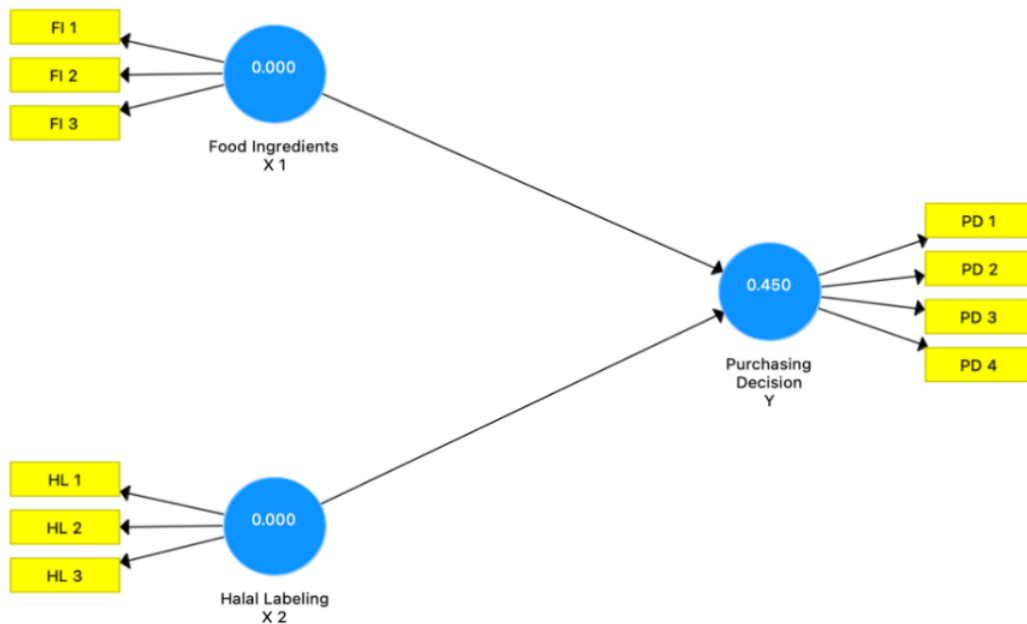
Source: Data Processed

Table 12. Predictive Relevance (Q²)

Construct	SSO	SSE	Q² = (1 - SSE / SSO)
Food Ingredients	300.000	300.000	
Halal Labeling	300.000	300.000	
Purchasing Decision	400.000	220.196	0.450

Source: Data Processed

Based on the calculation of Predictive Relevance (Q^2) in Picture 7 and Table 12 shows that the value of $Q^2 > 0$, namely 0.450, so it is said that the model has a good observation value.

Analysis of Food Ingredients in Purchasing Decisions

Food ingredients are the ingredients contained in food products. In the Islamic perspective, product ingredients may include several issues that need to be considered. Issues here include issues of consumer familiarity with the quality ingredients as well as the content of the food. That is why knowledge of product ingredients is important as a consideration in choosing a product (Susiana, 2020). In this research, the results of the processed data show that Food Ingredients (X1) have a positive and significant influence on Muslim consumer Purchasing Decisions (Y) at Tha Sae Land Settlement Cooperative Limited Chumpon Market Tahiland. This proves that there is a correlation between Food Ingredients (X1) and Purchasing Decisions (Y). This means that Muslim consumers in Thailand will not buy products made from food ingredients that are not clearly *halal*. They always look at the composition of the food on the food packaging. They always pay attention to the ingredients used in food products and will buy food that has a clear composition. This means that it can be said that checking the food to be purchased is a very important thing to do before deciding to buy. So in this research it can be interpreted that food ingredients consisting of the ingredients used are *halal*, purchase food that has a clear composition, ingredients information is very important influence a purchasing decision with indicators of problem recognition, information search, alternative evaluation, decision making.

The results of this research are also in accordance with research conducted by Fitri Isdiana, which from the results of her research shows that the composition of food ingredients has a positive and significant effect on purchasing decisions for packaged food products for chili mai satun crackers in Muslim communities in Dumai city (Susiana, 2020), and research conducted by Nurrahmi Hayani which from the results of his research shows that food ingredients have a significant influence on purchasing decisions for food products by Muslim housewives in Pekanbaru (Hayani, 2019), also research conducted by Mayang Fuji which from the results of his research shows that food ingredients have a significant effect on buying interest in *Pempek* 26 Ilir Palembang city according to *maqashid sharia* (Desmatuti & Panorama, 2023).

Analysis of *Halal* Labeling in Purchasing Decisions

Halal labeling is the writing or statement of *halal* on product packaging which indicates that the product in question is a *halal* product (Nurlaela et al., 2021). *Halal* labeling is a series of requirements that should be met by business actors engaged in food and beverage processing (Sa'diah et al., 2022). The inclusion of *halal* labeling is considered appropriate to provide a sense of comfort and security for Muslim consumers because it has a guarantee that the product does not contain anything *haram*

and is produced in a *halal* and ethical manner (Fajrina, 2021). In this research, the results of the processed data show that *Halal* Labeling (X2) has a positive and significant influence on Muslim consumer Purchasing Decisions (Y) at Tha Sae Land Settlement Cooperative Limited Market Chumphon Thailand. This proves that there is a correlation between *Halal* Labeling (X2) and Purchasing Decisions (Y). It can be said that the Muslim consumer community has knowledge about the *halal* label and believes in the *halal* label and has an assessment of the *halal* label itself in making purchasing decisions. This means that they can distinguish the original *halal* label from CICOT and fake labels. They also do not hesitate to consume food that is labeled *halal*, and they also prefer *halal* labeled food products to food that is not labeled *halal*. All of that influences them in deciding to purchase. This means that the *halal* label indicators consisting of the ingredients used are *halal*, purchase food that has a clear composition, ingredients information is very important influence purchasing decisions. It also means that Muslim consumers in Thailand are very familiar with food products before deciding to buy. In making decisions, they are also based on recommendations from family and friends, and they also evaluate several food products that they have bought on the market.

The results of this research are also in accordance with research conducted by Abdi Iqram which from the results of his research shows that *halal* labeling has a significant effect on purchasing decisions for instan noodle products for students of the Sharia Economics Study Program at UIN Ar-Raniry Banda Aceh (Iqram, 2022), and research conducted by Seri Murni, Nurul Fajrina, which from the results of his research shows that *halal* labeling has an effect of 24.9% on community purchasing decisions in Kuta Alam sub-district and the remaining 75.1% is influenced by other variables and Halal Labeling has an effect of 20.7% on community purchasing decisions in Ulee Kareng sub-district and the remaining 79.3% is influenced by other variables (Fajrina, 2021), also research conducted by Fitri Isdiana which from the results of her research shows that *halal* labeling has a positive and significant effect on purchasing decisions for packaged food products for chili mai satun crackers in Muslim communities in Dumai city (Susiana, 2020).

Conclusion

The conclusion that the Food Ingredients (X1) variable and the *Halal* Labeling (X2) variable have a positive and significant effect on the Muslim consumer Purchasing Decisions (Y) variable in the Tha Sae Land Settlement Cooperative Limited market by 74% and the rest is influenced by other variables. It means that food ingredients have a significant influence on the purchasing decisions of Muslim

customers in the Tha Sae Land market, which means that Muslim consumers always pay attention to the ingredients used in food products and will buy food that has a clear composition and for Muslim consumers, ingredient information is very important in making purchasing decisions. Then the *halal* labeling variable has a positive and significant influence on the purchasing decision of Muslim consumers in the Tha Sae Land Market. Which means that it can be said that the Muslim consumer community has knowledge about the *halal* label and believes in the *halal* label and has an assessment of the *halal* label itself in making purchasing decisions.

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