



Research article

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The influence of social value on halal purchase decisions, trust, and halal awareness

Section:
Business management

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Abstract

This study aims to analyze the impact of emotional value, social value, and awareness on halal purchase decisions. A purposive sampling method was utilized, resulting in 113 respondents. The results indicate that emotional value positively and significantly influences halal purchase decisions, suggesting that consumers who attribute high emotional value to halal products are more inclined to buy them. Conversely, the study indicates that social value and trust do not significantly impact halal purchase decisions. While emotional value was significant, the lack of impact from social value and trust suggests a need for consumer education. Companies should invest in educating consumers about the benefits and quality of halal products, which may help build trust and awareness over time

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Abstrak

Penelitian ini bertujuan untuk menganalisis dampak nilai emosional, nilai sosial, dan kesadaran terhadap keputusan pembelian halal. Metode purposive sampling digunakan, menghasilkan 113 responden. Hasil penelitian menunjukkan bahwa nilai emosional secara positif dan signifikan memengaruhi keputusan pembelian halal, yang menunjukkan bahwa konsumen yang mengaitkan nilai emosional tinggi pada produk halal lebih cenderung membelinya. Sebaliknya, penelitian menunjukkan bahwa nilai sosial dan kepercayaan tidak berdampak signifikan pada keputusan pembelian halal. Meskipun nilai emosional signifikan, kurangnya dampak dari nilai sosial dan kepercayaan menunjukkan perlunya edukasi konsumen. Perusahaan harus berinvestasi dalam mendidik konsumen tentang manfaat dan kualitas produk halal, yang dapat membantu membangun kepercayaan dan kesadaran dari waktu ke waktu.

Kata Kunci: Emotional value, social value, trust, halal purchase decision