



Research Article

The Impact of Halal Label Availability on Fried Chicken Purchase Decisions: A Case Study in Jatirogo District, Tuban Regency

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ABSTRACT

Fried chicken is a dish made by coating chicken in flour and then deep-frying it, resulting in a crispy outer layer and tender meat inside. It has become a popular processed food choice that is readily available and offers various prices, making it a promising franchise business. With the government's strict regulations on food safety, including halal food requirements, many fried chicken entrepreneurs display halal certificates in their outlets to attract customers. This study aimed to investigate whether the availability of halal labels influences the purchase decision of fried chicken among consumers. Data was collected using questionnaires. The respondents were collected using Non-Probability Sampling. Then they were analyzed through the Simple Regression Test in SPSS. The results showed that 61.9% of consumers considered halal variables as a factor in their purchasing decision, suggesting that halal labels influence consumers' buying behavior. This finding is in line with the fact that the majority of the people in Jatirogo Subdistrict are Muslim, and halal food is a significant requirement for them. The study highlights the importance of understanding the characteristics and needs of consumers in the culinary business and the significance of halal certification in attracting Muslim consumers. This research serves as a valuable evaluation material for culinary business developers to better understand their target market and cater to their needs to attract more customers.

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INTRODUCTION

Indonesia, with a population of 236.53 million people, has a majority of Muslims, constituting 86.88% of the population. The remaining population is made up of Christians (7.49%), Catholics (3.09%), Hindus (1.71%), Buddhists (0.75%), Confucians (0.03%), and those who adhere to other belief systems (0.04%) as per data from BPS (2021).

Chicken meat is a popular food choice in Indonesia, with an average consumption of 0.142 kg per capita/week, and its consumption has been steadily increasing by 0.01 kg annually from 2009 to 2021. This is

mainly due to its affordability, complex nutritional content, and versatility in various dishes. One of the most popular chicken dishes in Indonesia is fried chicken, which is made by coating chicken pieces with seasoned flour or batter and deep-frying them. Furthermore, Fried chicken is believed to have originated in the southern region of the United States in the 18th century and was considered a special food that was only served on certain days.

The Indonesian government prioritizes consumer safety by ensuring that processed animal food products have a halal label or certificate to guarantee that the products purchased are safe, lawful, and compliant with Islamic religious rules. Halal certification is a written fatwa issued by the Indonesian Ulema Council (MUI), which confirms the halalness of a product in accordance with Islamic shari'a. This certificate is mandatory for obtaining permission to use the halal label on product packaging from the authorized government agency. According to MUI, products that can be certified as halal include food products, medicines, cosmetics, consumer goods (such as chemicals, soap, detergents, leather, and water filters), as well as services that handle these products, such as logistics and retail services. Halal food in Islam must meet certain criteria, including being halal in form according to sharia law, not including any forbidden food, being halal in terms of how it is acquired, not being stolen, or purchased with forbidden money, and being halal in terms of how it is processed, such as requiring animals to be slaughtered by saying bismillah first.

The benefits of halal labeling are significant and include providing assurance of product safety, providing unique selling points, promoting peace of mind for the community, and protecting domestic products from global competition, in addition to improving company documentation and administration systems and providing access to global markets. (Warto & Syamsuri, 2020). Indonesia, as a country with the world's largest Muslim population, has at least 87 percent of its 260 million Muslims seeking guarantees of security, comfort, protection, and legal certainty regarding the halalness of the products they consume or use. As a result, Indonesia offers a large market for halal products, which presents significant business opportunities for companies that provide halal-certified products. According to Olson (2014), consumer knowledge of product characteristics, the consequences of using products, and the satisfaction created by products can help in the creation and provision of halal products at a global level. Such knowledge can also influence consumer attitudes and buying behavior.

Aspan (2017) adds that product labeling is crucial in providing important information about the product, including the product name or trademark, raw materials, ingredient composition, nutritional information, expiration date, product content, and legal information. Additionally, the product packaging must include a halal statement or label that indicates the product is halal and certified by LPPOM MUI. A product can only be guaranteed halal if it has a halal label, which requires determining the supply chain materials (Nasution & Rossanty, 2018), and obtaining halal certification.

The Food and Drug Supervisory Agency manages halal labeling, as indicated by the halalmui.org website. Halal labeling existed before official certification, and it is now regulated by the Minister of Health and Minister of Religion through 427/Menkes/SKBM/1985 and Number 68 of 1985 concerning the Inclusion of Halal Food Labels. For instance, imported frozen food requires a halal certificate for food originating from animals and their derivatives such as mutton and duck meat, sausages and nuggets, as well as milk and its derivative products such as cheese, skimmed milk, whey, and powder.

Fast food, with its convenience and accessibility, has become a popular choice among many, with KFC's crispy fried chicken being a prominent example. Fried chicken, in particular, has gained widespread popularity in Indonesia, with numerous local companies producing this fast food favorite. As a halal-certified product, regulations require producers to display the halal label as part of their responsibility. Despite this, the extent to which halal labeling influences consumer purchasing decisions for fried chicken is still not fully understood (Ani, 2019).

The decision to purchase halal products is largely influenced by individual behaviors and perceptions. Despite varying levels of religiosity among Muslim consumers, most of them tend to have a positive attitude towards purchasing products marketed as halal, making halal certification an important factor in their purchasing decisions. Consumer purchasing decisions involve choosing between several available goods or services (Kotler & Armstrong, 2016). These decisions are crucial as they can have a direct impact on customer satisfaction, which is why buyers tend to make careful considerations before making a purchase (Paludi, 2021). Halal product branding is also significant for consumers when it comes to deciding whether or not to buy a product (Nasrullah, 2015).

The process of making purchasing decisions is a complex one, influenced by various factors. As noted by Amalia (2020), factors such as behavior, subjective norms, and perceived behavioral control all play a significant role in shaping consumer behavior. Other perception factors, such as religiosity, have also been

identified by some researchers. The process of purchasing involves selecting one or more alternatives during the buying process, which can be a problem-solving activity that involves evaluating behavioral alternatives (Firmansyah M., 2018). The decision-making process typically involves several stages, including recognizing the problem, looking for alternative solutions, evaluating alternatives, making a purchase, and re-evaluating the product after use (Mashur, 2016). By understanding the various factors that influence purchasing decisions and the decision-making process, consumers can make more informed choices that align with their values and needs.

Adinugraha, Hermawan, Isthika, and Sartika (2017) argue that despite the growing popularity of halal products, many consumers remain unaware of the indicators used to identify such products. To address this issue, a comprehensive and extensive education program on halal products is necessary for all segments of Indonesian society, including children, youth, and the elderly. Such a program could help to increase public awareness of the underlying principles of halal teachings, promoting a deeper understanding and practical application in daily life activities.

Jatirogo District, located in the western part of Tuban Regency, is a sub-district that borders the Central Java Province. This strategic location has fostered good economic growth in the district, particularly in the culinary field. The area boasts a range of culinary stalls, including fried chicken outlets, from locally owned establishments to well-known brands. This trend reflects the high demand for fried chicken in Jatirogo District, where the majority of the population are Muslims and, therefore, prefer halal food products.

This study was conducted at Rocket Chicken, a fast-food outlet specializing in fried chicken with additional menu options such as steaks, burgers, and fried noodles. Despite the range of menu items, fried chicken has emerged as the outlet's mainstay menu item, reflecting the high level of consumption of fried chicken in Jatirogo District. Rocket Chicken offers a variety of chicken parts for buyers to choose from, including wings, thighs, thighs, and breasts, with affordable prices and a reputation for good taste. In addition, Rocket Chicken has obtained a halal certification for the fried chicken it sells, making it a preferred destination for those who prioritize halal considerations in their purchasing decisions.

Given these factors, it is necessary to examine the influence of consumer behavior on purchasing decisions for Fried chicken, specifically the impact of halal label availability in Jatirogo District, Tuban Regency. Therefore, the purpose of this study is to investigate consumer behavior related to purchasing decisions for Fried chicken in relation to the availability of halal labels in the area.

METHOD

The study conducted in Jatirogo District, Tuban Regency from July to October 2022 was a quantitative research that used two variables: the availability of a halal label as the independent variable and purchasing decisions as the dependent variable. The data collection process involved several methods, including questionnaires, interviews, observations, and documentation. Observations were conducted to gather information about the phenomena related to the research location, while documentation was used to gather information that already exists to support this research. The questionnaire utilized a modified Likert scale with four options: 1 (Strongly Disagree), 2 (Disagree), 3 (Agree), and 4 (Strongly Agree). The modified Likert scale was used to eliminate neutral or undecided choices, which are usually answers to questions or statements that have a choice of numbers in the middle (e.g., 3). The Likert scale for the questionnaire is presented in Table 1 to show the range of options available for participants.

Table 1. Liker Scale

Statement	Score
Strongly Agree	4
Agree	3
Disagree	2
Strongly Disagree	1

The data in this study is in the form of ordinal data on a Likert scale, which was transformed into interval data using the Method of Successive Intervals (MSI). The MSI transformation allowed for the data to be analyzed using the Statistical Product and Service Solution (SPSS) application version 25.0. SPSS is a software with advanced data analysis capabilities and a user-friendly data management system that makes it easy to operate. By analyzing the transformed interval data using SPSS, we were able to draw insights from the data that informed our research objectives.

To select the sample for this study, we used a non-probability sampling technique known as the incidental technique. This technique allowed us to select participants who met the criteria for our research objectives (Sekaran, 2006). In order to ensure the sample is truly representative of the population being studied, a sample size of at least 30-500 is recommended. However, according to Sugiyono (2011), a sample size of 100 is considered sufficient for a feasible study. Therefore, we selected a sample size of 106 respondents, which was determined to be representative of the predominantly Muslim population of the area. The sample selection was based on the fact that halal food is an essential requirement for Muslims, and the availability of a halal label provides a sense of security and comfort in consuming food that adheres to Islamic religious law. By selecting a sample of Muslim respondents, we were able to understand their perceptions and attitudes towards the availability of halal labels in relation to their purchasing decisions for fried chicken.

In this study, consumer preference data was processed using the conjoint method based on the results of the respondents' assessment of attribute combinations. The conjoint analysis was used to study the utility value of each attribute, the total utility value, and the level of importance of the attribute. The usefulness value was generated from the consumer assessment, indicating the level of consumer preference with a positive value referring to high preference. Conversely, a negative value indicates a lower level of consumer preference. The results of the conjoint analysis provide valuable insights into the consumer's decision-making process and help businesses understand the relative importance of various attributes in shaping consumer preferences.

The quality of the data was tested by checking its validity and reliability, as these factors greatly influence the accuracy and generalizability of the findings. To determine the relationship between the variables, regression analysis was performed, where the explained variable was examined in relation to one or more explanatory variables. Additionally, the individual parameter significant test, commonly known as the t-test, was conducted to assess how effectively each independent variable individually explained the dependent variable. To achieve this, the partial test utilized the t-test, which assesses the significance of the partial relationship between the independent and dependent variables. During the testing process, a null hypothesis (H0) and an alternative hypothesis (Ha) were formulated, and the test criteria were set such that the H0 would be accepted if the significance value was greater than 0.05, while the Ha would be accepted if the significance value was less than 0.05.

RESULTS AND DISCUSSION

The Overview of Respondents

The acceptability of functional food ingredients and the benefits of consuming halal products are significantly influenced by demographic factors such as gender, age, and education level. In this study, a sample of 106 respondents who purchased fried chicken at the designated research location was surveyed. To ensure the validity and reliability of the results, respondents were encouraged to provide honest and accurate responses to the questions and statements in the questionnaire. A detailed summary of the respondents' characteristics is presented in Table 2.

Table 2. Respondents' Characteristics

Characteristics	Number of Respondent (Person)	Percentage (%)
Sex		
Female	85	80.2
Boy	21	19.8
Total	106	100
Age		
<25	81	76.4
25- 35	17	16
>35	8	7.6
Total	106	100
Employment Status		
Students	40	37.7
Teachers	10	9.4
Entrepreneur	8	7.5
Housewives	24	22.7
Others	24	22.7
Total	106	100

Source: Processed Primary Data, 2022

The data presented in Table 2 reveals interesting insights into the demographics of fried chicken consumers. Among the 106 respondents, 85 were female and 21 were male, indicating that the majority of fried chicken consumers are women. This is in line with the findings of (Zafirah, Rahayu, and Bambang, 2021), who found that women dominated the respondents in their research. Moreover, (Diana, 2019) concluded that women tend to make purchasing decisions more easily, which could explain why women are the primary consumers of fried chicken. Regarding age, 81 respondents (76.5%) were under 25 years old, with 17 respondents falling between the ages of 25 and 35. In terms of occupation, the largest group of respondents were students (37.7%), followed by housewives and individuals with other types of work (22.7%). These findings are consistent with the views of (Nur, Purwanto, and Alfianto, 2020) who highlighted the importance of female consumers, especially housewives, in determining what food to consume and advising others on purchasing decisions for halal-labelled fried chicken products.

Table 2 also sheds light on the popularity of fried chicken among young people. As a processed food with a western origin, fried chicken has become a favored food among children and adolescents. As evident from the survey results, the majority of respondents were students and housewives, indicating that fried chicken is a common alternative side dish for their children. In urban areas, traditional food consumption patterns have been replaced by modern food consumption patterns, which teenagers find easily acceptable due to their emotional nature, as they are often influenced by their surroundings. Fried chicken outlets are designed with a clean and attractive interior, which appeals to teenagers, who consider them as a place to eat and socialize with their friends.

Table 3. x Table Validity Testing

Question (Item)	Pearson Correlation	r table	Notes/Information
1	0,614	0.1966	Valid
2	0,608	0.1966	Valid
3	0,735	0.1966	Valid
4	0,642	0.1966	Valid
5	0,452	0.1966	Valid

Source: Processed Primary Data (2022)

In research, it is crucial to ensure that data instruments are accurately measuring what they intend to measure. This is where item validity tests come into play. As explained by Purnomo (2016), item validity tests aim to assess how effectively an item measures its intended construct. An item is considered valid if it displays a significant correlation with the total score, indicating its ability to accurately disclose what needs to be revealed. Upon analyzing the results of the validity test presented in Table X and Y, it is evident that all indicators have a value above 0.1966, indicating their validity in measuring their intended construct. This is an important finding, as it confirms that the questions and indicators used in the research are valid and reliable. Consequently, these instruments can be confidently utilized in further research and data analysis, ensuring that the results obtained are accurate and meaningful.

Table 4. y Table Validity Testing

Question (Item)	Pearson Correlation	r table	Notes/Information
1	0,594	0.1966	Valid
2	0,653	0.1966	Valid
3	0,599	0.1966	Valid
4	0,626	0.1966	Valid
5	0,566	0.1966	Valid
6	0,262	0.1966	Valid
7	0,484	0.1966	Valid
8	0,516	0.1966	Valid

Source: Processed Primary Data (2022)

The reliability of the study's indicators was assessed using the Cronbach's Alpha test, which measures the consistency of responses across the indicators. To determine reliability, the Cronbach's Alpha value was compared to the r table. If the value obtained is higher than the r table value, the statement item is considered reliable, while if the value obtained is lower than the r table value, the statement item is considered unreliable. The results of the data analysis showed that the Cronbach's Alpha value for the X variable was 0.814, while the Y variable was 0.803. These values were higher than the r table value of 0.1966, indicating that the measuring instrument used in this study was reliable and suitable for use.

Table 5. Reliability Testing

Variable	Cronbach's Alpha	Conclusion
X	0,814	Good
Y	0,803	Good

Source: Processed Primary Data (2022)

In general, a reliability value greater than 0.7 is considered acceptable, while a value greater than 0.8 indicates strong reliability. In this study, the reliability values of the X and Y variables were found to be 0.814 and 0.803, respectively. These values indicate that the instrument used in the research is consistent and reliable. The reliability test ensures that the study results are accurate and trustworthy, and it enables researchers to draw valid conclusions from their data. Overall, the reliability of the data instrument used in this study has been established, and the results can be used with confidence to answer the research questions.

Table 6. Classic Assumption Test Result

Asymp. Sig. (2-tailed)	.745
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Source: Processed Primary Data (2022)

The table presents the results of the normality test conducted using the One Sample Kolmogorov-Smirnov Test method. The obtained Asymp. Sign value of 0.745 indicates that if the value is significant (> 0.05), the data can be assumed to be normally distributed. Based on the test results, it can be concluded that the availability of halal labels affects purchasing decisions, especially for Muslim consumers. As a result, when consumers consider buying food products, they tend to prioritize the availability of halal labels as a deciding factor. In the case of processed animal-based foods, ensuring their halal status is crucial, as it depends on many factors that must be carefully considered to maintain their halal status. Thus, a halal label on food products offers consumers a sense of security, guaranteeing that the food is permissible and safe for consumption.

Table 7. Anova Test Results

ANOVA					
Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	1153.032	1	1523.032	169,316	.000a
Residual	935,503	104	8,995		
Total	2458.535	105			

Source: Processed Secondary Data (2022)

The statistical analysis of the regression model reveals a calculated F value of 169.316, with a significance level of 0.000, which is less than the threshold level of 0.05. Therefore, it can be concluded that the regression model is valid for predicting the relationship between the availability of halal labels (X1) and purchase decision (Y), and there is a significant linear relationship between these variables.

Table 8. t Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
Constant	4,018	1,586	.787		2,534	.013
Total_X1	1,156	.089			13,012	.000

Source: Processed Secondary Data (2022)

The results of the simple linear regression test shown in the table above indicate that the availability of halal labels significantly influences the decision to purchase fried chicken, as evidenced by the X1 value of 13.012 (t-test). This suggests that the presence of a halal label and halal certification are important factors for consumers when purchasing food products, especially for Muslim consumers who consider them crucial for ensuring the products' compliance with Islamic dietary laws. As noted by Rizka et al., the halal label is often considered the most important consideration for consumers when making food purchases. Since the t-count is greater than the t-table (t-count $>$ t-table), the hypothesis that the availability of halal labels influences the decision to buy fried chicken in Jatirogo District, Tuban Regency is accepted. Overall, the results of the study confirm that the availability of halal labels plays a significant role in consumers' purchasing decisions for fried chicken.

Table 9. Coefficient of Determination (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
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1	.787	.619	.616	2,999
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Source: Processed Secondary Data (2022)

Table 9 presents the results of the test for the coefficient of determination, which yielded a correlation value (R) of 0.787 and a determination value (R square) of 0.619. This suggests that the availability of the halal label has a significant influence on the decision to purchase fried chicken, accounting for 61.9% of the variance. However, it is important to note that other variables, which were not studied, may influence the purchase decision by 39.1%. These findings indicate that the state of the independent variable is a determinant factor in the dependent variable, i.e., the purchase decision. These results align with the study conducted by Nur, Purwanto, & Alfianto (2020), which found that the level of consumer knowledge about halal food influences their purchasing decisions. Thus, the availability of halal labels may not be the only decisive factor in determining consumers' buying behavior.

In addition to the availability of halal labels, other factors can affect the purchase decision, such as trust in the seller. According to Suci (2020), word-of-mouth marketing can have a positive and significant impact on purchasing decisions, particularly in building trust between the seller and the buyer. Furthermore, trust in traders can partially influence the purchase decision. However, research conducted by Azizah, Yusmini, & Maharani (2018) found that the marketing mix of product, price, location, promotion, and service can also influence consumers' decision to purchase O'Chicken. Thus, while the availability of halal labels is an important factor, other factors such as trust, word-of-mouth marketing, and the marketing mix should also be considered by businesses when targeting consumers.

Analysis of The Availability of Halal Labels Affecting Purchasing Decisions

Consumer behavior is a complex process that involves various activities such as search, selection, purchase, use, and evaluation of products and services to fulfill their desired needs. As pointed out by Irwansyah (2021) and Setiadi (2013), consumer behavior is (1) a dynamic concept that constantly evolves and changes over time; (2) influenced by various factors such as emotions, cognition, behavior, and external stimuli; (3) involving an exchange, which refers to the exchange of goods or services between the consumer and the marketer. This implies that the behavior of an individual consumer, consumer group, or the broader community is continuously shifting, and it is crucial to study consumer behavior to understand these changes. Kotler, as cited in Irwansyah (2021), identified different types of purchasing behaviors that consumers exhibit. These behaviors reflect the complexity and variability of consumer decision-making processes. These types are:

- Complex buying behavior: This type of behavior involves a three-step process, where consumers first form beliefs about the product, then develop attitudes, and finally make careful choices.
- Discomfort-reducing buying behavior: Consumers may be highly involved in the purchase, but only perceive slight differences between brands. In such situations, they may experience post-purchase discomfort, which may arise due to unpleasant features of the product or positive news about other brands. Consumers may then seek out information that supports their decision.
- Habitual buying behavior: In this type of behavior, consumer involvement is low, and there are no significant differences between brands. Consumers choose brands out of habit rather than due to strong brand loyalty.
- Variety-seeking buying behavior: In some situations, consumers exhibit low involvement with the product, but significant differences exist between brands. Consumers often switch brands in such situations to seek variety, rather than because of dissatisfaction.

Influential factors on consumer behavior that affect purchasing behavior, according to (Setiadi, 2013), include:

- Cultural factors, which are the fundamental determinants of a person's desires and behavior.
- Reference factors, which consist of reference groups that have direct and indirect influence on individuals. Primary reference groups include family, friends, and neighbors, while secondary reference groups tend to be more formal with less continuous interactions. Reference groups influence purchasing behavior in three ways: by showing new lifestyles, influencing a person's attitude and concept of identity, and creating pressure to conform, which can impact product and brand choices.
- Personal factors, which include age and life cycle stages, occupation, economic situation, lifestyle, and personality or self-concept.

- d. Psychological factors, which consist of motivation, perception, learning processes, beliefs, and attitudes, influence purchasing behavior by affecting a person's decision-making process and the way they perceive and respond to marketing messages.

Consumers consider several product elements as important when making purchasing decisions. These elements include product attributes such as brands, packaging, labeling, and guarantees.

- a. A brand refers to a name, term, sign, symbol, design, color, or any combination of these that is expected to differentiate a product from its competitors and create a unique identity.
- b. Packaging refers to the design and manufacturing process of the container or wrapper that holds the product.
- c. Labeling is an essential component of a product that provides information about the product and the seller. Labels can be part of the packaging or an identifying mark on the product itself. They convey critical information such as ingredients, instructions, safety warnings, and other necessary details.
- d. Guarantees are promises made by the manufacturer to consumers that the product will perform as expected or promised. They offer assurance to consumers that if the product fails to function correctly, they will be compensated or provided with a replacement.

In (Indrasari, 2019), Peter and Olson propose that the purchasing decision process comprises several stages. The first stage is problem recognition, which is a complex process where the buyer realizes a need triggered by internal and external stimuli and perceives a discrepancy between the ideal and actual relationship status. The second stage involves searching for relevant information from the external environment to solve problems or activate knowledge and memories. In the third stage, consumers evaluate alternatives by assessing existing options in the context of their main beliefs about relevant consequences. They then combine this knowledge to make a decision. In the fourth stage, consumers make a purchase decision by buying the chosen alternative. It is essential to make a decision in purchasing, so after the stages are carried out, consumers must make a decision whether to buy or not. In the fifth and final stage, post-purchase behavior, consumers take further action after the purchase based on their satisfaction or dissatisfaction. The purchasing decision process is crucial for consumers and understanding it helps businesses in developing and improving their products and services to meet customer needs and preferences.

Halal is an Arabic word that means permissible or allowed. In Islam, there are clear guidelines distinguishing between halal and haram, including in the realm of food. Most foods are considered halal, except for those that are specifically mentioned as haram in the Qur'an. These include carrion, blood, pork, and meat from animals that were not slaughtered in the name of Allah, as well as animals that were strangled, beaten, fallen, gored, or attacked by wild animals, unless they have been properly slaughtered. It is also forbidden to eat meat that has been slaughtered for idols (as mentioned in Surah Al-Maidah verse 3).

According to (Nurlaela, 2021), for food to be considered halal, it must meet three criteria: the use of halal ingredients, the use of halal methods of obtaining, and halal processing. Therefore, clear regulations regarding halal food are necessary to ensure the safety of Muslim consumers. Halal labeling is used as proof that a product has met all halal requirements, which involves adding halal writings or statements to product packaging to indicate that the product is halal. Halal labeling and certification can be obtained from LPPOM MUI, which conducts systematic testing activities to determine whether a product meets halal requirements. The benefits of halal labeling are to protect consumers from fraudulent actions by producers and to aid consumers in making halal purchasing decisions.

The importance of halal certification or labeling for fried chicken products cannot be understated. While chicken itself is considered a halal food, the various processing stages involved in making fried chicken require strict regulations and supervision to ensure compliance with Islamic law. A study by (Suhada, 2019) revealed that some broiler farms in East Lampung Regency correctly followed the chicken slaughter process according to Islamic law, ensuring that the meat produced is halal for consumption. However, some chicken farms still do not follow the correct slaughter process, resulting in some chickens not dying immediately and requiring multiple cuts or being put into hot water and chicken lathe machines.

In addition, the availability of halal labels on food products has a positive impact on purchasing decisions, indicating that people consider the halal label when making their choices. Consumer attitudes play a significant role in influencing purchasing intentions for halal-certified chicken products. This finding supports the theory that consumer attitudes are essential factors in shaping behavioral intentions, indicating that consumers consider the halal label when making purchasing decisions. As Tendai and Crispin (2009) observed, fried chicken providers leverage the power of impulse buying to influence potential purchases by creating a

comfortable and attractive in-store layout and display. By adopting this strategy, the providers aim to increase sales and other benefits, while also raising consumer awareness of religious values.

The availability of halal labels on fried chicken products is a significant factor in purchasing decisions. Data analysis has revealed that halal labeling affects decisions by 61.9%, indicating that consumers consider the halal label a crucial factor in choosing fried chicken. As fried chicken is a fast-food menu made from chicken meat, Muslims need to be careful in assessing processed food originating from animals at every stage, from slaughtering to the processing process. Outlets that display the halal label are deemed to have complied with applicable regulations and procedures, which provides assurance to Muslim consumers. Moreover, halal labeling can help form a unique market for Muslims and enhance the value of the products sold.

In addition to halal labeling, several other factors influence the purchasing decisions of fried chicken, including price, taste, promotion, lifestyle, and interior design. According to (Subagja, 2018), interior design is the most dominant factor that influences purchasing decisions, and changes in teenagers' lifestyles, such as their preference for fast food, including fried chicken. A study (Maulidia, 2021) highlights that consumer behavior cannot be separated from their lifestyle, which influences their product preferences, including fast food in Surabaya. Modern food, including fried chicken, has become a trend among teenagers, who often visit outlets during school hours or on weekends with their peers. The interior design of the outlets, which is often modern, provides an exciting hangout place, along with supporting facilities such as WiFi, which can be attractive to teenagers. The study by (Miswanto, Salsabila, & Kusmawanti, 2022) confirmed that the availability of halal labels has a positive effect on purchasing decisions, particularly among younger consumers. This study's findings align with the fact that teenagers (under 25 years old) dominate the age group that frequents fried chicken outlets.

CONCLUSION

The study reveals that fried chicken is more popular among women, as 80.2% of the total respondents were women. Furthermore, teenagers aged below 25 years make up the majority of fried chicken consumers, as 76.4% of the total respondents belonged to this age group. Students and housewives are the main occupational groups among fried chicken consumers. This data provides valuable insight into the target market for fried chicken and can help businesses tailor their marketing strategies accordingly.

The availability of halal labeling has a significant influence on the purchasing decisions of fried chicken consumers in Jatirogo District, with a large majority of respondents indicating that the presence of a halal label is a major factor in their decision-making process. The F-test results show that the calculated F value is greater than zero, and the R-test value with an R² value of 0.619 indicates that 61.9% of consumers are satisfied with their purchase decisions when influenced by the halal label. While halal labeling is an important factor, other factors such as price, taste, promotion, lifestyle, and interior design also play a significant role in consumer decision-making, and further exploration of halal food branding as an alternative to halal labeling may be worthwhile for long-term consumer interest in halal products.

The researcher also recommends exploring alternative strategies to promote halal food branding to attract more consumers in the long run. In addition, future research should analyze the availability of halal label food on a broader scale to gain a better understanding of consumer purchasing behavior for halal products.

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