Al-Kharaj: Journal of Islamic Economics and Business
Volume 8 (1), 2026
P-ISSN: 2686-262X; E-ISSN: 2685-9300

The Influence of Halal Certification and BPOM Distribution Permit on Purchase Intention of Snack Food Products (Pureats Brand Study)

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Keywords:
Food and Drug Monitoring Agency, Halal Certification, Purchase Intention, Pureats, Snack Food

Abstract
Indonesian consumers' awareness of halal food and food safety is increasing, especially among young parents who choose children's snacks, driven by the USD 184 billion halal market (2021-2022). This study aims to analyze the influence of halal certification and BPOM distribution permit on purchase intention of Pureats products in Greater Jakarta. Using a quantitative explanatory approach with purposive sampling of 100 parents aged 25-40 years with children aged 1-5 years, primary data from Likert scale questionnaires were analyzed using multiple linear regression via SPSS, including validity, reliability, normality, t, F, and R^2 tests. The results showed that halal certification ($\beta = 0.342$, $p = 0.016$) and BPOM permit ($\beta = 0.439$, $p = 0.000$) had a significant positive effect partially and simultaneously ($F = 24.418$, $p = 0.000$), with $R^2 = 33.5\%$. The conclusion states that both factors shape consumer trust, it is recommended to highlight labels on packaging for marketing strategies.

INTRODUCTION

In Indonesia, public awareness of halal certification and food safety is increasing along with the development of healthy and religious lifestyles, especially among young parents who prioritize safe snacks for young children. Indonesia's halal market reached a value of USD 184 billion in 2021-2022, with the food sector as the largest contributor at USD 135 billion and growing at 9.3 percent annual growth, driven by a 2023 Populix-Katadata survey that showed 93 percent of Muslim consumers check the halal logo and 90 percent check ingredient information. This phenomenon reflects a shift in consumption patterns where halal certification and BPOM distribution permits are key indicators of consumer trust in the quality and transparency of production.

The rise of digital transactions and the influx of imported products has expanded children's snack options, but has also raised parental concerns about health risks for this vulnerable age group. Data shows that consumers are becoming more discerning, prioritizing religious assurances and government regulations to protect Muslim consumers.

The problem arises because many children's snack products still circulate without full halal certification or BPOM distribution permits, causing parental hesitation in purchasing decisions, even though brands like Pureats target this segment. This is exacerbated by the limited empirical research integrating these two factors in the context of children's snacks in urban areas like Greater Jakarta (Jabodetabek). This lack of comprehensive assurance has the potential to reduce purchase intentions, as evidenced by studies that found halal certification significantly influences food purchasing intentions.

Previous research, such as that by Lestari et al. (2024), showed a significant impact on cosmetics, while Masri et al. (2025) emphasized government regulations for consumer protection, but their application to children's snacks remains minimal. This incompleteness creates a gap in

understanding the consumer behavior of young parents who are highly concerned about children's food safety.

This study aims to analyze the influence of halal certification and BPOM distribution permit on purchase intention of Pureats brand snack products among young parents in Greater Jakarta (Jabodetabek), with the urgency to provide input on trust-based marketing strategies amidst the rapid growth of the halal market. The novelty lies in the simultaneous empirical focus of both variables on the children's food segment, complementing previous limited literature such as Djakasaputra et al. (2023) and Rahmi et al. (2025).

METHOD

Types and Methods of Research

This study uses a quantitative approach with an explanatory research design to examine the influence of halal certification and BPOM distribution permit on purchase intention of Pureats brand snack products. This type of quantitative research was chosen because it allows for numerical measurement of variables and hypothesis testing through objective statistical analysis. This approach emphasizes collecting data in numerical form to generalize findings to a wider population. This method aligns with the principles of systematic research design to test causal relationships between independent and dependent variables.

Data Analysis Instruments and Techniques

The research instrument was a questionnaire with a Likert scale of 1-5 (strongly disagree to strongly agree) to measure respondents' perceptions of halal certification indicators (5 items), BPOM distribution permits (5 items), and purchase intentions (5 items), which have been validated and reliable using Pearson and Cronbach's Alpha tests through SPSS version 24. Data analysis techniques include data quality tests, classical assumptions (Kolmogorov-Smirnov normality), multiple linear regression for partial (t-test) and simultaneous (F-test) tests, and the coefficient of determination (R^2) to determine the contribution of independent variables to the dependent. This approach is comprehensive because it ensures accurate data and hypotheses can be tested inferentially, in accordance with quantitative analysis guidelines that require instrument validity and descriptive-inferential statistical processing.

Population and Sample

The study population consisted of young parents aged 25-40 years old residing in Greater Jakarta (Jabodetabek) and having children aged 1-5 years old, as this group is most sensitive to halal food safety and child safety. A sample of 100 respondents was drawn using a purposive sampling technique with specific criteria such as awareness of product labels, which ensured the representativeness and relevance of primary data from the online questionnaire via Google Form. This technique is effective for applied quantitative research where samples are selected based on characteristics that support the objectives of hypothesis testing.

Research Procedures

The research procedure began with a preliminary study to formulate a conceptual framework based on the literature, followed by the development of a questionnaire instrument, online distribution to target respondents during the primary data collection period, data quality testing (validity-reliability), classical assumption testing, multiple linear regression analysis via SPSS, interpretation of the results, and report preparation. These stages were sequential and iterative to maintain the validity of the process, with an emphasis on research ethics such as implicit informed consent through the questionnaire. This logical sequence reflects standard quantitative research procedures that ensure the replicability and reliability of the findings.

RESEARCH RESULT

Research results

The respondents in this study were parents with children aged 1–5 years who were willing to complete the research questionnaire. Based on the results of data processing, the number of respondents used in this study was 100 respondents. Based on gender, respondents were predominantly female, indicating that mothers have a dominant role in making decisions about purchasing snacks for children. Based on age, the majority of respondents were in the 36–40 age range, followed by 31–35 years and 25–30 years. This age range represents a productive age group that has a high level of concern for the quality, safety, and legality of products consumed by their children. Respondent characteristics based on domicile, child age, and sources of information about Pureats products indicate that respondents come from urban areas and obtain product information through various channels, such as social media, advertisements, and recommendations from family or friends. This reflects that purchasing decisions are influenced by a combination of digital information and social experiences.

TechniqueData processing in this study used the SPSS application, which was carried out through four testing stages, including data quality testing, classical assumption testing, hypothesis testing, and regression analysis. The research data were obtained from questionnaires completed by 100 respondents according to the research criteria and processed using SPSS version 25.

1. Data Quality Test

a. Validity Test

Validity testing is used to determine whether each statement item in the questionnaire is able to measure the variables studied. Validity testing is carried out by comparing the calculated r value with the table r value, and observing the significance value. The decision-making criteria are if the calculated r > table r and the significance value < 0.05, then the statement item is declared valid. The number of respondents in this study was 100 respondents, so the table r value at a significance level of 5% ($\alpha = 0.05$) with degrees of freedom is 0.195.

Table 1. Validation Test Results

Variables	Item	r count (Item–Total)	Sig.	Information
Halal Certification (X_1)	X1.1	0.727	0,000	Valid
	X1.2	0.728	0,000	Valid
	X1.3	0.815	0,000	Valid
	X1.4	0.820	0,000	Valid
	X1.5	0.778	0,000	Valid
BPOM Distribution Permit (X_2)	X2.1	0.738	0,000	Valid
	X2.2	0.739	0,000	Valid
	X2.3	0.826	0,000	Valid
	X2.4	0.828	0,000	Valid
	X2.5	0.823	0,000	Valid

(Source: processed primary data, 2025)

Based on Table 1, the validity test results using Pearson correlation, where all items in the Halal Certification (X_1) and BPOM Distribution Permit (X_2) variables have calculated r values greater than the table r (0.195) and significance values below 0.05. This indicates that each indicator has a strong and directional relationship with the total score of the variable it measures. Items in the Halal Certification variable show correlations that

are in the strong to very strong category, indicating that the statements used are able to consistently represent respondents' perceptions of the halal aspects of the product. Meanwhile, indicators in the BPOM Distribution Permit variable also show a stable and solid correlation pattern, reflecting the suitability of the indicators in measuring the legality and safety aspects of the product.

b. Reliability Test

Reliability testing is used to determine the consistency of a research instrument when used more than once. This study used the Cronbach's Alpha method to test reliability. A variable is considered reliable if its Cronbach's Alpha value is > 0.70.

Table 2. Summary of Reliability Test Results

Variables	Number of Items	Cronbach's Alpha	Information
Halal Certification (X_1)	5	0.830	Reliable
BPOM Distribution Permit (X_2)	5	0.848	Reliable

(Source: processed primary data, 2025)

Based on Table 3, it is known that the results of the reliability test show that the Halal Certification variable (X_1) has a Cronbach's α value.'The Alpha value was 0.830, which is above the minimum limit of 0.70, so it can be categorized as reliable. This indicates that the statement items in this variable have a good level of internal consistency in measuring the Halal Certification construct. Meanwhile, the BPOM Distribution Permit variable (X_2) obtained a Cronbach's Alpha value of 0.848, which is also in the reliable category. This value indicates that all indicators in the BPOM Distribution Permit variable are consistently interrelated in representing the legality and safety aspects of the product.

2. Classical Assumption Test

Before conducting multiple linear regression analysis, the research data was first tested using a series of classical assumption tests. The statistical test used for this study was the normality test. The results of this statistical analysis are presented below.

Table 3. One-Sample Kolmogorov–Smirnov Normality Values

Information	Mark
N	100
Normal Parameters	
Mean	0
Standard Deviation	1,814
Most Extreme Differences	
Absolute	0.216
Positive	0.216
Negative	−0.216
Test Statistics	0.216

Asymp. Sig. (2-tailed)	0.216

(Source: processed primary data, 2025)

Based on the results of the One-Sample Kolmogorov–Smirnov test in Table 3, the Asymp. Sig. (2-tailed) value was 0.216, which is greater than 0.05. This indicates that the residual data in this study is normally distributed. Thus, the normality assumption in the regression model has been met, allowing for the multiple linear regression analysis to proceed.

3. Hypothesis Testing

a. Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the effect of independent variables on the dependent variable, both simultaneously and partially, and to test previously formulated research hypotheses. The results of this test are presented in the following summary of the multiple linear regression analysis results.

Table 4. Multiple Regression Test Results

Variables	B	Std. Error	Beta	t	Sig.
(Constant)	4,505	2,856	–	1,577	0.118
Halal Certification (X_1)	0.342	0.139	0.245	2,451	0.016
BPOM Distribution Permit (X_2)	0.439	0.108	0.405	4,062	0

Dependent Variable: Purchase Intention

(Source: Processed primary data, 2025)

From the results of the table analysis, the following regression equation is obtained:

Y = 4.505 + 0.342X1 + 0.439X2

Based on the results of the analysis of table 5, the multiple linear regression equation above can be seen as follows:

1) The constant value is positive (4.505), meaning that if the halal certification and BPOM distribution permit have a value of zero (0), then the consumer's purchase intention still has a value of 4.505.
2) The coefficient value of the halal certification variable (X_1) of 0.342 indicates that if halal certification increases by 1 unit, consumer purchasing intention will increase by 0.342.
3) The coefficient value of the BPOM distribution permit variable (X_2) of 0.439 indicates that if the BPOM distribution permit increases by 1 unit, consumer purchasing intention will increase by 0.439.

b. Partial Test (t)

A t-test was conducted to determine whether each independent variable had a significant influence on the dependent variable. The results of the t-test are presented in the following table.

Table 5. T-Test Values

Variables	B	Std. Error	Beta	t	Sig.
(Constant)	4,505	2,856	–	1,577	0.118

Halal Certification (X_1)	0.342	0.139	0.245	2,451	0.016
BPOM Distribution Permit (X_2)	0.439	0.108	0.405	4,062	0

(Source: Processed primary data, 2025)

In Table 5, partial testing is conducted by comparing the calculated t value with the t table value. The t table value for a sample of 100 respondents at a 5% significance level is 1.984. Based on the analysis results, the influence of each variable can be explained as follows:

1) The Halal Certification variable (X_1) has a t-value of 2.451, which is greater than the t-table (2.451 > 1.984). This indicates that Halal Certification has a positive and significant effect on purchase intention.
2) The BPOM Distribution Permit variable (X_2) has a calculated t value of 4.062, which is also greater than the t table (4.062 > 1.984). Thus, the BPOM Distribution Permit is proven to have a positive and significant effect on purchase intention.

c. F Test (Simultaneous)

The F-test is conducted to determine whether the independent variables simultaneously have a significant effect on the dependent variable, either positively or negatively. The results of the F-test are shown in the following table.

Table 6. Results of the ANOVA F Test

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	164,017	2	82,008	24,418	0
Residual	325,773	97	3,358		
Total	489.79	99			

Dependent Variable: Purchase Intention
(Source: Processed primary data, 2025)

In Table 6, the F test is conducted by comparing the calculated F value with the F table. The F table value for a sample of 100 respondents with a significance level of 5% is approximately 3.09. Based on the results of the simultaneous test, the calculated F value is 24.418. This indicates that the calculated F 24.418 > F table 3.09, so it can be concluded that the variables of Halal Certification and BPOM Distribution Permit together have a positive and significant effect on consumer purchase intention.

d. Coefficient of Determination Test (R2)

The coefficient of determination (R^2) is used to determine the extent of the independent variable's contribution in explaining the dependent variable. The measurement of the coefficient of determination in this study refers to the Adjusted R Square value, the results of which are presented in the following table.

Table 7. Results of the Model Summary Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error
1	0.579	0.335	0.321	1,833

(Source: Processed primary data, 2025)

Based on Table 7, the R value of 0.579 indicates a fairly strong relationship between the independent and dependent variables. An R Square value of 0.335 means that 33.5% of the variation in the dependent variable can be explained by the model, while the remainder is influenced by other factors outside the study. An Adjusted R Square value of 0.321 indicates that the model has fairly good explanatory power.

DISCUSSION

The results of this study indicate that halal certification and BPOM distribution permits significantly influence consumer purchase intentions for snack products. This finding aligns with literature suggesting that halal certification can increase consumer trust and purchase intentions because it serves as a signal of halal assurance and product quality (Djakasaputra et al., 2023).

The Influence of Halal Certification on Purchase Intention of Pureats Brand Snack Products

Regression analysis shows that halal certification has a positive and significant effect on purchase intention. This is in line with the findings of Djakasaputra et al. (2023), who stated that halal certification increases consumer purchase intention for halal products because it increases perceived quality and trust in the product. This is especially important in Indonesia, which has a large Muslim population and places high importance on halal status in purchasing decisions. Furthermore, research by Djakasaputra et al. (2023) shows that halal certification has a positive effect on consumer purchase intention for halal products because it can increase perceived quality and trust in the product. Halal certification is not only seen as a religious symbol but also as a guarantee of food product quality and safety. Therefore, the presence of a halal label can strengthen consumer trust and have a positive impact on purchase intention.

The Influence of BPOM Distribution Permit on Purchase Intention of Pureats Brand Snack Products

The BPOM distribution permit variable also showed a positive and significant influence on consumer purchase intention. These results reflect that the formal food safety aspect guaranteed by BPOM is an important consideration for consumers, especially for parents purchasing food for their children. Oversight and approval from a regulatory body like BPOM signal that a product has undergone a series of safety tests and is suitable for consumption, thus minimizing health risks. Furthermore, research in the regulatory field shows that regulatory bodies like BPOM play a crucial role in protecting consumers through the process of monitoring and certifying food products. This role can indirectly increase consumer trust in products circulating in the market (Sipayung & Marsella, 2025). Therefore, consumers who believe that a product has an official distribution permit are more likely to make a purchase due to a higher perception of safety.

The Simultaneous Influence of Halal Certification and BPOM Permit on Purchase Intention of Pureats Brand Snack Products

Based on the F-test results, both independent variables jointly had a significant effect on purchase intention. This indicates that the combination of halal assurance and legal food safety assurance has a strong contribution in shaping consumer purchasing decisions. This finding aligns with research that underscores the importance of dual quality assurance, both from a religious (halal) and food safety perspective, to comprehensively influence purchasing behavior (Rahmadina et al., 2025). Furthermore, the R^2 coefficient of determination of 0.335 indicates that 33.5% of the variation in purchase intention can be explained by halal certification and BPOM distribution permits, while the remainder is influenced by other factors. These results align with previous research showing that beyond certification and legality factors, consumer purchase intention for

halal products is also influenced by perceptions of product quality, price, promotion, and brand trust (Febriandika et al., 2023).

CONCLUSION

. This study concludes that halal certification and BPOM distribution permit partially and simultaneously have a positive and significant effect on purchase intention of Pureats brand snack products among young parents in Greater Jakarta, with regression coefficients of 0.342 and 0.439 and an R^2 of 33.5 percent explaining the variation in purchase intention. These findings confirm the hypothesis that religious assurance and safety legality shape consumer trust, where the halal logo and BPOM number are the main signals that drive purchase intention in vulnerable segments such as children's food. Practically, these results have implications for businesses like Pureats to highlight both certifications in packaging and digital campaigns to increase sales conversion in the multi-billion dollar halal market.

The study focused on a sample of 100 respondents limited to Greater Jakarta (Jabodetabek), so generalization to other regions requires caution. This is compounded by the absence of moderating variables such as price or brand image, which explain 66.5 percent of the residual variation. Suggestions for future research include expanding the national sample, adding variables such as product quality and brand trust, and employing a mixed-methods approach for deeper qualitative exploration of consumer perceptions to enrich our understanding of halal purchasing behavior in Indonesia.

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