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Islamic Consumption Behavior: The Student Lodgers Towards Packaged Food in Aceh

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Abstract

Consumption behaviour in Islam must pay attention to halal and tayyib (wholesome). Packaged food for student lodgers is relatively the leading choice. This research observes the influence of halal labelling, religiosity, and price on students' decisions to buy packaged food, and factors that influence students' choices of packaged food products from an Islamic economic perspective. The uniqueness of the research lies in the object of research which are the student lodgers towards packaged food in Aceh. Primary data is used through a mixed-method approach that combines quantitative and qualitative data. The quantitative respondents were 100 respondents taken using the non-probability sampling method and purposive sampling technique, using multiple linear regression. Qualitative is the result of interviews with three respondents who live in dormitories, boarding house, and rental house. Quantitative results show that the variables of the price and religiosity have a positive and significant effect on packaged food purchase decisions. But the halal labelling variable does not have a positive effect on packaged food purchase decisions. The results of qualitative research imply that the student lodgers in choosing packaged food are influenced by: expiration date, price, packaging, product efficiency, advertising, religiosity, and habit factors. Halal labelling is less considered because of the role of the government and ulama (Islamic scholar) to protect the halal food products.

Keywords : Halal Labelling; Consumption Behavior; Purchase Decision; Packaged Food; Student Lodgers.

INTRODUCTION

Indonesia is the largest Muslim population in the world according to worldpopulationreview.com in 2020 Peresearch.org data shows that the world's Muslim population will reach more than two billion in 2021, (tempo.co.id). As the largest Muslim country, Indonesia is the main target

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in marketing. One of the marketing strategies applied is Islamic Branding, which uses Islamic identity (with the word Islam, sharia, Islamic names, and halal labels) in product marketing (Imamuddin, 2017). Databoks shows that Indonesia's population was 272.23 million in June 2021. Of this number, 236.53 million people (86.88 percent) are Muslim. This means that the majority of Indonesia's population is also Muslim (databoks.katadata.co.id).

Indonesia's large Muslim population makes it a target market for imported consumer goods, especially food, which is mainly imported from China, Malaysia, Singapore, and other ASEAN regions (Simanjuntak, 2015). Therefore, Muslims must be more selective and careful in choosing food products to be purchased. Various types of imported food are circulating with attractive packaging variants and unique flavors, making consumers have to be more careful about imported food. Because the food may have been contaminated with ingredients that contain haram elements and are prohibited by Islam. The phenomenon of imported packaged food in Indonesia is widely sold at retail and effortless to find them from small shops to supermarkets. (Yunitasari, 2019).

Table 1. Indonesia Sales of Packaged Food 2018 – 2022 (in US$ million)

No.	Retail Packaged Food	2018	2019	2020	2021	2022	Share 2022
1.	Rice	7,272.4	7,730.5	8,310.3	9,016.7	9,801.2	24.4%
2.	Edible Oils	1,749.9	1,864.4	2,104.6	2,414.7	3,670.8	9.2%
3.	Noodles	2,678.0	2,849.7	3,042.1	3,311.2	3,610.7	9.0%
4.	Baked Goods	2,351.7	2,502.0	2,439.4	2,611.7	3,072.7	7.7%
5.	Baby Food	2,410.6	2,456.4	2,543.4	2,570.3	2,650.3	6.6%
6.	Drinking Milk Products	1,886.0	2,066.1	2,168.7	2,317.6	2,482.3	6.2%
7.	Sauces, Dips and Condiments	1,828.3	1,936.4	3,066.5	2,232.5	2,418.0	6.0%
8.	Sweet Biscuits, Snack Bars and Fruit Snacks	1,752.7	1,911.3	2,017.3	2,137.7	2,336.4	5.8%
9.	Savory Snacks	1,670.4	1,810.8	1,836.3	1,919.4	2,030.6	5.1%
10.	Processed Meat, Seafood and Alternatives to Meat	1,301.5	1,570.9	1,755.6	1,755.6	1,976.8	4.9%
11.	Confectionery	1,895.7	2,034.6	1,932.4	1,805.7	1,863.7	4.6%
12.	Other Dairy	914.2	957.9	1,042.5	1,124.0	1,222.6	3.1%
13.	Ice Cream	722.6	891.5	854.1	988.7	1,062.3	2.6%
14.	Yoghurt and Sour Milk	374.3	423.4	495.3	585.7	700.0	1.7%

	Products						
15.	Cheese	159.3	177.9	256.8	338.0	421.8	1.1%
16.	Sweet Spreads	157.8	169.9	186.5	210.6	239.6	0.6%
17	Breakfast Cereals	101.0	116.3	132.0	145.5	159.7	0.4%
18	Butter and Spreads	113.4	118.0	133.3	144.3	157.3	0.4%
19	Plant-based Dairy	74.5	81.9	93.6	107.2	123.7	0.3%
20	Processed Fruit and Vegetables	40.8	42.8	45.4	48.2	51.3	0.1%
21.	Pasta	26.5	27.8	28.8	30.4	32.1	0.1%
22	Ready Meals	11.4	12.0	13.0	14.2	15.6	0.0%
23	Soup	6.5	6.9	7.3	7.9	8.5	0.0%
	Total	29,499.5	31,759.0	33,310.0	35,838.2	40,110.0	

Source: Eoromonitor International in the United States Department of Agriculture in the Food Process Ingredients Indonesia Report, 2023

Based on data on sales of packaged food in Indonesia from Eoromonitor International in the United States Department of Agriculture, in the Food Process Ingredients Indonesia Report (2023), increased every year during the period 2018 to 2022. In 2018, packaging sales were valued at US$29.499.5 billion. Sales were recorded to increase to US$31.759.0 billion in 2019. Then, the value rose again to US$33,310.0 billion in 2020. In 2021, the sales value rose again to US$35.838 billion. Then in 2022 sales of packaged food reached US $40.110 billion. According to the United States Department of Agriculture (USDA) report, sales of packaged food in Indonesia are still dominated by local producers (Indofood), and multinational companies such as Nestle, Unilever, and Danone also produce packaged food locally.

The development of information in the era of society 5.0 makes consumers interested in buying imported products, including food. Because people prefer access and convenience. Demand for imported food has flooded the domestic market (Anggraini, 2020). However, not all imported food products are labelled halal by MUI. Non-halal imported food can be caused by the ingredients or how the food product is made. Islam requires us to consume halal, pure, and good (Imamuddin, 2017). By QS. 2: 168, according to Shihab (2009), this verse explains the halal quality of food addressed to all humans who believe in Allah SWT or not. However, not all halal food and drinks are automatically thayyib (wholesome) and vice versa, according to their respective health

conditions. The meaning of thayyib in this verse is good, not harmful to the body or mind. Halal food is food that is not haram, eating it is not prohibited by religion (Fitriani, 2022).

Current conditions show that many consumers need more relevant information due to the growing and diverse number of products, so food packaging labels become a medium of communication between producers and consumers (Megawati, 2019). Customers tend to pay more attention to the expiration date than to the halal label (Tarmizi, 2016). Many imported packaged products have not been labelled halal because some are illegal or not registered with BPOM (Food and Drug Authority), and do not have ML (Foreign Food) codes (Aprizawarman, 2014). Some home industries cannot increase product sales due to food packaging labels that are not in accordance with BPOM standards, so they are rejected by large stores. A good packaging label should: include the name of the product, list of ingredients used, net weight, name and address of the producing party, halal for those required, production date and code, expiration statement, distribution license number, and the origin of certain ingredients. (Megananda, 2022)

Some studies include halal labelling, religiosity, and price to factors that influence purchasing decisions. The results of several studies show: Halal Lebel affects purchasing decisions (Kurnia and Sudrajat, 2013; Pratama, 2015; Bulan, 2016; Imamuddin, 2017; Anwar Y., 2019); Religiosity affects purchasing decisions (Imamuddin, 2017; Amin, 2019); Price affects purchasing decisions (Kanisius, 2015; Kurniawati, 2017; Afian and Marpaung, 2017; Sahir., et.al., 2018).

Environmental factors play a huge role in shaping a person's consumptive behavior. Friends are one of the factors that can influence consumptive behavior (Kholilahm 2008), as well as avid shopping behavior that causes sustainable losses in finances (Koentjoro, 2009), and women buy goods more often than men (Frenkel, 2006). Students tend to behave consumptively (Lisma, et.al., 2016).

Purchasing items that are not based on needs, if done continuously and there is no control from oneself, will definitely harm parents and have bad consequences. Because most boarding students still depend on their parents for their financial affairs. Having friends with a variety of social backgrounds, cultures, and academic intelligence is assumed to affect the

consumption patterns of boarding students, especially on imported food. (Chiwelse, 2015)

This study specifically examines the determinants and description of the consumptive behavior of boarding students towards packaged imported food based on Islamic economics. Halal labelling and religiosity are urgently studied because female consumers are more inclined to the brand.

This study examines the determinants of consumptive behavior of boarding students towards purchasing decisions for packaged food products with halal labelling variables, price, and religiosity as independent variables. This study was conducted on boarding students in Banda Aceh. Then an analysis is carried out on the suitability of Islamic consumption behavior towards: the boarding students, the dormitory students, the renting a house students. Many studies on consumption behavior have focused more on students, teenagers and women (Purnomosidi et.al., 2019; Susanti et al., 2020: Abdullah, AR., et al., 2022). However, this study is unique because the research subjects are students living in boarding houses, dormitories and located in Aceh.

In this study, researchers started a framework with independent variables being Halal Labelling (HL), Price (P), and Religiosity (Rg) while the dependent variable is Purchasing Decision (PD). A description of the consumptive behavior of boarding school children towards imported packaged food is observed and analyzed through qualitative. Based on the theory above, the authors use the following framework:

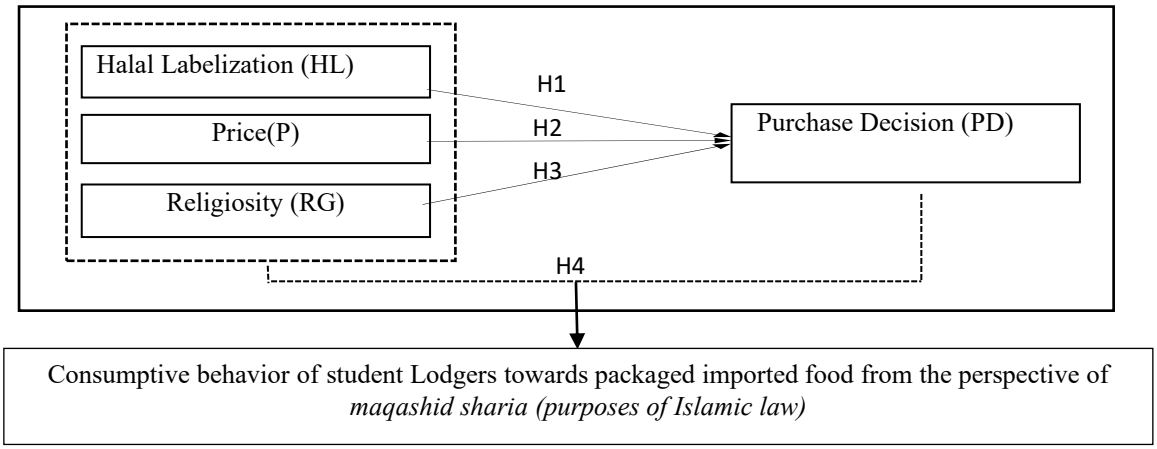


Figure 1: Framework of Thought

LITERATUR REVIEW

Consumption Behavior

Consumer behavior is an individual's activities in obtaining and using goods and services, including the decision-making process in preparing and determining these activities (Dharmesta & Handoko, 1982: 9).

Two important elements of consumer behavior: (1) the decision-making process, and (2) physical activities, all of which involve individuals in assessing, obtaining and using economic goods and services (Dharmesta & Handoko, 1982:9). There are four consumer behaviors according to Assael (1992), namely: 1. Consumers who make purchases by making (arising a need, looking for information, evaluating brands and deciding to purchase) produce (complex decision making). 2. consumers who purchase a particular brand repeatedly and have high involvement in the purchasing process produce a type of consumer behavior that is loyal to the brand (brand loyalty). 3. Consumers who make their purchases by making decisions produce limited decision making consumer behavior types. 4. Consumers who buy a brand of product based on habit usually produce inertial type consumer behavior Sutisna (2003:48-49).

Purchase Decision

Purchasing decisions are subject to behaviors and mental decision making process influenced by variety of factor including demographics, socioeconomic, knowledge or information, past experiences or exposures, and marketing or advertising. There appear, however, to be few studies that have investigated concurrently sales, the reasons consumers make food purchasing decisions and consumers purchase intent (Brown,et.al ; 2015) In the field of consumer behavior, understanding purchase decisions is crucial for businesses to effectively target and engage their target audience. In today's digital age, consumers are faced with an overwhelming array of choices when making purchasing decisions (Muyan Yu; 2020). Consumers are now confronted with numerous factors that influence their decision-making process. As consumers have more purchasing power, the scope of their decisions is expanding, and they are increasingly influenced by their experiences, including preferences for relaxation in natural areas. These factors, coupled with the influence of marketing and advertising, demographics, socioeconomic status,

knowledge/information, and past experiences, shape consumers' purchase decisions The evaluation of alternatives is another crucial stage in the consumer decision-making process. Once the evaluation is complete, consumers move on to the purchase decision stage. This is where they make their final decision and make the purchase. Factors such as price, availability, convenience, and personal preferences play a role in this stage (Zhang, H and Liu, C., 2021).

However, the purchase decision is not the end of the process. Post-purchase behavior is an important part of the consumer decision-making (Zhou, C.. and Yang, C., 2021). It refers to the consumer's evaluation and satisfaction with the purchased product or service (Prastiwi E.I and Zuhdi N.M., 2022). The post-purchase behavior can include factors such as product performance, customer service, and overall experience. This stage can influence future purchase decisions and the consumer's loyalty towards a brand or company (Sinarmata, P,M,B,N, et.al., 2022).

Halal Labelling

Halal labelling is a crucial process ensuring products meet the standards and requirements set by the Indonesian Certificate Board of Halal. The halal label serves as proof that the product is compliant with Islamic law and has undergone an auditing process to be recognized as halal (Saifuddin, M,A, et.al., 2018). Halal labeling is a critical step in assuring consumers that a product has met the requirements to be considered halal, as determined by the authoritative institution of the Indonesian Ulema Council (Hidayat, A, P,G,W,. 2023).

The halal logo indicator is an important factor to consider when assessing the labelling of halal products (Yoga, P, A, G, I, 2019). Government Regulation Number 69 of 1999 in Bayu Al Rochmanto and Ibnu Widiyanto (2015:3) regarding food labels and advertising, the indicators for halal labels are: Writing, combination of images and writing, attached to the packaging (product protection).

Price

Lupiyoadi (2013:95) believes that prices are a tool in providing value to consumers and influencing product image and purchasing decisions. The price is an amount of money exchanged for a product or service.

According to Kotrel and Armstrong (2016:78), there are four indicators characterizing prices are: price affordability, price suitability to product quality, price suitability to benefits, price according to ability, or price competitiveness.

Religiosity

According to Muzakkir (2013:371), religiosity is a person's attitude or activities. Shafranske and Maloney (Paraschiva, 2011) state that religiosity is a term to represent a person's adherence to the beliefs or religion they adhere to.

Glock and Stark (Pontoh, 2015) mention five indicators of religiosity: ideological, ritualistic, experiential, intellectual, consequential.

RESEARCH METHOD

Research Design

This research used mixed-method approach to find the effect to variables used quantitative, and to give meaning and implications this research quantitatively.

Participants/Sample Selection and Data Sources

The population of this study were student lodgers in Banda Aceh City. Determination of the number of samples in this study was carried out by statistical calculations using hair formula with the sample size should be 100 or more. As a general rule, the minimum sample size of 5 times greater than the number of question item to be analysed, and the sample size will be more acceptable if it has a ratio of 10:1. This study had 19 question items. Hence, the required sample size is at least 5x19=95 and rounded up to 100 students in the boarding students, the dormitory students, the renting a house students in Banda Aceh. This study was dominated by 80 percent is women for qualitative. The sampling technique used in this study uses probability sampling using purposive sampling. Considerations in determining the sample are active USK FEB undergraduate students, living in the boarding house, Muslims, and have bought or consumed packaged imported food products. While the qualitative study used 3 students in the boarding house around FEB USK: 1) RH: Dormitory Student; 2) KN: Student in the boarding house; 3) SM: Student renting a house.

Instrumentation/Data Collection

Instrument of this research used two procedural ways. Instruments for quantitative use Google form and questionnaire sheet by Likert scale. The instruments for qualitative use by structured interview and in depth interview.

Data Analysis/Estimating Model/Variable Measurement

The procedural steps of data quantitave in this research starting by data validation that all independent variables are Halal labeling (HL), Price (P), Religiosity (Rg), and the dependent variable are Purchasing Decisions (PD), have a correlation value of r count> r table 0.195 so it can be concluded that all statement item data are valid and suitable for further analysis, as well as Reliability shows the results of all statement items from each variable can be Cronbach Alpha value more than 0.60. In the classical assumption test, starting from the normality test that the significant value of the Kolmogorov- smirnov approach at the Asymp. Sig. (2-tailed) is 0.200> 0.05, so the data is normally distributed. The multicollinearity test that the VIF (Variance Inflation Factor) value and Tolerance value in all variables do not experience multicollinearity, indicated by the VIF value of the three variables < 10. Then the Tolerance value shows all data on variables> 0.10, so it can be said that the data does not exhibit multicollinearity. The results of the heteroscedasticity test indicate that the dots look clear and not patterned. In the heteroscedasticity test, it is said that symptoms occur if the points are wavy, widening then narrowing in the scatterplot image, and the points spread above and below the number 0 on the Y axis. So it can be concluded that the data does not experience heteroscedasticity and the regression model can be fulfilled, also the data processed is normally distributed and free from symptoms of multicollinearity and heteroscedasticity. This study uses multiple linear regression analysis to analyze the independent variables and the effect of each independent variable.

In qualitative research procedural steps used the structured interview and in-depth interview to find mining the research. Respondent is the boarding house around FEB USK. Then, to reduction data by variable important to purchase decisions. At a triangulation was conducted to enrich a more comprehensive understanding from the

perspectives of different respondents in order to reduce bias arising from a single method.

RESULTS AND DISCUSSION

Results

The quantitative research to analize this study uses multiple linear regression analysis, which can be seen in Table 2 below.

Table 2. Multiple Linear Regression Result

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		β	Std. Error	Beta		
I	(Constant)	5.842	2.665		2.192	.031
	Halal Labelization	-.019	.073	-.024	-.268	.790
	Price	.190	.090	.199	2.124	.036
	Religiosity	.369	.097	.356	3.794	.000

a. Dependent Variable: Purchasing Decisions

Source: Regression Result, 2025

Based on the multiple linear regression equation, it can be concluded:

PD = α + β1HL + β2P + β3Rg
PD = 5.842 - 0.019 HL + 0.190 P + 0.369 Rg

Then, hypothesis testing is carried out through the t-test and F-test. The t-test aims to determine individually the effect of the independent variable on the dependent variable. The results obtained from the t test analysis are as follows:

1. The halal labelling variable (LH) has no significant effect on purchasing decisions on packaged imported food products because the t-count value (-0.268) < t table (1.984).
2. Price variable (P) because the value of t-count (2.124) > t-table (1.984), it can be concluded that the price variable has a significant effect on purchasing decisions on packaged imported food products.

3. Religiosity variable (Rg) because the t-count value (3.794) > t-table (1.984) it can be concluded that the religiosity variable has a significant effect on purchasing decisions on packaged imported food products.
4. The results of the simultaneous testing obtained F-count (7,864) > F-table (2.46) with a probability level of 0.000 < 0.05. So it can be concluded that the alternative hypothesis (Ha) is accepted and the null hypothesis (H0) is rejected. This means that halal labelling (HL), price (P), religiosity (Rg) together simultaneously influence purchasing decisions on packaged imported food products.

Respondents in this study consisted of students who were in the boarding house in dormitories, individuals, and groups. It is hoped that the respondents' answers can represent the condition of each classification. Which will then be made into themes that show the influence on decisions.

1. RH: "I don't see halal licensing, but if the expiration date is yes, then look at the price is the most important, if for trust, I'm sure in Aceh everything is halal".
2. KN: "I don't pay attention to halal labelling, most of what I pay attention to is the price, shape and taste of packaged food, especially those that are trending among students, I am sure that the food in Aceh must be halal, then if the packaged food is practical".
3. SM: "Usually we buy food that has been eaten often, so we don't see whether there is a halal writing or not and just believe that Aceh is a majority Muslim population, God willing, the food is also halal that enters here, then usually when I buy what I see is the price, expiration date, simple to make it recommended by friends is also a consideration for buying".

Discussion

The Effect of Halal Labelling (HL) on Purchasing Decisions on Packaged Imported Food Products

The independent variable halal labelling (HL) in the t test does not have a significant effect on purchasing decisions (Y) on packaged imported food products for student lodgers in Banda Aceh. This is because the t-count value is -0.268 < t-table of 1.987 and a significant level of 0.790> 0.05.

These results prove that the halal label does not influence student lodgers in purchasing decisions. From the results of interviews with several students, purchasing decisions are taken from perceptions first, where people will organize, select, and consider the products they want to consume. The perception used by student lodgers is about culture, where they believe that food and beverage products marketed to Aceh are guaranteed halal because Aceh is known for the majority of its population with sharia culture due to the application of Islamic law in it. If there is no halal label, maybe the Aceh government will take care of it before it is marketed to the public.

The Effect of Price (Hg) on Purchasing Decisions on Packaged Imported Food Products

The independent variable price (Hg) in the t-test has a significant effect on purchasing decisions (Y) on packaged imported food products for student lodgers in Banda Aceh. This is because the t-count value is 2.124> t-table of 1.987 and a significant level of 0.036 <0.05. Price is the sum of all values exchanged for the benefits of owning a product. In this study, the price of imported products is considered by consumers to be affordable and in accordance with the purchasing power of the community, accompanied by the quality and benefits of the product that are comparable to the price paid by consumers.

The Effect of Religiosity (Rg) on Purchasing Decisions on Packaged Imported Food Products

The independent variable religiosity (Rg) in the t test has a positive and significant effect on purchasing decisions (Y) on packaged imported food products for boarding students in Banda Aceh. This is because the t-count value is 3.794 < t table of 1.987 and a significant level of 0.000 < 0.05. The religiosity of a Muslim can be seen from their daily attitudes, including their attitudes related to economic activities. A religious person will avoid all economic activities that contain forbidden elements. One of the economic activities in avoiding prohibited activities is to pay attention to the content consumed in food.

The Effect of Halal Labeling (LH), Price (Hg), and Religiosity (Rg) on Purchasing Decisions on Packaged Imported Food Products

Independent variables (halal labelling, price, and religiosity) in the F-test have a significant influence together (simultaneously) on purchasing

decisions (dependent variable) on packaged imported food products for student lodgers in Banda Aceh. Judging from the simultaneous test results, the F-count is 7.864 and the F-table significant value is 2.46. This shows that F-count> F-table with a significant level of 0.000 <0.05. Judging from the value of the coefficient of determination (R Square) the level is 0.197 or 19.7% percent. This means that the independent variables such as halal labelling, price, and religiosity simultaneously affect the dependent variable are purchasing decisions on packaged imported food products. While the remaining 80.3% is influenced by other variables not used in this study.

Consumptive behavior of students in the boarding house towards packaged food in Banda Aceh Islamic Perspective

Perspective of students in the boarding house towards packaged food about what influences the decision to buy packaged food for boarding house shows indicate that:

RH: Expiry date and price.

KN: Attention to the price, shape, taste of packaged food, hits food among students.

SM: The price, expiration date, simplicity in making, it recommended by friends

The reason regarding halal labelling is not a priority in the decision to buy packaged food is because:

RH: Halal labelling due to the belief that in Aceh. all products are halal.

KN: He was sure that the food in Aceh must be halal, and if the packaged food is practical.

SM: He just believes that Aceh has a majority Muslim population, God willing, the food is also halal here.

The statements in the themes that have been reduced and triangulated from quantitative to qualitative data show that. It is important to conduct education through online, training and others. This is to improve the safety of products in Aceh. The government and ulama are expected to synergize in maintaining halal labels and socializing the importance of paying attention to halal labels for communities and youth

organizations even though in Muslim majority areas. Because the younger generation looks more at expiration, culture, habits, price, advertisement, taste and packaging.

Based on the respondents' statements, it can be seen that what influences the decision of students in the boarding house to choose packaged food is: expiration date, price, packaging, product efficiency, advertising, religiosity (the majority of Muslims) and habit factors. Therefore, the influence of students buying packaged food can be seen in the theme below:

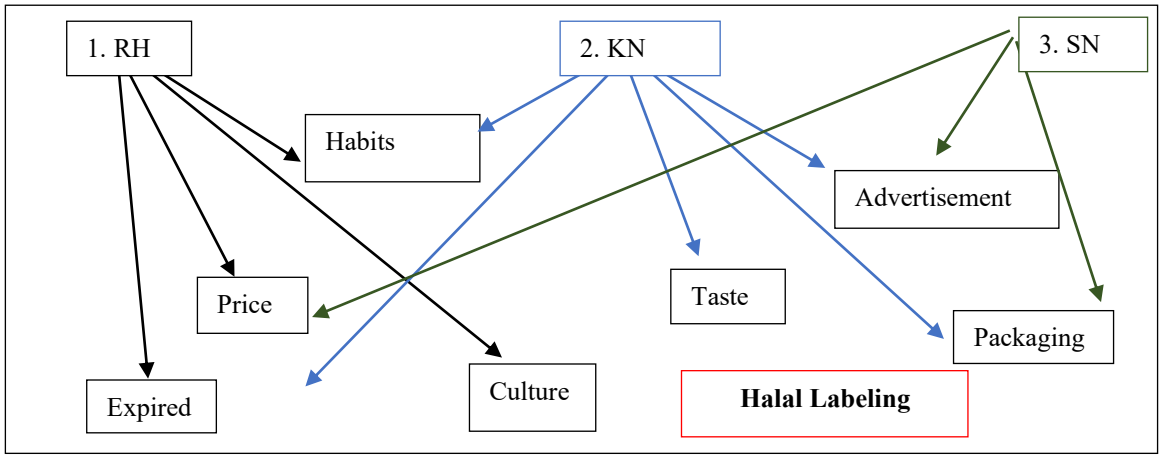


Figure 2. Thema factors that influence the decision of student lodgers to choose packaged food

Based on the above findings, it can be seen that halal labeling through quantitative or qualitative does not affect consumer decisions. This choice is based on financial limitations and practicality choosing packaged food more important than halal labelling, even though packaged food does not have halal labelling but if the price is cheaper than the product is the choice. Studies on the urgency of halal labeling also need to be carried out, given the importance of using halal labelling in Muslim consumption behavior. Muslim behavior requires eating halal and good food. Halal in Islamic consumption is in the substance and process. Good in Islamic consumption includes conformity with the maqashid Sharia according to As-Satibiy, it is for: religion, soul, intellect, property and lineage. Because halal labelling is something that needs to be forced

because Muslims are obliged to consume halal food in substance and process. It is expected that the community, especially student lodgers, will pay more attention to the halal label when buying products, and the government can help reduce the price of domestic packaged food with halal labelling and tighten supervision of the halal quality of packaged food products, especially imported food. It is recommended that the government and religious scholars work together to raise awareness about halal labelling through educational programs or mandatory policies in the form of qanun (Islamic law) so that it can be implemented in society.

CONCLUSION

This study concludes the effect of halal labelling, price, and religiosity on purchasing decisions on imported packaged food products. Halal labelling has no significant effect on purchasing decisions on packaged imported food products. This is triggered by the perceptions of teenagers living in dormitories, boarding houses and rented houses related to the culture that they believe food and beverage products marketed in Aceh are guaranteed to be halal because Aceh has a Muslim majority population with a sharia culture.

Price has a significant effect on purchasing decisions on packaged imported food products. This proves that affordable prices that are in line with their purchasing power, accompanied by product quality and benefits comparable to the price paid by consumers, influence their purchasing decisions.

Religiosity has a significant effect on purchasing decisions on packaged imported food products. Because a Muslim can be identified by their daily behaviour, including behaviour related to economic activities. Economic activities that contain prohibited elements will be avoided by Muslims by paying attention to the ingredients consumed in food.

The consumptive behavior of student lodgers towards packaged imported food from the perspective of maqashid sharia shows the importance of looking at the following factors are: habits, price, expiry, religiosity, taste, packaging and advertisement in the decision to choose packaged food products in Muslim majority areas. While halal labelling is less considered because it is considered that food in Muslim majority areas is halal. Manufacturers should pay more attention to pricing and product

packaging to make them more attractive to students. Meanwhile, it is recommended that the government and religious leaders continue to actively educate the public about the importance of halal labelling, as findings indicate that there is a misunderstanding among students who rely too heavily on halal certification in Aceh without further verification. This could open up opportunities for non-halal products to enter the market.

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