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The Influence of Social Media Marketing and Halal Awareness on Purchase Decisions Among Generation Z at Momoyo Branch Jambi Luar Kota

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Abstract

This study investigates the influence of social media marketing (SMM) and halal awareness on the purchase decisions of Generation Z consumers at Momoyo Branch Jambi Luar Kota. The rapid expansion of digital platforms has fundamentally transformed how businesses engage consumers, particularly younger demographics who are both digitally active and value-conscious in their consumption choices. Employing a quantitative research design, data were collected from 100 respondents aged 15 29 years using purposive sampling and a Likert-scale questionnaire. Multiple linear regression analysis was conducted using SPSS version 26. Results indicate that social media marketing exerts a significant positive effect on purchase decisions ($t = 6.212$, $p < 0.05$), and halal awareness similarly demonstrates a significant positive influence ($t = 4.475$, $p < 0.05$). Jointly, both variables account for 53.0% of the variance in purchase decisions ($F = 56.728$, $p < 0.05$). These findings highlight the strategic importance of integrating digital marketing efforts with halal product positioning to effectively influence Muslim Gen Z consumers in Indonesia's rapidly evolving halal market.

Keywords: social media marketing, halal awareness, purchase decisions, Generation Z, Momoyo, Islamic marketing

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INTRODUCTION

The digital era has fundamentally reshaped consumer behavior and marketing strategies across industries. In Indonesia, particularly in Jambi Province, businesses are increasingly leveraging digital platforms to engage with consumers and drive sales. Social media platforms such as TikTok, Instagram, and Facebook have emerged as powerful marketing channels that transcend traditional media, enabling two-way, real-time communication between businesses and their target audiences.

Generation Z (born approximately 1995 2010, aged 15 29) represents a particularly relevant consumer segment in this context. As digital natives, they are highly active on social media, easily influenced by digital trends, and accounted for approximately 25.77% of the Muaro Jambi Regency population in 2024, comprising age groups 15 19 (8.49%), 20 24 (8.65%), and 25 29 (8.63%) (BPS Kabupaten Muaro Jambi, 2025). Their consumption patterns are significantly shaped by digital content, peer recommendations, and value alignment including religious values such as halal compliance.

Momoyo Ice Cream, an Indonesian beverage and ice cream brand established in 2022 under PT Junyilife, operates a branch in Mendalo, Muaro Jambi Regency. Monthly sales data from March to September 2025 revealed significant fluctuations: sales peaked at 26.58% in September driven by intensive social media promotions and discounts while a notable dip occurred in June (8.50%) coinciding with school holidays. Interestingly, despite maintaining high viewer counts on TikTok (110,000 views) and Instagram (343 followers) in June, sales declined from 3,875 cups in May to 2,400 cups, revealing a gap between digital exposure and actual purchase conversion.

Simultaneously, halal awareness is a critical consideration for Muslim consumers in Indonesia, where halal dietary compliance is both a religious obligation and a marker of product trustworthiness. However, field observations at Momoyo indicated that many Generation Z consumers made purchases primarily driven by trend appeal and promotional offers, without actively inquiring about or verifying halal certification status despite the majority being Muslim.

While previous research has addressed social media marketing and halal awareness in contexts such as Muslim fashion marketplaces and cosmetics (Afendi et al., 2024; Pipit, 2022), there remains a gap in empirical studies simultaneously examining both variables in the context of quick-service food and beverage brands targeting Generation Z in Jambi. This study addresses that gap by investigating: (1) whether social media marketing significantly influences purchase decisions; (2) whether halal awareness significantly influences purchase decisions; and (3) whether both variables jointly exert a

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significant influence on purchase decisions among Generation Z consumers at Momoyo Branch Jambi Luar Kota.

LITERATURE REVIEW

Marketing Management and Consumer Behavior

Marketing management involves selecting target markets and cultivating profitable customer relationships through the creation, communication, and delivery of superior customer value (Kotler & Keller, 2016). In the digital era, social media marketing has become an integral component of this process, enabling businesses to convey information, build interaction, and shape consumer perceptions.

Consumer behavior encompasses the processes by which individuals, groups, or organizations select, purchase, use, and evaluate goods and services (Kotler, Armstrong & Balasubramanian, 2023). Key influencing factors include cultural, social, personal, and psychological dimensions all of which shape how consumers make decisions. In Muslim consumer markets, religious values such as halal compliance constitute a significant cultural-psychological driver of purchase behavior.

Purchase Decisions

Purchase decisions represent the culmination of a consumer's evaluation of available product alternatives. Drawing from Kotler and Keller (2016), the purchase decision process consists of five stages: (1) problem recognition, (2) information search, (3) evaluation of alternatives, (4) purchase decision, and (5) post-purchase behavior. This process is influenced by cognitive, affective, and social factors, underscoring that purchase behavior is not impulsive but rather the result of accumulated evaluations.

Schiffman and Wisenblit (2019) further argue that purchase decisions are shaped by internal motivations, brand perceptions, and past experiences. In the context of Muslim Gen Z consumers, decisions are increasingly shaped by both digital information stimuli and religious value alignment.

Social Media Marketing

Social media marketing (SMM) refers to the strategic use of digital platforms not merely for promotional purposes, but as interactive channels for information dissemination, relationship building, and value exchange (Tuten & Solomon, 2018). Key elements of effective SMM include: (a) content creation developing attractive, relevant content that builds brand trust; (b) content sharing distributing content to expand market

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reach and engagement; (c) connecting fostering networks among users with shared interests; and (d) community building cultivating brand communities to sustain consumer loyalty.

Kotler, Keller and Chernev (2024) identify several SMM mechanisms that influence purchase decisions, including: informative and engaging content, two-way brand interaction, customer testimonials and reviews, promotional incentives, and brand identity consistency. The interactive and visual nature of platforms like TikTok and Instagram makes SMM particularly influential among younger, digitally-active consumers.

Halal Awareness

Halal awareness refers to the degree of knowledge, attention, and concern Muslim consumers hold regarding the halal or haram status of products they consume (Ahmad & Rahman, 2015). This concept encompasses four core dimensions: (a) understanding knowledge of halal/haram principles; (b) concern vigilance in checking product halal status; (c) attitude positive disposition toward halal compliance; and (d) belief confidence that halal products align with Islamic principles and provide safety and benefit (Alserhan, 2018).

Halal awareness is reinforced by two primary drivers: halal lifestyle, wherein consumers adopt halal compliance as a fundamental value, and halal obligation, driven by regulatory frameworks such as Indonesia's Law No. 30/2014 on Halal Product Assurance (JPH), administered by BPJPH in collaboration with MUI. The Quranic injunction in Surah Al-Baqarah (2:168) "O people, eat of what is on earth, lawful and good" provides the theological foundation for halal consumption as a religious duty for Muslims.

Relationships Among Variables

Social media marketing influences purchase decisions through enhanced brand trust, accessible product information, digital word-of-mouth, and consumer engagement (Kotler & Keller, 2017). Halal awareness impacts purchase decisions through the selective evaluation of products against Islamic standards, with highly halal-conscious consumers prioritizing halal certification and transparent production processes before purchasing (Hasan, 2020; Haque, 2018).

When considered simultaneously, SMM and halal awareness interact as external and internal determinants of consumer behavior respectively. Drawing on the Theory of Planned Behavior (Ajzen & Fishbein, cited in Alghozali, 2020), purchase intentions are

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shaped by attitudes, subjective norms, and perceived behavioral control. SMM operates as an external stimulus shaping perceptions, while halal awareness reflects internal religious values and norms guiding decisions.

Hypothesis Development

Based on the theoretical framework and prior empirical evidence, the following hypotheses are proposed:

H1: Social media marketing has a significant positive influence on purchase decisions of Generation Z at Momoyo Branch Jambi Luar Kota.

H2: Halal awareness has a significant positive influence on purchase decisions of Generation Z at Momoyo Branch Jambi Luar Kota.

H3: Social media marketing and halal awareness simultaneously have a significant positive influence on purchase decisions of Generation Z at Momoyo Branch Jambi Luar Kota.

RESEARCH METHODOLOGY

This study employs a quantitative research design with a causal explanatory approach, examining the influence of social media marketing (X_1) and halal awareness (X_2) on purchase decisions (Y). Data were collected from Generation Z consumers (aged 15 29 years) who had purchased products at Momoyo Branch Jambi Luar Kota. Using purposive sampling, 100 respondents were selected based on eligibility criteria.

A structured questionnaire employing a five-point Likert scale (1 = strongly disagree to 5 = strongly agree) was administered. The social media marketing variable was measured using four indicators (content quality, interaction, engagement, and brand credibility), the halal awareness variable with four indicators (halal knowledge, concern for halalness, attitude toward halal, and halal belief), and the purchase decision variable with five indicators following Kotler and Keller's (2016) five-stage decision model.

Data analysis was conducted using IBM SPSS version 26, encompassing descriptive statistics, validity and reliability testing, classical assumption tests (normality, multicollinearity, heteroscedasticity), multiple linear regression, and hypothesis testing (F-test, t-test, and coefficient of determination R^2). The regression equation was formulated as:

$$Y = \alpha 0 + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

where Y = purchase decision, X_1 = social media marketing, X_2 = halal awareness, β = regression coefficients, and ε = error term.

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RESULTS

Respondent Profile

Of the 100 respondents surveyed, 62% were female and 38% were male. The majority (71%) were aged 20 24 years, followed by 25 29 years (17%) and 15 19 years (12%). By occupation, 61% were university students, 15% were school students, 13% were homemakers, 9% were entrepreneurs, and 2% were teachers. This profile reflects the digital-native character of the Gen Z sample.

Descriptive Statistics

Descriptive analysis of all research variables is presented in Table 1. All indicators yielded mean scores in the “good” to “very good” range (3.87 4.33), indicating overall positive perceptions across SMM, halal awareness, and purchase decision variables.

Table 1. Descriptive Statistics of Research Variables

No	Variable / Indicator	Sub-item	N	Min	Max	Mean	Std. Dev
1	Social Media Marketing (X_1) Content	SMM01	100	1	5	4.09	0.792
2	SMM Interaction	SMM02	100	1	5	4.00	0.953
3	SMM Engagement	SMM03	100	1	5	3.90	0.948
4	SMM Credibility	SMM04	100	1	5	4.02	0.864
5	Halal Awareness (X_2) Halal Knowledge	KH01	100	1	5	4.01	0.893
6	HA Concern for Halalness	KH02	100	1	5	4.14	0.921
7	HA Attitude toward Halal	KH03	100	1	5	4.31	0.849
8	HA Halal Belief	KH04	100	1	5	4.33	0.829

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9	Purchase Decision (Y) Need Recognition	KP01	100	1	5	3.88	0.890
10	PD Information Search	KP02	100	1	5	3.87	0.960
11	PD Evaluation of Alternatives	KP03	100	1	5	3.89	0.973
12	PD Purchase Decision	KP04	100	1	5	4.09	0.853
13	PD Post-Purchase Behavior	KP05	100	1	5	4.14	0.853

Source: Primary data processed with SPSS v.26 (2026)

Validity and Reliability

All questionnaire items demonstrated validity (r-count > r-table = 0.1966 at df = 98, α = 0.05). SMM items yielded r-count values ranging from 0.620 to 0.813; halal awareness items from 0.443 to 0.791; and purchase decision items from 0.538 to 0.824. Reliability testing via Cronbach's Alpha confirmed acceptable reliability for all variables: SMM (α = 0.634), halal awareness (α = 0.626), and purchase decision (α = 0.768) all exceeding the threshold of 0.60.

Classical Assumption Tests

The Kolmogorov-Smirnov normality test yielded Asymp. Sig. = 0.200 (> 0.05), confirming normal data distribution. The normal P-P plot further confirmed that data points clustered along the diagonal, satisfying the normality assumption. The multicollinearity test produced a tolerance value of 0.758 (> 0.10) and VIF = 1.320 (< 10), indicating no multicollinearity between independent variables. The Glejser heteroscedasticity test yielded significance values of 0.146 (SMM) and 0.644 (halal awareness), both exceeding 0.05, confirming homoscedasticity. Scatterplot inspection further revealed randomly distributed residuals with no discernible pattern.

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Multiple Linear Regression

Multiple linear regression analysis produced the following equation:

$$Y = 1.326 + 0.652X_1 + 0.482X_2$$

The constant (1.326) indicates the baseline value of purchase decisions when both independent variables equal zero. The SMM coefficient (0.652) indicates that each unit increase in SMM increases purchase decisions by 0.652 units, ceteris paribus. The halal awareness coefficient (0.482) indicates a corresponding 0.482-unit increase per unit rise in halal awareness. Both coefficients are positive, confirming directionally consistent positive influences.

Table 2. Multiple Linear Regression Results

Model	B(Unstd.Coeff.)	Std. Error	Beta (Std.)	Sig.
(Constant)	1.326	1.777		0.457
Social Media Marketing (X_1)	0.652	0.105	0.492	0.000
Halal Awareness (X_2)	0.482	0.108	0.354	0.000

Source: Primary data processed with SPSS v.26 (2026)

Hypothesis Testing

F-test (Simultaneous): The ANOVA results yielded F-count = 56.728 > F-table = 3.09, with p = 0.000 < 0.05. This confirms that SMM and halal awareness jointly exert a significant influence on purchase decisions, supporting H3.

t-test (Partial): For SMM (X_1), t-count = 6.212 > t-table = 1.984, p = 0.000 < 0.05, confirming a significant positive partial influence on purchase decisions (H1 accepted). For halal awareness (X_2), t-count = 4.475 > t-table = 1.984, p = 0.000 < 0.05, confirming a significant positive partial influence (H2 accepted).

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Table 3. Hypothesis Testing Summary

Hyp.	Description	t/F Count	t/F Table	Sig.	Decision
H1	SMM → Purchase Decision (partial)	6.212	1.984	0.000	Accepted
H2	Halal Awareness → Purchase Decision (partial)	4.475	1.984	0.000	Accepted
H3	SMM + Halal Awareness → Purchase Decision (simultaneous)	56.728	3.09	0.000	Accepted

Source: Primary data processed with SPSS v.26 (2026)

Coefficient of Determination (R^2): The Adjusted R Square value of 0.530 indicates that SMM and halal awareness together explain 53.0% of the variance in purchase decisions. The remaining 47.0% is attributable to other variables outside the model, including product quality, pricing, brand image, and psychological factors.

DISCUSSION

Effect of Social Media Marketing on Purchase Decisions

The significant positive influence of social media marketing on purchase decisions ($t = 6.212$, $p < 0.05$) aligns with the broader body of digital marketing literature. In the digital age, social media has become a primary source of product information and comparison for consumers. Attractive, educational, and interactive content on platforms like TikTok and Instagram enhances product appeal, builds brand credibility, and nudges consumers toward purchase.

The SMM purchase decision link is amplified among Generation Z, who are particularly reliant on social media for decision-making. As Wikantari (2024) found, SMM significantly moderates purchase decisions through product quality perceptions. Similarly, Syahri and Djakasaputra (2024) demonstrated that SMM, supported by customer reviews, substantially impacts purchase decisions. Asfawi and Tuti (2024) further confirmed both direct and trust-mediated pathways through which SMM influences consumer choices.

In the Momoyo context, strategic content including promotional campaigns, visual product showcases, and discount announcements during September 2025 correlated

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with peak sales (26.58%), demonstrating the conversion power of well-executed SMM. However, the June 2025 sales decline despite high viewer counts highlights the importance of not only generating exposure but also sustaining engagement and converting attention into action.

Effect of Halal Awareness on Purchase Decisions

Halal awareness demonstrated a significant positive influence on purchase decisions ($t = 4.475$, $p < 0.05$). This finding is consistent with the Islamic consumer behavior framework, which identifies religious values as central determinants of purchasing behavior among Muslim consumers. Consumers with higher halal awareness exercise greater selectivity, seeking products that comply with syariah principles across the entire supply chain from raw materials and processing to distribution and presentation.

Putriana (2024) found that halal awareness influences purchase decisions both directly and through purchase intention as a mediating variable, suggesting that halal awareness forms a foundational attitudinal disposition that precedes action. Raharto (2025)'s systematic review further confirmed the strong link between religiosity, halal awareness, and purchase decisions across the 2019 2024 literature.

Importantly, field observations at Momoyo revealed a discrepancy between consumers' Islamic identity and their active halal verification behavior, with many purchasing primarily due to trend appeal and promotions. This suggests a behavioral gap that businesses and regulators could address through proactive halal communication and certification transparency particularly given the predominantly Muslim profile of the respondent base.

Simultaneous Effect of SMM and Halal Awareness on Purchase Decisions

The simultaneous influence of both variables ($F = 56.728$, $p < 0.05$, Adjusted $R^2 = 0.530$) underscores the complementary nature of external digital marketing stimuli and internal religious value orientations in shaping purchase behavior. This aligns with the stimulus-organism-response (S-O-R) framework and the Theory of Planned Behavior, wherein attitudes (informed by halal awareness) and subjective norms (shaped by SMM and peer influence) jointly determine behavioral intentions.

Pratiwi, Alfifto and Sabrina (2024) similarly found that SMM and halal awareness collectively and partially influenced purchase decisions at a coffee outlet in Medan, corroborating the present findings in a comparable quick-service food context. The joint

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Adjusted R^2 of 53.0% indicates a moderate-to-strong explanatory power, while the residual 47.0% acknowledges the role of factors such as pricing, product quality, brand equity, and consumer psychology.

These results carry significant theoretical and practical implications. Theoretically, they reinforce that purchase decisions in Muslim consumer markets are neither purely utilitarian nor purely value-driven, but the product of both external marketing effectiveness and internal religious compliance considerations. Practically, they suggest that businesses like Momoyo should adopt an integrated strategy that couples compelling digital content with transparent halal positioning to maximize purchase conversion among Muslim Gen Z consumers.

CONCLUSION

This study examined the influence of social media marketing and halal awareness on the purchase decisions of Generation Z consumers at Momoyo Branch Jambi Luar Kota, Indonesia. Three principal conclusions emerge from the findings:

First, social media marketing exerts a significant positive influence on purchase decisions ($t = 6.212$, $p < 0.05$), confirming H1. Businesses that implement effective SMM strategies characterized by engaging content, consistent branding, and interactive consumer communication are more likely to drive purchase decisions among digitally-active Gen Z consumers.

Second, halal awareness exerts a significant positive influence on purchase decisions ($t = 4.475$, $p < 0.05$), confirming H2. As Muslim consumers' halal knowledge and concern deepen, their selectivity in product choices increases, making transparent halal certification communication a strategic imperative for food and beverage businesses.

Third, social media marketing and halal awareness jointly exert a significant positive influence on purchase decisions ($F = 56.728$, $p < 0.05$), explaining 53.0% of variance in purchase decisions (Adjusted $R^2 = 0.530$), confirming H3. The remaining variance points to additional factors warranting future investigation, including product quality, price sensitivity, brand image, and consumer satisfaction.

Practically, businesses should enhance SMM strategies through platform-native content formats (reels, stories, live sessions), consistent posting schedules, and meaningful consumer interaction. Concurrently, halal transparency through visible certification, ingredient disclosure, and educational content on production processes should be embedded within digital marketing communications. For future research,

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expanding the model to include mediating or moderating variables (e.g., brand trust, purchase intention) and broadening the geographic and demographic scope will further advance understanding of halal consumer behavior in Indonesia's digital economy.

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