

Influence of Halal Awareness, Islamic Branding, Celebrity Endorsers and Israel Product Boicots on E-Commerce Product Purchase Decisions (Study of Lecturers and Staff of Sulthan Thaha Saifuddin Jambi State Islamic University)

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Abstract

This research aims to determine the influence of *Halal Awareness*, *Islamic Branding*, *Celebrity Endorser*, and *Boycott of Israeli Products* on product purchasing decisions in *e-commerce* by UIN STS Jambi Lecturers and Staff. The population used in this research was UIN STS Jambi Lecturers and Staff, totaling 901 people. The sampling technique in this research was *Probability Sampling technique using the Krejcie and Morgan counting technique* with a total sample or respondents of 160 people. The method used in this research is a quantitative method with primary data, namely distributing questionnaires and observations. In calculating and analyzing data, researchers utilized the *SemPLS 4.0 program*. The results of this research show that *Halal Awareness* has a positive and significant effect on purchasing decisions because of the high halal awareness of respondents. *Islamic Branding* has a positive and significant effect on purchasing decisions because it can influence the image and credibility of the product. *Celebrity Endorser* has a positive and significant effect on purchasing decisions because it can increase the attractiveness of the product. *Boycotting Israeli products* has a negative and insignificant effect on product purchasing decisions because with a boycott of Israeli products consumers will be more careful. The hope is that producers can improve the Islamic and halal aspects of their products, as well as make maximum use of the presence of *celebrity endorsers and always maintain a good image of the product*.

Keywords: Halal Awareness, Islamic Branding, Celebrity Endorser, Product Boycott, Purchase Decision

INTRODUCTION

The economy is one sector that has undergone many changes in the era of globalization. These changes occur across various sectors, both macro and micro. In terms of systems, updates in people's economic behavior have emerged, with many individuals making purchasing decisions online, leading to the rise of numerous e-commerce sites. These changes also affect consumer habits, particularly in the realm of purchasing decisions. Additionally, Indonesia is home to the largest Muslim population in the world. According to data from the Central Statistics Agency (BPS), the number of people embracing Islam in Indonesia reached 207.1 million in 2010, and this figure continues to grow each year. This fact significantly impacts consumer purchasing decisions in Indonesia, as individuals tend to pay close attention to aspects of legality and credibility, especially concerning halal compliance (Juniawati, 2020).

To uphold halal compliance in e-commerce activities, a concept known as halal awareness is essential. Halal awareness refers to the level of understanding of halal aspects. In the context of e-commerce, halal awareness pertains to an individual's comprehension of a product's halal status, ensuring it aligns with Islamic law as guided by the Al-Qur'an and Hadith. A person is considered to have high halal awareness when they recognize that Islam mandates the consumption of halal products. However, the halal concept is not solely based on the ingredients of a product; it also encompasses all aspects of halal processes, including distribution methods and other relevant factors.

This understanding remains a challenge in Indonesia's e-commerce landscape due to the general lack of knowledge among the Muslim community about halal aspects. On average, halal compliance is often assessed solely based on product ingredients, while other aspects, such as sourcing and distribution, receive little attention. Nevertheless, awareness of halal principles in economic activities is gradually increasing, prompting consumers to become more selective in their e-commerce purchases. (Suryowati B.,2020)

The growing sensitivity to halal issues in Indonesia has given rise to the phenomenon of Islamic branding. This phenomenon indicates a shift in consumer behavior, as Islamic brands emerge as representations of this change. For Muslims, the decision to purchase a product often reflects their identity. Islamic branding involves using names associated with Islam to convey the Islamic values of a product to potential consumers. For Muslims, consuming halal products is not just an obligation; it also reflects a lifestyle choice that is regarded as both good and wise. Many products in e-commerce utilize Islamic names, such as Wardah, El-Zatta, and Khaf, to appeal to consumers. Various e-commerce platforms also promote Islamic branding through campaigns like Shopee Ramadan Sale and Ramadan on Tokopedia. (Adawaiyah S. El, 2021)

To enhance Islamic branding, companies harness consumers' emotions to influence their purchasing decisions. They often employ celebrity endorsers who can inspire and enhance the product's image. This concept, known as a celebrity endorser, is crucial for attracting attention and introducing products to customers. Celebrities who are well-regarded by the public can significantly increase product recall. The primary role of the endorser is to establish a positive connection between themselves and the product being advertised. Thus, the relationship between halal awareness, Islamic branding, and celebrity endorsers in purchasing decisions illustrates how producers and marketers can create products that comply with halal standards and elevate their image through Islamic branding. Subsequently, advertising through celebrity endorsers can enhance consumer interest in purchasing these products. (Widyaningrum PW., 2016)

Recently, an event has significantly impacted product purchases in Indonesia: the movement to boycott products associated with Israel. This movement was triggered by the ongoing conflict between Israel and Palestine, influencing various aspects of Indonesian life, including consumer behavior. Many individuals have called for a boycott of Israeli products, opting not to purchase them. Boycotting entails refraining from buying certain products as a form of protest. This action is supported by various individuals, including well-known figures such as celebrities (Pratiwi B.,2021). Therefore, it is essential to consider these aspects, especially for academics who serve as role models in society through their research.

Consequently, this research is critical for lecturers at Sulthan Thaha Saifuddin Jambi State Islamic University, as it addresses the halal aspect, which should be a priority for Islamic university faculty. It also relates to Islamic branding, which has evolved through digital technology and e-commerce, often utilizing the names of prominent figures. Given the recent incidents related to boycotting products associated with Israel, researchers are interested in conducting a study titled "The Influence of Halal Awareness, Islamic Branding, Celebrity Endorsers, and Israeli Product Boycotts on E-Commerce Product Purchasing Decisions (A Study of UIN STS Jambi Lecturers and Staff)."

Relevant Study **Buying Decision**

According to the theory by Kotler and Armstrong, a purchasing decision refers to the process a customer undergoes when deciding whether to buy a product or not. The purchasing decision itself represents the point at which consumers have actually made a purchase (Zusrony E., 2020). This theory is supported by other perspectives, which view purchasing decisions as approaches to address general economic problems to achieve economic goals and meet needs (Zusrony E., 2020). Additionally,

research suggests that a purchasing decision is based on consumer choice, tailored to their needs and desires (Faozi and Handayani, 2019). In summary, a purchasing decision involves choosing whether or not to buy a product based on the consumer's requirements or preferences.

Factors Influencing Purchasing Decisions

Several factors influence purchasing decisions, including (Putri G.E., 2020):

1. Price
Price is a key factor that can provide a competitive advantage for businesses, as it directly affects demand and supply.
2. Promotion
Effective promotion plays a vital role in enhancing consumer purchasing decisions. Good promotional strategies create ideal conditions to attract consumer attention.
3. Product Branding
Product branding significantly influences purchasing decisions, as it shapes the image and representation of the product.
4. Ease of Information and Product Image
To improve information accessibility, businesses can leverage social media and public platforms. Additionally, using celebrity endorsers can facilitate information dissemination and enhance the product's image.
5. Quality and Credibility
Legitimacy is crucial in influencing consumer purchasing decisions. This legitimacy can stem from legal compliance, health standards, and halal aspects. Therefore, halal awareness is a significant factor in shaping purchasing decisions.

Halal Awareness

Halal awareness refers to an individual's understanding of halal concepts, processes, and principles. The presence of halal awareness influences the prioritization of halal product consumption. In simple terms, the greater a person's halal awareness, the higher their consumption of halal products (Nofandi F.R.A, 2020)

Islamic Branding

Islamic branding aligns with the customer value theory (Brand Equity Theory) proposed by Aaker in 1991, emphasizing brand image as a critical component of strong brands. Islamic branding practices are closely tied to principles of honesty, transparency, and understanding, particularly regarding sharia law. The goal of Islamic branding is to attract consumers, especially within the Muslim community.

Celebrity Endorser

A celebrity endorser is a form of promotion that employs well-known personalities to advertise a company's products and services. Celebrities often act as representatives of the product, serving as its primary reflection. Effective celebrity endorsers are those who are widely recognized and influential, helping to promote the product to the public (Shciffman and Kanuk, 2007).

Boycotting Israeli Products

The concept of product boycotts involves refraining from purchasing specific products for particular reasons (Dahlan A.A, 2019). An example currently observed in Indonesia is the boycott of Israeli products, driven by humanitarian violations and genocide committed by Israeli forces against the Palestinian population, especially in the Gaza Strip.

METHOD

The method and type of research that researchers will use in this research is a quantitative research approach method. Quantitative research itself can be interpreted as research that uses data analysis in numerical or numerical form. The location of this research is at the Jambi State Islamic University at the Faculty of Islamic Economics and Business on Jl. Jambi-Muara Bulian KM. 16, Simpang Sungai Duren, Jambi Outer City, Muaro Jambi. The primary data in this research are the results of a questionnaire given directly to lecturers at the Sulthan Tahaha Saifuddin Jambi State Islamic University. In this research, secondary data was obtained from various book references and previous research results which enabled the smooth running of this research which was sourced from *offline books* and of course also *online media* such as *ebooks, ejournals and ipusnas*).

The population in this study were lecturers and staff at UIN STS Jambi. The population is 901 with the following details:

Table 1. *Convergent Validity*

No	Study program	Number of Lecturers and Staff
1	Civil Servant and PPPK Lecturer	425
2	DTBPNS Lecturer	59
3	DTBLU Lecturer	136
4	PNS and PPPK staff	145
5	Honorary Staff	136
		901 People

Source: Observation Results (UIN STS Jambi)

Meanwhile the sample calculation technique is to use the Krejcie and Morgan technique as follows:

$$n = \frac{X^2 \cdot N \cdot P \cdot (1 - P)}{(N - 1) \cdot d^2 + X^2 \cdot P \cdot (1 - P)}$$

Information :

- N : Population Size
- n : The sample size to be sought
- P : Assumption of Population Diversity
- d : Percentage of Inaccuracy Tolerance

By using a value of 5% or 0.5 , the results obtained are as follows:

$$n = \frac{3,841 \times 901 \times 0,5 \times (1 - 0,5)}{(901 - 1) \cdot 0,05^2 + 3,841 \times 0,5 \cdot (1 - 0,5)}$$

$$n = \frac{865,1825}{5,46025}$$

$$n = 160$$

Thus, based on Krejcie and Morgan's calculations, the required number of respondents is 160. The data analysis technique used in this research is the Partial Least Squares (PLS) method, utilizing the Smart PLS application. In executing this method, the researchers employed a structural approach known as Structural Equation Modeling (SEM). The Partial Least Squares approach, which uses variance-based Structural Equation Modeling, is designed to complement multiple regression analysis. The stages of the analysis include Outer Model Assessment, Inner Model Assessment, and hypothesis testing (Rahadi D.R, 2023).

RESULTS AND DISCUSSION

Respondent Characteristics

The classification of respondents based on gender is quite balanced. However, male respondents dominate, comprising 52.6% of the sample, while female respondents account for 47.4%. Thus, it can be observed that the majority of respondents in this study are men. In terms of age distribution, the largest group is those aged 30 years, representing 11.7%. Additionally, respondents aged 32-35 years make up about 31%, followed by those aged 35 and over. This indicates that the average respondent participating in this research is predominantly a millennial. Regarding professional classification, lecturers constitute 57.2% of the respondents. Within this group, 18.4% are from the Tarbiyah Faculty, 17.25% from the Faculty of Economics and Business (FEBI), 14.2% from the Sharia Faculty, 2.8% from the Ushuluddin Faculty, and an equal percentage from the Faculty of Science and Technology. Additionally, 1.7% are from the Da'wah Faculty, and 0.5% from the Adab Faculty. Meanwhile, UIN STS Jambi staff make up 42.5% of the sample.

Descriptive Statistical Analysis

Meanwhile, when carrying out descriptive statistical analysis, it is measured through variable classification ranges. The variable classification range can be seen as follows.

Table 2. Rating Range

Variable	Rating Range	Classification
Halal Awareness (X1)	160-288	Very low
	289-417	Low
	418-546	Currently
	547-675	Tall
	676-800	Very high
Islamic Branding (X2)	160-288	Very low
	289-417	Low
	418-546	Currently
	547-675	Tall
	676-800	Very high
Celebrity Endorser (X3)	160-288	Very low
	289-417	Low
	418-546	Currently
	547-675	Tall
	676-800	Very high
Boycott Israeli Products (X4)	160-288	Very low
	289-417	Low
	418-546	Currently
	547-675	Tall
	676-800	Very high
Purchase Decision (Y1)	160-288	Very low
	289-417	Low
	418-546	Currently
	547-675	Tall
	676-800	Very high

Based on the descriptive statistical analysis carried out, it can be seen that the *Halal Awareness variable* is included in the high impact category, namely on a scale of 547-675. Meanwhile, the *Islamic Branding variable* is also included in the high impact category, namely on a scale of 547-675. Apart from that, *Celebrity Endorser* has a score of 589. This makes the impact on this variable in the range of 547-675, which means it is in the High criteria. The Israeli Product Boycott variable on the decision to purchase products in e-commerce by UIN STS Jambi Lecturers and Staff is in the range of 675-800, which means it is classified as very high. The purchasing decision variable is at an average of 688. This makes it fall into the 676-800 range, which means it is in the Very High category.

Outer Model Evaluation

Convergent Validity or what is usually called convergent validity, is a way of measuring items that have interrelated values by the correlation between indicator values and item scores. To measure convergent validity, several factors can be used. Some of these factors are composite reliability, *R Square*, AVE, and *Cronbach's alpha* . In this research, researchers used factors from the composite reliability index and AVE factors, which can be seen based on the table below.

Table 3. Convergent Validity

	Composite Reability	VE
X1(HA)	0.917	0.786
X2(IB)	0.841	0.577
X3(CE)	0.802	0.505
X4(BP)	0.826	0.544
Y(KP)	0.835	0.561

Source: Primary Data Processed by Smart PLS 4.0,2024

Based on the validity and reliability criteria, each variable is said to have good reliability if the composite state value is above 0.7 , apart from that the AVE has a value of more than 0.5. Based on the table above, it can be seen that all variables meet the composite reliability value because their value exceeds the standard threshold, namely 0.7 . Thus it is clear that the variable has quality reliability. Below are the results of the initial *outer model test* which shows *the outer loading* obtained from the analysis tool, namely *SmartPLS 4*.

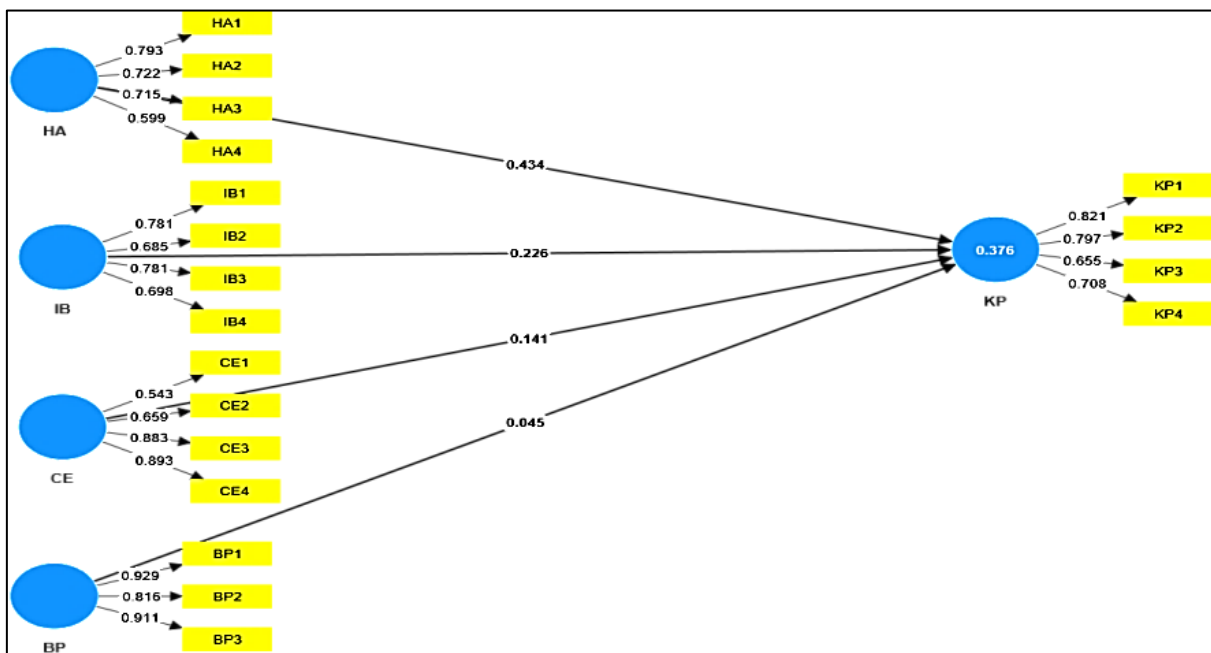


Figure 1. Outer Model Test Results
Source: Primary Data Processed by Smart PLS 4.0,2024

Based on the analysis carried out, it can be seen in the figure that there are 19 indicators in total. Of the total of all these variables, 13 indicators have a value greater than 0.7 , while there are 6 indicators that have a value below 0.7 . Then below we will explain in table form the results of the re-estimation of the indicators *Halal Awareness, Islamic Branding, Celebrity Endorser, Boycott of Israeli Products, and Purchase Decisions* as follows.

Table 4. Loading Factor Values of All Variables After Reestimation

Construct	Variable Code	Loading Factor	Information
Halal Awareness	X1(HA1)	0.816	Valid
	X2(HA2)	0.753	Valid
	X3(HA3)	0.743	Valid
Islamic Branding	X2(IB1)	0.889	Valid
	X4(IB3)	0.784	Valid
Celebrity Endorser	X5(CE3)	0.911	Valid
	X6(CE4)	0.871	Valid
Boycott Israeli Products	X4(BP1)	0.928	Valid
	X5(BP2)	0.806	Valid
	X6(BP3)	0.919	Valid
Buying decision	Y(KP1)	0.830	Valid
	Y(KP2)	0.829	Valid
	Y(KP4)	0.702	Valid

Source: Primary Data Processed by Smart PLS 4.0,2024

It can be seen that based on the results obtained from the re-estimation, the loading factor values listed in the table above, it can be seen that all the values for each indicator both in Halal Awareness, Islamic Branding, Celebrity Endorser, Boycott of Israeli Products and Purchasing Decisions can meet Convergent standards. Validity with a value above 0.7. Thus it can be concluded that all indicators are valid.

Discriminant Validity

In Discriminant Validity, the value of the loading factor, which of course can be used as a discriminant evaluation of feasibility. This can be seen in the table below.

Table 5. Discriminant Validity Values

	X1	X2	X3	X4	Y	Ket
HA1	0.816	0.322	-0.015	0.322	0.483	Valid
HA2	0.753	0.344	-0.108	0.344	0.406	Valid
HA3	0.743	0.328	-0.137	0.328	0.409	Valid
IB1	0.435	0.889	0.022	0.889	0.472	Valid
IB3	0.262	0.784	0.185	0.784	0.349	Valid
CE3	-0.048	0.160	0.911	0.160	0.114	Valid
CE4	-0.151	0.020	0.871	0.020	0.096	Valid
BP1	0.279	0.162	-0.138	0.162	0.207	Valid
BP2	0.090	0.092	0.043	0.092	0.107	Valid
BP3	0.252	0.121	-0.139	0.121	0.191	Valid
KP1	0.467	0.362	0.072	0.362	0.830	Valid
KP2	0.494	0.474	0.069	0.474	0.829	Valid
KP4	0.359	0.324	0.157	0.324	0.702	Valid

Source: Primary Data Processed by Smart PLS 4.0,2024

From the table above, it can be seen that each indicator for each variable has the highest cross loading value compared to the values for the other variables. Thus, it can be seen that the indicators in this research can form their own variables and of course can be said to have discriminative validity.

Composite Reability

Basically, in research using the PLS-SEM method, *Cronbach Alpha* and *composite reliability* are the two main aspects in measuring the construct reliability of a variable.

Table 6. Composite Reliability Values

Variable	Cronbach's Alpha	Composite Reability	AVE
Halal Awareness	0.943	0.815	0.595
Islamic Branding	0.896	0.825	0.703
Celebrity Endorser	0.723	0.885	0.794
Boycott Israeli Products	0.829	0.916	0.785
Buying decision	0.809	0.831	0.623

Source: Primary Data Processed by Smart PLS 4.0,2024

Second Order Confirmatory Analysis

In this section, a procedure in the form of *bootstrapping is carried out*. This procedure is an action carried out by taking resamples from all initial samples. In order to carry out this *bootstrap*, the two tailed value used or often referred to as the *t-value* is 1.96. This research uses a significance of 5%.

Table.7 Reliability and Validity Constructs

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (SDTEV)	T-Statistics	P Values
HA -> KP	0.441	0.439	0.069	6,357	0,000
IB -> KP	0.283	0.289	0.067	4,243	0,000
CE -> KP	0.142	0.146	0.072	1,967	0.049
BP -> KP	0.062	0.074	0.068	0.917	0.359

Sumber : Data Primer Diolah Smart PLS 4.0,2024

It can be seen that there is one item that is not significant where the T-statistic value is less than 1.96 and the p value exceeds 0.05. From this information, it can be seen that *Halal Awareness*, *Islamic Branding*, and *Celebrity Endorser* are significant variables, meanwhile the product boycott itself does not show significance.

Evaluation of the Structural Model (Inner Model)

In this evaluation, *R-Square* is used to review how far the variables X1, X2, X3 and X3 can influence Y.

Table 8 Inner Model

Variable	R-Square	R-Square Adjusted
Buying decision	0.419	0.404

Source: Primary Data Processed by Smart PLS 4.0,2024

Based on the values obtained in the table above, it can be seen that the R-Squares value of this research is 0.419, thus the variables *Halal Awareness*, *Islamic Branding*, *Celebrity Endorser* and *Boycott of Israeli Products* together influence *Purchasing Decisions* as variable Y by 41.9%. From these results it can be seen that 58.1% was influenced by other factors or variables that were not included in the research.

Hypothesis test

Hypothesis testing was carried out using *bootstrapping techniques* using *SmartPLS 4.0*. The results of the hypothesis testing pattern can be seen as follows.

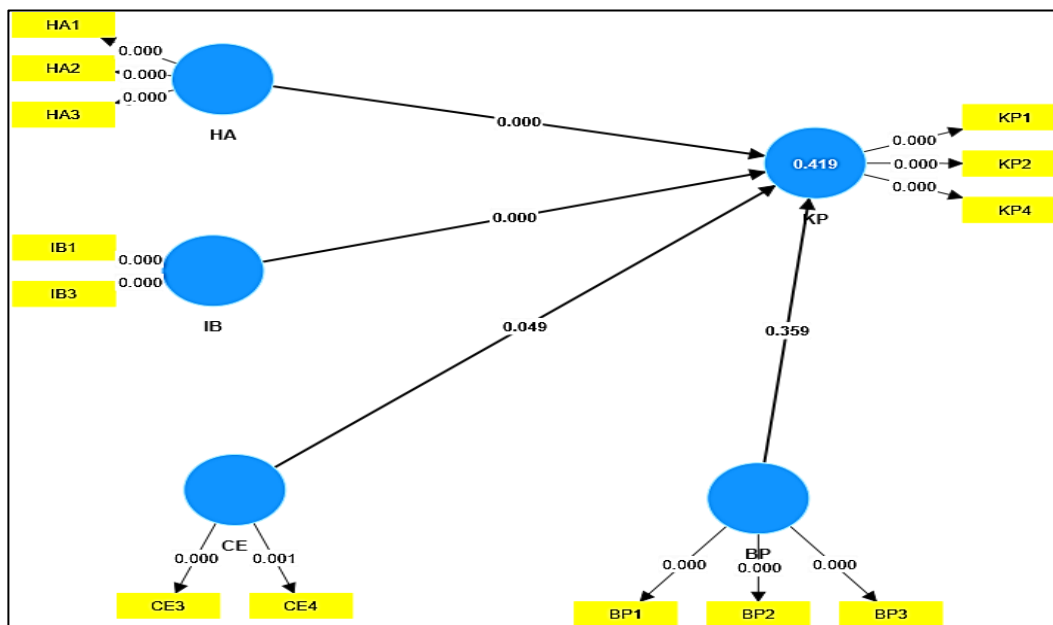


Figure 2. Hypothesis Testing
Source: Primary Data Processed by Smart PLS 4.0,2024

Table.9 Path Coefficients

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (SDTEV)	T-Statistics	P Values
HA(X1) -> KP(Y)	0.441	0.439	0.069	6,357	0,000
IB(X2) -> KP(Y)	0.283	0.289	0.067	4,243	0,000
CE(X3) -> KP(Y)	0.142	0.146	0.072	1,967	0,049
BP(X4) -> KP(Y)	0.062	0.074	0.068	0,917	0,359

Source: Primary Data Processed by Smart PLS 4.0,2024

The table above is the result of data processing from the *Coefficients path*. Through testing by utilizing the *SmartPLS4* application with a *bootstrapping mechanism*.

DISCUSSION

The Influence of Halal Awareness on Lecturers' Purchasing Decisions in E-Commerce

Based on the results of the hypothesis test, the Halal Awareness variable (X1) has a positive and significant impact on purchasing decisions (Y). This is evidenced by the t-statistic value of 6.357, which exceeds 1.96, and a P-Value of 0.000, which is less than 0.05. These results indicate that Halal Awareness significantly influences purchasing decisions. It is clear that an individual's level of Halal Awareness positively affects their purchasing decisions for e-commerce products among UIN STS Jambi Lecturers and Staff.

Descriptive analysis reveals that the Halal Awareness variable is rated highly, with an average score of 670 on a scale of 547-675. The highest assessment came from the statement, "I choose halal products in e-commerce purely on my own will and without coercion," which received a score of 732 (Very High). Conversely, the lowest score of 663 (High) was given to the statement, "I believe that halal products in e-commerce are safer because they result from a strict legal process." These findings suggest that halal awareness influences consumers' purchasing decisions, driven by a strong desire to adhere to religious law. A high level of halal

awareness is evident among the respondents, particularly as they come from a group with a solid religious background, prioritizing halal products.

These results align with research conducted by Sri Rahmawati and Isnaini Ginting (2022) and Juliana (2020), which also found that Halal Awareness significantly influences purchasing decisions in e-commerce. Additionally, the findings are consistent with research by Nadira Novianti (2021). Thus, this study reinforces previous research by confirming that Halal Awareness positively and significantly affects purchasing decisions.

The Influence of Islamic Branding on Lecturers' Purchasing Decisions in E-Commerce

According to the hypothesis testing, the results indicate that Islamic Branding (X2) positively and significantly influences purchasing decisions (Y). The t-statistic of 4.243 exceeds the threshold of 1.96, and the p-value for Islamic Branding is 0.000, which is below the significance level of 0.05. Therefore, hypothesis II is accepted. Descriptive analysis shows that the average assessment of Islamic Branding among UIN Jambi Lecturers and Staff falls within the high category, with an average score of 672. The highest score of 703 (Very High) was given to the statement, "I think it is very important that a product in e-commerce has Islamic elements." The lowest rating was 655 (High) for the statement, "In my opinion, Islamic branded products really guarantee the halalness of the product."

These findings suggest that Islamic Branding positively impacts purchasing decisions for e-commerce products. As Islamic Branding becomes more prevalent, it is likely to enhance consumer purchasing decisions. This is also supported by research conducted by Aryanti Muhtar Kusuma (2020), which indicated that Islamic Branding has a positive and significant effect on purchasing decisions.

The Influence of Celebrity Endorsers on Lecturers' Purchasing Decisions in E-Commerce

The hypothesis test results reveal that the Celebrity Endorser variable (X3) has a positive and significant influence on purchasing decisions (Y). The t-statistic is 1.967, which meets the criterion of exceeding 1.96, and the p-value of 0.049 is below 0.05, indicating that the Celebrity Endorser variable is significant. Thus, hypothesis III is accepted, affirming that Celebrity Endorsers positively and significantly affect product purchasing decisions among UIN Jambi Lecturers and Staff.

Descriptive analysis shows that the average score for the Celebrity Endorser variable is 589 (High), within the range of 547-675. The highest rating, 635 (High), was given to the statement, "I trust products advertised by celebrities more than those that are not." The lowest score was 546 (Medium) for the statement, "In my opinion, I have the same needs as celebrities for the products being advertised."

These findings underscore the significant role of Celebrity Endorsers in influencing purchasing decisions and enhancing consumer confidence in products due to their association with the product's image. This aligns with research by Nur Faiz Ardianto (2016), which found that Celebrity Endorsers positively and significantly influence purchasing decisions.

The Influence of the Israeli Product Boycott on Lecturers' Purchasing Decisions in E-Commerce

The research findings indicate that the Boycott of Israeli Products variable (X4) has an insignificant influence on purchasing decisions. This is reflected by a t-statistic value of 0.917, which does not meet the criterion of exceeding 1.96. Additionally, the P-value of 0.359 exceeds the significance level of 0.05, indicating that this variable does not significantly impact purchasing decisions.

Descriptive analysis shows that the average score for the Boycott of Israeli Products variable is very high, at 686 (Very High), falling within the range of 676-800. The highest rating was for the statement, "I feel boycotting Israeli products is a form of responsibility, so I am more careful when buying products on e-commerce," scoring 692 (Very High). The lowest rating, 673 (High), was for the statement, "I invite other people to boycott Israeli products."

These findings suggest that while the Israeli Product Boycott influences purchasing decisions, the impact does not reach the level of significance required for product purchasing decisions among UIN STS Jambi Lecturers and Staff. This aligns with research by Bella Pratiwi (2021), which also noted that product boycotts can influence purchasing decisions.

CONCLUSION

Based on research that has been carried out on purchasing decisions for UIN STS Jambi Lecturers and Staff in *E-Commerce*, several conclusions have been obtained as follows :

1. Based on the t-statistic value and *p-value*, the *Halal Awareness* variable has a positive and significant effect on product purchasing decisions in *e-commerce* by UIN Jambi Lecturers and Staff. This is because the *t-statistics value* is $6.357 > 1.96$ and the *p-value* is $0.000 < 0.05$ so the results have a positive and significant effect.
2. Based on the t-statistic and *p-value* of the *Islamic Branding* variable, it can be seen that this variable has a positive and significant effect on product purchasing decisions in *e-commerce* by UIN Jambi Lecturers and Staff. This is because the *t-statistic* is $4.243 > 1.96$ and *p-values* $0.000 < 0.05$ so that H_2 is accepted which states that there is an influence of *Islamic Branding* on Purchasing Decisions in *e-commerce*. In this way, it can be seen that *Islamic branding* is carried out on a product or *brand* will improve purchasing decisions.
3. Based on the t-statistic and p-value of the *Celebrity Endorser* variable, it can be seen that *Celebrity Endorser* has a positive and significant influence on purchasing decisions. This is because *t-statistics* $1.967 > 1.96$ and *p-values* $0.049 < 0.05$, which results make H_3 accepted with the statement that there is an influence of *Celebrity Endorsers* on purchasing decisions in *e-commerce* by UIN Jambi Lecturers and Staff.
4. Based on the t-statistic and p-value of the Israeli Product Boycott variable, it can be seen that the Israeli Product Boycott has an insignificant influence on purchasing decisions. This is because the *t-statistics* is $0.917 < 1.96$ and *p-values* $0.359 > 0.005$ so it does not reach the expected level of significance and H_4 is rejected. Based on the variable analysis, Boycott of Israeli Products has a high value, so it can be said that this variable has a negative effect on purchasing decisions.

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