



THE INFLUENCE OF HALAL LABEL, KOREAN WAVE, AND HALAL AWARENESS ON THE PURCHASE INTEREST IN KOREAN FOOD AMONG GENERATION Z

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Abstract: Global phenomena are driving changes in Generation Z's consumption patterns, including an increased interest in Korean food influenced by the Korean wave. This is evident from the proliferation of Korean food outlets in various cities. However, in the context of Muslim communities, halal labels and halal awareness are important factors in purchasing decisions. The purpose of this study is to analyze the influence of halal labels, the Korean wave, and halal awareness, both simultaneously and partially, on the purchasing interest of Korean food among Generation Z. This study uses a quantitative method with an associative research type. The population in this study is Generation Z who have consumed Korean food with a sample of 385 respondents. The sampling method is nonprobability sampling with a purposive sampling technique and data collection using a questionnaire. Data analysis in this study uses multiple linear regression analysis with SPSS version 27. The results show that halal labels, the Korean wave, and halal awareness, both simultaneously and partially, have a positive and significant effect on the purchasing interest of Korean food among Generation Z.

Keywords: purchase interest; halal label; korean wave; halal awareness.

Abstrak: Fenomena global mendorong perubahan pola konsumsi Generasi Z, termasuk meningkatnya minat terhadap Korean food yang dipengaruhi oleh Korean wave. Tampak dari menjamurnya gerai Korean food di berbagai kota. Namun, dalam konteks masyarakat muslim, label halal dan halal awareness menjadi faktor penting dalam keputusan pembelian. Tujuan Penelitian ini adalah untuk menganalisis pengaruh label halal, Korean wave, dan halal awareness baik secara simultan maupun secara partial terhadap minat beli Korean food pada generasi Z. Penelitian ini menggunakan metode kuantitatif dengan jenis penelitian asosiatif. Populasi dalam penelitian ini yaitu generasi Z yang pernah mengkonsumsi makanan korea dengan jumlah sampel sebanyak 385 responden. Metode dalam pengambilan sampel adalah nonprobability sampling dengan teknik purposive sampling dengan teknik pengumpulan data menggunakan kuesioner. Analisis data dalam penelitian ini menggunakan analisis regresi linear berganda dengan alat bantu SPSS versi 27. Hasil penelitian menunjukkan bahwa label halal,

Korean wave, dan halal awareness baik secara simultan maupun partial berpengaruh positif dan signifikan terhadap minat beli Korean food pada generasi Z.

Kata Kunci: *label halal; korean wave; halal awareness; minat beli.*

INTRODUCTION

The change in global consumption patterns in the 21st century has become a major indicator of the ongoing socio-cultural transformation. Consumers today no longer simply purchase products for basic needs, but also to express their personal identity, social affiliations, and the cultures they follow. One phenomenon that has drawn global attention is the spread of South Korean cultural influence, known as the Korean wave or hallyu (Larasati, 2018). The Korean wave not only encompasses entertainment aspects such as K-Pop music and Korean dramas, but also includes fashion, cosmetics, and Korean food. The impact of this phenomenon is felt not only in developed countries but also in developing countries like Indonesia. Among all, Korean food has become a very prominent part because of its aesthetic presentation, featured in various popular dramas, and its accessibility through social media. The popularity of Korean food in Indonesia is quite high, with popularity levels reaching around 52.5% to 59.9% from 2019 to 2021. Foods such as ramyeon, noodles, snacks, and kimchi are very favored by Indonesian consumers, especially among the younger generation like Generation Z, which is those born between 1997 and 2012.

According to data from the Central Statistics Agency in 2023, the population of Generation Z in Indonesia is about 27.94%, with approximately 74.93 million people. This makes it one of the largest age groups in Indonesia. Generation Z is known for being very close to digital technology, active on social media, and open to global trends. This situation makes Generation Z in Tulungagung a potential market for foreign products, including Korean food. With the increased viewing of K-dramas and mukbang (eating) content on YouTube, TikTok, and Instagram, Korean food has become more recognized and popular. Korean food outlets have begun to proliferate in urban centers, and many local MSMEs sell instant food such as tteokbokki, ramyeon, and kimbap. This trend indicates that the purchasing interest in Korean food among Generation Z is an increasing phenomenon.

Purchase intention is a psychological tendency of an individual to take action to purchase a product. In the context of Korean food, purchase intention becomes relevant as it involves more than just taste preferences; it also encompasses symbolic value, the desire to follow trends, and complex emotional influences (Nugroho and Mahendra, 2021). Purchase intention arises when a consumer is influenced by information about the product. This information can come from

various sources such as advertisements, recommendations, personal experiences, or social influences that shape the consumer's perceptions and motivations to make a purchase. However, in the context of Muslim societies such as Indonesia, the consumption of foreign products, including Korean food, poses unique challenges, particularly concerning the halal status of the products. This is where the role of halal labels, halal awareness, and the influence of the Korean wave become important to analyze.

The halal label is a certification mark that indicates that a product has undergone a verification process and is declared compliant with Islamic law (Davidson, 2021). Indonesia is one of the largest consumers of halal food in the world. According to the State of the Global Islamic Economy Report 2023, the market value of halal food in Indonesia reaches approximately USD 229.1 billion, making Indonesia the number one in the global halal food category (Putri, 2024). Therefore, the halal label becomes a very important aspect in shaping purchase interest towards foreign food products such as Korean food.

Korean food has become a tangible form of the influence of the Korean wave in the culinary sector. Foods such as ramyeon, tteokbokki, kimchi, bulgogi, and bibimbap are now not only available in traditional Korean restaurants, but have also been produced in instant forms and widely consumed by the Indonesian public. Based on data from e-commerce during the period of February 1-18, 2021, on Shopee and Tokopedia, the sales of frozen Korean food products documented a total of IDR 11.7 billion with over 448 thousand transactions. In Tulungagung, this phenomenon is also starting to develop, evident from the emergence of food entrepreneurs selling Korean food, both in the form of street vendors, cafes, and frozen products. There are at least 11 active Korean food stalls or restaurants in the Tulungagung area, indicating a strong interest from the community, particularly among the youth, in Korean cuisine.

Another important aspect is halal awareness, defined as the efforts of Muslims to be aware of which products are halal for them, whether in terms of food, beverages, or other uses. The awareness of consuming halal products is reflected in a Muslim's understanding of the production process that ensures a product is declared halal (Saputro, 2021). In the context of sharia, halal awareness is part of an individual Muslim's piety. Previous research found that halal awareness and halal certification simultaneously have a positive and significant influence on the consumption choices of Korean food among Generation Z (Sujianto, 2024). Research by Budiana (2023) stated that the Korean wave significantly contributes to the interest in purchasing Korean food products by 41.8% among students. And the research by Nugroho et al. (2017) which concludes that halal labels have a significant influence on the purchasing interest of Muslim consumers for Samyang noodles in the city of Malang also proves that halal labels, the Korean wave, and halal awareness play an important role in encouraging consumer behavior towards

Korean food among young Muslims.

In Tulungagung Regency, which has a majority Muslim population of 98.54%, it is important to examine the extent to which the Korean wave, halal labels, and halal awareness influence consumption behavior, particularly the interest in buying Korean food among Generation Z in Tulungagung. This research is conducted to address the need for a more comprehensive understanding of the factors that affect the interest in purchasing Korean food, especially among Generation Z in Tulungagung Regency. Unlike previous studies that tended to examine the influence of halal labels, the Korean Wave, or halal awareness separately, this study presents an integrative approach to these three variables within one analytical model.

LITERATURE REVIEW

This research is based on the Theory of Planned Behavior (TPB) developed by Icek Ajzen (1991). TPB explains that a person's behavior is influenced by three main factors: attitude toward the behavior, subjective norms, and perceived behavioral control. These three factors shape the intention to perform an action, which in this study is the interest in buying Korean food. The halal label and halal awareness reflect attitudes and perceptual control, while the Korean Wave reflects social norms and the pressure of popular culture that influence purchasing interest.

The halal label serves as a visual marker that reassures Muslim consumers that a product complies with Islamic law. 1) Risk Reduction Theory: Consumers often face uncertainty when purchasing products, particularly concerns about non-halal (haram) products. The halal label serves as a signal of quality and safety, reducing the perceived risk consumers perceive regarding religious and health aspects. With an official halal label (for example, from the BPJPH in Indonesia), consumers feel more assured and safe consuming the product, thereby reducing the perceived risk of Sharia non-compliance. 2) Brand Trust Theory: A credible and recognized halal label will increase consumer trust in the brand. Brand trust is consumer confidence in a brand's ability and intention to fulfill its promises, in this case, its halal commitment. The presence of a halal label builds a bridge of trust between producers and Muslim consumers, which is crucial for long-term relationships. The halal label is an important marker for Muslim consumers to ensure the halalness of a product. The existence of the halal label can increase consumer trust and drive purchase interest (Wardhana, 2024). In addition, halal awareness reflects the extent to which individuals understand, believe in, and prioritize the halalness of products in their daily consumption. Consumers with a high level of halal awareness tend to be more selective and loyal to halal-certified products (Suki and Suki, 2015).

Meanwhile, the Korean Wave (Hallyu) influences the consumption behavior of society, particularly Generation Z, who are heavily exposed to popular culture through social media.

Korean culture not only affects fashion and entertainment but also interest in traditional Korean food (Larasati, 2018). This influence of foreign culture shapes new consumption norms and preferences among young people.

The Hallyu (Korean Wave) phenomenon has spread Korean culture globally, influencing various aspects of life, including lifestyle and fashion. 1) Cultural Influence Theory: Culture is a major determinant of consumer behavior, especially for Muslims, where religion and culture are closely intertwined. The Korean Wave creates a subculture where fans adopt the lifestyles, fashions, and preferences of their idols. This cultural influence sparks curiosity and a desire to own related products, even leading to the adoption of certain beauty or fashion standards. 2) Consumer Identity Theory: Consumers often construct or express their identity through the products they consume. K-pop or K-drama fans may identify with their idols or Korean culture, and purchasing related products (including halal-inspired fashion products) becomes a way to affirm that identity within the fan community.

Halal awareness refers to the level of knowledge and concern of Muslim consumers regarding the current status of halal products and the importance of consuming halal products in accordance with Islamic law. 1) Religiosity Theory: Individual religiosity is an important factor motivating halal consumption behavior. The higher a person's level of religiosity, the more likely they are to have high halal awareness, seek certified products, and avoid doubtful matters. 2) Perceived Behavioral Control (PBC): PBC, a key component of the Theory of Planned Behavior (TPB), reflects the perceived ease or difficulty of performing a behavior (for example, purchasing a halal product). Consumers with high halal awareness tend to feel more capable and in control of ensuring the products they purchase are truly halal, as they know how to verify labels or seek adequate information.

Purchase intention is a consumer's likelihood or desire to purchase a product or switch to a particular brand. This variable is explained using the Theory of Planned Behavior (TPB) framework developed by Ajzen. TPB Components: Purchase intention is shaped by three main components: 1) Attitude toward the behavior: An individual's positive or negative evaluation of the act of purchasing the product. 2) Subjective norm: An individual's perception of social pressure to perform or not perform the behavior (e.g., advice from Muslim peers or family). 3) Perceived behavioral control: An individual's belief about the ease or difficulty of performing the behavior (as described previously).

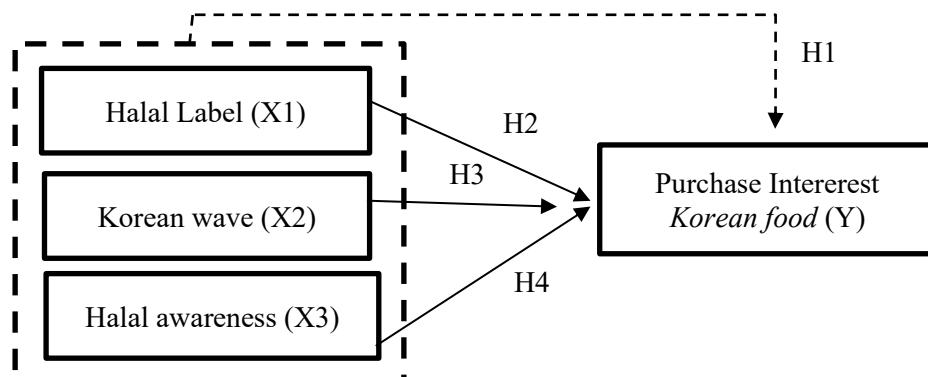
Several previous studies support the relationship among these variables. Research by Davidson et al. (2021) showed that halal labeling and country of origin significantly influence the purchasing decisions of imported food. Sujianto et al. (2021) also found that halal awareness has a significant impact on the consumption behavior of Muslim students. Meanwhile, Budiana

et al. (2021) discovered that the Korean Wave positively influences the purchasing interest for Korean food among students. Thus, the combination of religious values (halal), individual awareness, and the influence of popular culture forms a strong foundation for understanding the dynamics of interest in Korean food among Gen Z, especially in the Tulungagung region, which is beginning to experience the penetration of global culture.

Previous research consistently concludes that halal labels, cultural influence (the Korean Wave), and halal awareness, individually or as a pair, have a positive and significant influence on consumer purchase intention (e.g.,). The majority of studies confirm the important role of halal labels in enhancing trust and purchasing decisions in Muslim markets. The Korean Wave is recognized as a powerful global phenomenon influencing lifestyles, beauty standards, and purchase intentions for related products in Indonesia. Religiosity is a key driver of halal awareness and consumption behavior.

Research Gap: 1) Although the literature acknowledges the influence of Korean culture and the importance of the halal label, there is a lack of research that simultaneously integrates all three variables (Halal Label, Korean Wave, and Halal Awareness) into a single model to predict purchase intention, particularly in the context of fashion or cosmetic products influenced by the K-Wave but still requiring halal assurance. 2) Existing research often discusses the Korean Wave and the halal label separately, or only in the context of food. The gap lies in understanding how the influence of transnational popular culture (the Korean Wave) interacts with or is moderated by religiosity values (Halal Awareness and the Halal Label) on Muslim consumers adopting global trends. This model seeks to fill this gap by examining this integrated relationship.

RESEARCH METHOD



Note:

- Partial test
- Simoultant test

Figure 1. Conceptual Framework (Author, 2025)

This research uses a quantitative approach with associative research type. Quantitative research is used to determine the influence between variables in the study, namely the influence of Halal Labels, Korean wave, and Halal awareness on the purchase intention of Korean food products among Generation Z in Tulungagung.

The population for this study is Generation Z residing in Tulungagung who have consumed Korean food. The sampling technique used in this study is purposive sampling, which involves selecting samples based on certain considerations. Since the number of Generation Z teenagers in Tulungagung who have consumed Korean food is unknown, the formula used to determine the sample size is the Lemeshow formula, resulting in a sample of 385 respondents.

The data analysis technique uses Multiple Linear Regression operated with SPSS program V.27, with instrument testing using validity and reliability tests, classical assumption testing using normality tests, multicollinearity tests, and heteroscedasticity tests. Multiple Linear Regression analysis is used to determine the extent of the influence of each independent variable on the dependent variable. Additionally, the Coefficient of Determination (R^2) is used to see how much contribution the independent variables make in explaining the dependent variable.

RESULTS AND DISCUSSION

Result

Based on the validity test results for all statement items in the variables of Halal Label (X1), Korean wave (X2), Halal awareness (X3), and Purchase Intention (Y), it was found that all items met the validity criteria. This is evidenced by the r_{hitung} value of each item being greater than or equal to the r_{table} value of 0.1361 at a significance level of 0.05. Based on the results of the reliability test, it can be seen that all variables have a Cronbach's Alpha value above 0.6. This means that the items in all variables, both X1, X2, X3, and Y, are reliable.

Data is said to be normally distributed if the significance value is < 0.05 and conversely, data is not normally distributed if the significance value is > 0.05 . Based on the results of the normality test, the $sig.$ (2-tailed) value is $0.200 > 0.05$. This means that the data to be used is normally distributed. From the results of the multicollinearity test, it is known that the tolerance value of the halal label variable is 0.995 and the VIF value is 1.005, the tolerance value of the Korean wave variable is 0.992 and the VIF is 1.009, and the tolerance value of the halal awareness variable is 0.996 and the VIF is 1.004. This means that the halal label, Korean wave, and halal awareness variables do not exhibit multicollinearity symptoms. And based on the results of the heteroskedasticity test, the significance values are X1 of 0.225, X2 of 0.335, and X3 of 0.437, where all three variables are greater than 0.05, thus it can be concluded that there are no symptoms of heteroskedasticity.

Table 1 Results of Test F

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	F
1	Regression	510.076	3	170.025	618.482
	Residual	104.740	381	.275	
	Total	614.816	384		

a. Dependen Variable: Y
 b. Predictors: (Constant), X3, X2, X1

(Author's Data Processing Results, 2025)

Based on the results in table 1 above, it can be seen that the simultaneous test value of F calculated is 618.482, which is greater than the F table value of 2.63, with a significance level of $0.001 < 0.05$. This indicates that H1 is accepted while Ho is rejected, meaning that the variables of halal label, Korean wave, and halal awareness simultaneously have a significant effect on the purchase interest in Korean food among Generation Z in Tulungagung Regency.

Table 2 Results of Test T

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
B	Std. Error	Beta			
(Constant)	5.144	.776		6.631	.001
X1	.131	.008	.360	16.965	.001
X2	.262	.009	.618	29.081	.001
X3	.512	.022	.491	23.157	.001

a. Dependent Variable: Y

(Author's Data Processing Results, 2025)

Based on table 7, it can be concluded that the independent variables Halal Label (X1), Korean wave (X2), and Halal awareness (X3) partially affect the dependent variable, which is the Purchase Intention of Korean food (Y) as follows: a. The Effect of Halal Label (X1) on the Purchase Intention of Korean food (Y) The results of the t-test calculations in the table above show that the t value of Halal Label (X1) is $16.965 > t$ table 1.965 with a significance level of $0.001 < 0.05$. This indicates that the Halal Label (X1) has a positive and significant effect on the Purchase Intention of Korean food among Generation Z in Tulungagung. b. The Influence of the Korean wave (X2) on the Purchase Intention of Korean food (Y) The t-test calculation results in the table above show that the t-count value for the Korean wave (X2) is $29.081 > t$ table 1.965 with a significance level of $0.001 < 0.05$. This indicates that the Korean wave (X2) has a positive and significant influence on the Purchase Intention of Korean food among Generation Z in Tulungagung. c. The Influence of Halal awareness (X3) on the Purchase Intention of Korean food (Y) The t-test calculation results in the table above show that the t-count value for Halal awareness

(X3) is $23.157 < t$ table 1.965 with a significance level of $0.001 < 0.05$. This indicates that Halal awareness (X3) has a positive and significant influence on the Purchase Intention of Korean food products (Y) among Generation Z in Tulungagung.

Table 3 Results of the Coefficient of Determination Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.911 ^a	.830	.828	.524
redictors: (Constant), X3, X2, X1				
Dependen Variable: Y				

(Author's Data Processing Results, 2025)

Based on the output in the table above, it can be seen that the Adjusted R Square value is 0.828. This means that the contribution of the variables Halal Label, Korean wave, and Halal awareness to the Purchase Intention of Korean food is 82.8%. Meanwhile, the remaining 18.2% is influenced by other variables not discussed in this research.

Discussion

The Influence of Halal Label, Korean Wave, and Halal Awareness on Purchase Intention for Korean Food. The results of the regression analysis show that halal label, korean wave, and halal awareness simultaneously have a positive and significant effect on the purchase intention of Korean food among Generation Z in Tulungagung. This means that the higher the three factors, the greater the interest in purchasing Korean food, and vice versa. This indicates that the stronger the influence of the halal label, the greater the exposure to the Korean wave, and the higher the consumers' awareness of the halalness of products, the higher the interest of consumers, especially Generation Z in Tulungagung, to purchase Korean food products. This shows that consumer decisions, especially among Generation Z, to purchase Korean food are not influenced by a single factor, but rather by a combination of halal product legality, the influence of Korean pop culture, and awareness of halal values. The combination of these three factors becomes a determining factor in shaping purchase interest, where each factor reinforces the influence of the others.

These findings are in line with the theory of planned behavior (TPB), where halal labeling shapes consumers' positive attitudes towards Korean products because there is assurance that these products align with religious values and are safe to consume, while the Korean wave influences subjective norms where the social environment impacts individuals to engage in trends, including trying Korean food. Meanwhile, halal awareness will enhance behavioral control in choosing food that aligns with one's beliefs. This research is also supported by previous studies by Sujianto et al., which found that halal awareness and halal certification simultaneously have a positive and significant effect on the consumption choices of Korean food among Generation Z. Research by

Budiana et al. also states that the Korean wave significantly contributes to an interest in purchasing Korean food products by 41.8% among students.

The Influence of Halal Labels on Purchase Interest in Korean Food. The results of the regression analysis show that halal labels have a positive and significant effect on the purchase interest in Korean food among Generation Z in Tulungagung. This indicates that the higher consumer attention to halal labels on a Korean food product, the higher their purchase interest will be. Conversely, if the information regarding the halalness of the product is unclear or unavailable, the purchase interest tends to decline. In accordance with data showing that the majority of Tulungagung's population are Muslims, information on halal labels becomes an important factor in food purchasing decisions, including foreign foods such as Korean food. Within the framework of the Theory of Planned Behavior (TPB), the halal label can shape positive consumer attitudes towards a product, as the halal label is considered to reflect guarantees of safety, compliance with sharia, and quality that aligns with Islamic values. When Generation Z sees Korean food products labeled halal by LPPO MUI or other official halal certification bodies, they will feel more comfortable and confident in purchasing those products. This finding is supported by research from Nugraha et al. and Bernoldi and Sarudin, both of which found that the halal label is a key factor in forming trust and buying interest in food products among Muslim consumers.

The Influence of the Korean Wave on the Purchase Interest in Korean Food. The results of the regression analysis show that the Korean wave has a positive and significant effect on the purchase interest in Korean food among Generation Z in Tulungagung. This means that the greater the influence of Korean culture (Korean wave) such as Korean dramas, K-Pop music, reality shows, Korean influencers, and Korean lifestyle consumed by Generation Z, the higher their interest in buying and trying Korean food products. Conversely, if the influence of the Korean wave decreases, the interest in Korean food is also likely to decline. In the framework of the Theory of Planned Behavior (TPB), the Korean wave influences attitudes and subjective norms. Exposure to Korean culture through dramas, music, and social media shapes the perception that Korean food is part of a modern and trendy lifestyle. Generation Z, who idolize Korean artists, tends to have a positive attitude and is influenced by social pressure to try Korean food. These findings are in line with research by Budiana et al., which shows that the Korean wave has a significant impact on the interest in purchasing Korean food. The research by Yazly & Eka in Yogyakarta also confirms that Korean pop culture triggers purchase intentions even though halal awareness is not significant. Wulandari & Kurriwati demonstrated a similar thing with Mie Sedaap Selection products with Korean flavors, while Aulia found a significant influence of the Korean wave on interest in purchasing Korean skincare.

The Influence of Halal Awareness on the Purchasing Interest in Korean Food. The

regression analysis results show that halal awareness has a positive and significant effect on the purchasing interest in Korean food among Generation Z in Tulungagung. This indicates that the higher the consumer awareness, particularly among Generation Z, regarding the importance of the halal status of food products, the higher their intention to purchase Korean food that is believed to be halal. Conversely, low awareness of halal issues can decrease purchasing interest, even if the product is popular or viral. This research is in line with the Theory of Planned Behavior where halal awareness can influence the three main components that shape intention, namely attitude towards behavior, subjective norms, and perceived behavioral control. Consumers who are aware of the importance of halal tend to have a positive attitude towards halal-certified products, feel social support from their environment to choose halal products, and feel they have control over making consumption decisions that align with their religious values. These findings are reinforced by research from Sujianto et al., which found that halal awareness affects the consumption decisions of Generation Z at Lawson Kedai Tulungagung.

Another study by Suryowati & Nurhasanah also shows that understanding the ingredients, production processes, and halal guarantees plays an important role in shaping positive perceptions towards products. Furthermore, Izzuddin emphasized that Generation Z is capable of distinguishing between halal and non-halal products and applying that understanding in their purchasing decisions. Likewise, Savitri et al. stated that the awareness of the importance of halal consumption for health and personal well-being drives an increase in purchasing interest in halal products. Overall, the high level of halal awareness among young Muslim individuals is an important factor driving the interest in buying halal products, including Korean food, amid the dominance of global trends and popular culture.

Based on the research findings on the influence of Halal Labels, the Korean Wave, and Halal Awareness on Korean Food Purchase Intention among Generation Z in Tulungagung Regency, the following are practical implications for various stakeholders:

1. For Business Actors (MSMEs and the Korean Food Industry in Tulungagung):
 - a. Prioritize Halal Certification: Business actors must make halal certification a top priority, not just an add-on. A clear and validated halal label can increase trust and directly encourage purchasing interest among Muslim consumers, who make up the majority in the region.
 - b. Leverage the Korean Wave in Marketing: Use elements of the Korean Wave (such as Korean dramas, K-Pop, or social media trends) in marketing strategies. Promotion can be done by linking food products to popular scenes or using imagery trending among Generation Z.
 - c. Halal Education and Communication: Actively communicate the halal production

process and ingredients used. This can be done through social media content, product packaging, or at points of sale to increase consumer halal awareness.

- d. Halal Product Innovation: Developing a variety of halal-certified Korean food products to capture a wider market, ensuring that the available choices are not only trendy but also safe according to Islamic law.
- 2. For Halal Regulators (Regional Governments and Halal Certification Agencies)
 - a. Speed Up and Simplify the Certification Process: Regulators need to simplify bureaucracy and expedite the halal certification process for MSMEs in Tulungagung. Easy access and affordable costs will encourage more businesses to apply for certification.
 - b. Increase Halal Socialization and Education: Intensify public campaigns on the importance of halal labels and halal awareness. This will not only educate consumers (especially Generation Z) but also increase business compliance.
 - c. Strict Market Surveillance: Conduct routine surveillance of imported and local food products in circulation, ensure halal claims are validated, and prevent the circulation of unlabeled non-halal products.
- 3. For Korean Food Industry Players
 - a. Make Indonesia a Global Halal Product Base: Seeing the large market potential in Indonesia, Korean industry players can consider producing halal-certified food products specifically for the Indonesian market or even Southeast Asia.
 - b. Local Partnerships: Establish partnerships with local MSMEs or distributors in Tulungagung who understand the local halal regulatory landscape and culture to ensure effective market penetration.
 - c. Integrated Promotion: Integrating halal messages into Korean wave content (for example, featuring drama characters consuming halal-labeled food available in Indonesia) subtly increases halal awareness among fans.

Limitation

The scope of this study covers the influence of halal labels, Korean wave, and halal awareness on Korean food purchasing interest among Generation Z in Tulungagung Regency, with independent variables being halal labels, Korean wave, and halal awareness, and dependent variable being purchasing interest. The research population was Generation Z Muslims in Tulungagung, with a quantitative approach through questionnaires. The limitations of this study include the limited scope of variables, geographical coverage that only covers one regency, as well as technical and cultural constraints in obtaining more in-depth data related to religious motivation and personal consumption.

CONCLUSION

Based on the analysis and discussions explained in the previous chapter, the conclusions of this research are as follows: 1. Simultaneously, the Halal Label, Korean wave, and Halal awareness together have a positive and significant effect on the purchase interest in Korean food. This indicates that these three variables complement each other in forming the buying interest of Generation Z towards Korean food products. 2. The Halal Label (X_1) has a positive and significant effect on the purchase interest in Korean food (Y) among Generation Z in Tulungagung Regency. This means that the higher the trust in the halal label on Korean food products, the higher the consumer's purchasing interest in those products, and vice versa. This shows that the aspect of halal is still the main factor in purchase decisions, especially for Muslim consumers. 3. The Korean wave (X_2) has a positive and significant effect on the Purchase Intention of Korean food (Y). This means that the higher the influence of the Korean wave, the higher the interest in buying Korean food, and vice versa. This proves that the existence of Korean culture through music, dramas, celebrities, and social media promotions indirectly encourages Generation Z to be interested in buying Korean food products. 4. Halal awareness (X_3) also has a significant effect on the Purchase Intention of Korean food (Y). The greater a person's awareness of the importance of a product's halal status, the more likely they are to have an interest in purchasing products that align with religious principles, and vice versa.

Research Contributions: 1) **Theoretical Contributions:** This research contributes to the development of marketing and consumer behavior studies, particularly in the context of the halal product market and the influence of pop culture. Specifically, theoretical contributions include: **Strengthening the Theory of Halal Consumer Behavior:** This research strengthens the theory that halal aspects—as measured by the Halal Label and Halal Awareness variables—are crucial antecedents (driving factors) in Muslim consumers' purchasing decisions, even amidst the popularity of global products such as Korean food; **Integrating the Korean Wave in Purchase Intention Models:** This study integrates the Korean Wave phenomenon as a significant exogenous variable in purchase intention models. This demonstrates the need to incorporate the influence of global popular culture within a cross-cultural marketing theoretical framework; **Generation Z Segmentation Specification:** The results of this study specifically provide empirical evidence regarding how the combination of religiosity (halal awareness) and cultural exposure (Korean wave) shapes purchase intention in the Generation Z segment, which is known to be adaptive to global trends while still considering personal/religious values. 2) **Practical Contributions:** The results of this study are expected to provide insights and practical benefits for various parties, including: **For Korean Food Business Actors/Importers:** This study emphasizes the importance of

halal assurance. Business actors are advised to ensure that all marketed Korean food products have clear and recognized halal certification (for example, from the Ministry of Religious Affairs' Halal Product Guarantee Agency (BPJPH) and to actively promote this halal status to increase consumer trust and purchasing interest, particularly in areas such as Tulungagung Regency; For the Halal Product Guarantee Agency (BPJPH): These findings demonstrate high consumer awareness and demand for halal products. BPJPH can use this data as a basis for strengthening oversight and expediting the certification process for imported products, as well as increasing public awareness of the importance of halal labels to the public and local MSMEs wishing to produce similar foods; For Generation Z Consumers: This study can raise awareness among readers, particularly Generation Z, to be more critical and aware of the importance of checking halal labels before purchasing trendy imported food products, ensuring consumption complies with sharia principles.

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