

The Influence of Brand Awareness, Product Quality, Product Price, and Halal Awareness on Purchase Decisions on Shopee E-Commerce: An Analysis Based on Islamic Consumption Theory

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Abstract

Introduction: The rapid growth of e-commerce in Indonesia has intensified competition among online marketplaces, requiring platforms to better understand factors influencing consumers' purchasing decisions. This study aims to examine the effects of brand awareness, product quality, product price, and halal awareness on purchasing decisions among Shopee users from the perspective of Islamic Consumption Theory. **Method:** A quantitative approach was employed using a survey of 96 Shopee users selected through quota sampling. Data were analyzed using descriptive statistics, validity and reliability tests, multiple linear regression, t-tests, F-tests, and the coefficient of determination (R^2) with SPSS 26. **Results:** The findings reveal that brand awareness ($t = 3.721$; $p < 0.001$), product quality ($t = 4.698$; $p < 0.001$), and product price ($t = 3.521$; $p = 0.001$) have significant positive effects on purchasing decisions. In contrast, halal awareness does not significantly influence purchasing decisions ($t = 0.946$; $p = 0.347$). Simultaneously, all independent variables significantly affect purchasing decisions ($F = 419.418$; $p < 0.001$). The model explains 94.9% of the variance in purchasing decisions (Adjusted $R^2 = 0.946$). **Conclusion:** These findings suggest that functional and marketing-related factors remain the primary determinants of purchasing decisions on Shopee, while halal awareness plays a complementary role. The study contributes to consumer behaviour literature by integrating Islamic Consumption Theory into the analysis of e-commerce purchasing behaviour.

INTRODUCTION

The development of e-commerce in Indonesia has experienced remarkable growth in line with rapid advances in digital technology. E-commerce is no longer merely a platform for online buying and selling transactions but has evolved into one of the key economic sectors contributing significantly to the national economy. The value of e-commerce transactions in Indonesia has continued to increase annually. In 2023, the Gross Merchandise Value (GMV) of Indonesia's e-commerce market exceeded USD 62 billion (Ministry of Trade of the Republic of Indonesia, 2024). This growth reflects the strategic role of e-commerce in supporting economic activities, including the development of the Islamic economy.

The rapid expansion of e-commerce has also been driven by a significant increase in the number of users. In 2023, the number of e-commerce users in Indonesia reached 58.63 million and is projected to increase to 99.1 million by 2029 (Center for Data and Information Systems, 2024). This trend has intensified competition among major e-commerce platforms, such as Shopee, Tokopedia, and Lazada, which continuously compete by offering convenient transaction services, a wide variety of products, and attractive promotional strategies to retain existing customers and expand their market share.

Indonesia has one of the highest e-commerce penetration rates in Southeast Asia, reaching 21.56% in 2023 and projected to increase to 34.84% by 2029. Within this highly competitive market, Shopee has emerged as one of the largest e-commerce platforms in Indonesia by implementing aggressive marketing strategies, including free shipping programs and various discount campaigns. Although Tokopedia recorded the highest number of website visits during the second quarter of 2022, Shopee has maintained a substantial user base and strong market competitiveness (Ministry of Trade of the Republic of Indonesia, 2024).

In an increasingly competitive marketplace, consumers' purchasing decisions are influenced by various factors. Product price, product quality, and promotional activities are among the key determinants that attract consumer interest. In addition, consumers' perceptions of platform reputation and brand image play a significant role in shaping purchasing decisions. Purchasing decisions constitute an essential stage in the consumer decision-making process, involving both rational and emotional considerations before completing a transaction (Nuraeni & Irawati, 2021). Consumers generally prefer products that receive positive customer reviews, offer competitive prices, and provide secure and reliable transaction systems (Prilano et al., 2020; Silawati & Siregar, 2024).

Beyond economic and marketing considerations, halal awareness has become an increasingly important factor, particularly in Muslim-majority countries such as Indonesia. Halal awareness refers to consumers' level of knowledge and understanding regarding the halal status of products and services (Achmad & Fikriyah, 2021). Muslim consumers tend to avoid products with unclear halal status, especially those in halal-sensitive categories such as food and cosmetics (Adilah, n.d.). Previous studies have shown that consumers with higher levels of halal awareness are more likely to choose products that possess official halal certification (Fitria & Zuhirsyan, 2023).

Islamic Consumption Theory explains that consumer behaviour is not solely driven by utility maximization but also by compliance with Islamic values, including halal, tayyib, moderation (*wasatiyyah*), and the avoidance of wastefulness (*israf*). According to Islamic economics, purchasing decisions should consider not only economic benefits but also ethical and religious responsibilities. Consequently, consumers are expected to evaluate products based on both functional attributes (such as quality and price) and spiritual considerations, including halal compliance and trustworthiness. This theoretical perspective provides an appropriate foundation for explaining purchasing behaviour among Muslim consumers in Indonesia.

Price is also an important factor influencing consumers' purchasing decisions on e-commerce platforms. Consumers generally compare product prices across different platforms before making a purchase decision. Prices that are perceived as reasonable and consistent with product quality, combined with promotional programs such as discounts and special offers, can significantly increase consumers' purchase intentions (Febriani & Dewi, 2019; Wibowo & Prabawani, 2021). On the other hand, product quality remains a primary determinant of consumer satisfaction and loyalty, particularly in e-commerce transactions where consumers are unable to physically inspect or evaluate products before making a purchase (Solikhah, 2024).

In addition to product quality and price, brand awareness also plays a crucial role in influencing purchasing decisions. Consumers tend to place greater trust in and prefer products from well-established and recognizable brands over those from less familiar brands (Solikhah, 2024). Strong brand awareness enhances consumer confidence, reduces perceived purchasing risk, and increases the likelihood of repeat purchases (Wibowo & Prabawani, 2021).

Although numerous studies have examined the determinants of purchasing decisions in e-commerce, several important gaps remain. First, previous studies have generally investigated brand awareness, product quality, price, and halal awareness separately or only partially, resulting in fragmented explanations of consumer purchasing behaviour. Second, most previous research has focused on specific product categories, such as halal food, cosmetics, or skincare, rather than examining purchasing decisions across a broader e-commerce platform. Third, despite Indonesia being the largest Muslim-majority country, only a limited number of studies have incorporated Islamic Consumption Theory as the primary theoretical foundation for explaining consumer purchasing decisions in digital commerce. Therefore, this study offers novelty by integrating marketing factors and halal awareness within the framework of Islamic Consumption Theory to explain purchasing decisions among Shopee consumers in Indonesia.

Previous studies have reported mixed findings regarding the factors influencing purchasing decisions on e-commerce platforms. Adilah (2023) found that halal awareness has a significant positive effect on consumers' purchasing decisions for food products. Similarly, Fitria and Zuhirsyan (2023) reported that product quality positively influences purchasing decisions for skincare products sold through e-commerce platforms. In contrast, Solikhah

(2024) identified product price as the most dominant factor affecting purchasing decisions for fashion products. Other studies have also demonstrated that brand awareness has a strong positive relationship with consumers' purchasing decisions (Choirunnida & Prabowo, 2024; Wibowo & Prabawani, 2021).

Despite these findings, several research gaps remain. Previous studies have primarily examined the influence of individual factors or focused on specific product categories, such as food, cosmetics, and fashion products, resulting in inconsistent findings regarding the determinants of purchasing decisions in e-commerce. Furthermore, limited research has simultaneously examined the combined effects of brand awareness, product quality, product price, and halal awareness within a single model using the perspective of Islamic Consumption Theory. Therefore, this study addresses these gaps by investigating the simultaneous effects of these variables on purchasing decisions among Shopee users in Indonesia.

Although Shopee offers a wide variety of products at competitive prices, many consumers remain hesitant to make online purchases due to concerns about product quality and the clarity of halal certification. Accordingly, this study aims to examine the effects of brand awareness, product quality, product price, and halal awareness on purchasing decisions among Shopee users by adopting the perspective of Islamic Consumption Theory.

RESEARCH METHOD

This study employed a descriptive quantitative research approach to examine the effects of several independent variables on the dependent variable in an objective and measurable manner. A quantitative approach was selected because the study is grounded in the positivist paradigm and focuses on hypothesis testing through statistical analysis of numerical data collected from respondents. Specifically, this study adopted a descriptive quantitative design by collecting data through a structured questionnaire to describe the actual conditions of the research object and analyze the relationships among the variables. This approach enabled the researchers to explain the investigated phenomenon based on empirical evidence and test the proposed hypotheses (Sugiyono, 2020).

The study utilized both primary and secondary data. Primary data were collected directly from respondents through a questionnaire distributed to consumers who had previously made purchases on the Shopee e-commerce platform. These data reflected respondents' perceptions of brand awareness, product quality, product price, halal awareness, and purchasing decisions. Secondary data were obtained from supporting sources, including books, scientific journal articles, reports, and other documents relevant to the research topic. The target population consisted of all Shopee users. Since the population size was extremely large and could not be accurately determined, a non-probability sampling technique employing quota sampling was used. The sample size was determined using Cochran's formula with a confidence level of 95% and a margin of error of 10%, resulting in a final sample of 96 respondents. The respondent selection criteria included: (1) active Shopee users, (2) individuals aged between 18 and 50 years, and (3) both male and female consumers.

RESULT

This study utilizes primary data obtained from 96 respondents who are Shopee e-commerce users and have made a purchase. Data were collected via a questionnaire using a five-point Likert scale and subsequently analyzed using SPSS software version 26.

1. Descriptive Statistics

Table 1. Descriptive Statistics of Brand Awareness (X1)

	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	96	2	5	4.10	0.92
X1.2	96	1	5	4.06	1.27
X1.3	96	1	5	3.90	1.09
X1.4	96	1	5	4.00	1.11
X1	96	5	19	16.06	3.62

The descriptive statistics indicate that the Brand Awareness variable has a total mean score of 16.06, suggesting that respondents exhibit a relatively high level of brand awareness. All measurement items obtained mean scores close to or above 4.00, indicating that the majority of respondents agreed or strongly agreed with the statements related to brand awareness. The moderate standard deviation values indicate a reasonable variation in responses, suggesting that respondents' perceptions of brand awareness were generally positive and relatively consistent.

Table 2. Descriptive Statistics of Product Quality (X2)

	N	Minimum	Maximum	Mean	Std. Deviation
X2.1	96	1	5	3.96	1.09
X2.2	96	1	5	4.02	1.03
X2.3	96	1	5	4.11	1.04
X2.4	96	1	5	4.00	1.12
X2.5	96	1	5	4.16	1.00
X2.6	96	1	5	3.83	1.14
X2	96	9	28	24.08	4.89

The Product Quality variable achieved a total mean score of 24.08, indicating that respondents perceived the quality of products purchased through Shopee as good to very good. All measurement items recorded mean scores above 3.80, reflecting positive perceptions regarding product quality attributes. The moderate standard deviation values suggest some variation in respondents' opinions; however, the findings indicate that respondents generally agreed that the products met their expectations.

Table 3. Descriptive Statistics of Product Price (X3)

	N	Minimum	Maximum	Mean	Std. Deviation
X3.1	96	1	5	3.99	1.00
X3.2	96	1	5	4.02	1.17
X3.3	96	1	5	4.02	1.08
X3.4	96	1	5	3.96	1.11
X3.5	96	1	5	3.98	1.11
X3	96	8	24	19.97	4.25

The descriptive analysis shows that the Product Price variable obtained a total mean score of 19.97, indicating that respondents generally perceived product prices as fair and appropriate. The mean values of individual items were close to 4.00, suggesting that most respondents agreed that the prices were commensurate with the value and benefits received. The moderate level of standard deviation indicates that respondents' perceptions regarding product prices were relatively stable.

Table 4. Descriptive Statistics of Halal Awareness (X4)

	N	Minimum	Maximum	Mean	Std. Deviation
X4.1	96	1	5	4.01	1.07
X4.2	96	1	5	4.13	1.08
X4.3	96	1	5	3.93	1.22
X4	96	3	15	12.06	2.85

The Halal Awareness variable recorded a total mean score of 12.06, indicating that respondents demonstrated a relatively high level of awareness regarding halal issues. Item X4.2 obtained the highest mean score, suggesting that respondents paid considerable attention to the halal status of products. The relatively low standard deviation indicates limited variation in responses, implying that respondents' perceptions of halal awareness were generally homogeneous.

Table 5. Descriptive Statistics of Purchasing Decision (Y)

	N	Minimum	Maximum	Mean	Std. Deviation
Y.1	96	1	5	4.17	0.95
Y.2	96	1	5	4.08	1.10
Y.3	96	1	5	4.01	1.09
Y.4	96	1	5	3.96	1.10

The Purchasing Decision variable achieved a total mean score of 24.39, indicating a high tendency among respondents to make purchasing decisions through Shopee. All measurement items recorded mean scores above 3.90, demonstrating that

most respondents agreed with the statements related to purchasing decisions. The moderate standard deviation suggests relatively consistent purchasing behavior among respondents.

Overall, the descriptive analysis indicates that respondents reported relatively high perceptions of brand awareness, product quality, and product price. Shopee's brand awareness was perceived positively, as reflected in respondents' ability to recognize the platform's brand, logo, and shopping experience. Likewise, product quality received favorable evaluations, particularly regarding the consistency between product descriptions and the products received, product appearance, and overall reliability.

2. Validity Test

Table 6. Validity Test of Brand Awareness (X1)

Item	Pearson Correlation	Sig.	Validity
X1.1	0.873	0.000	Valid
X1.2	0.865	0.000	Valid
X1.3	0.729	0.000	Valid
X1.4	0.836	0.000	Valid

Table 7. Validity Test of Product Quality (X2)

Item	Pearson Correlation	Sig.	Validity
X2.1	0.754	0.000	Valid
X2.2	0.726	0.000	Valid
X2.3	0.804	0.000	Valid
X2.4	0.757	0.000	Valid
X2.5	0.698	0.000	Valid
X2.6	0.819	0.000	Valid

Table 8. Validity Test of Product Price (X3)

Item	Pearson Correlation	Sig.	Validity
X3.1	0.746	0.000	Valid
X3.2	0.767	0.000	Valid
X3.3	0.744	0.000	Valid
X3.4	0.794	0.000	Valid
X3.5	0.827	0.000	Valid

Table 9. Validity Test of Halal Awareness (X4)

Item	Pearson Correlation	Sig.	Validity
X4.1	0.833	0.000	Valid
X4.2	0.829	0.000	Valid
X4.3	0.878	0.000	Valid

Table 10. Validity Test of Purchasing Decision (Y)

Item	Pearson Correlation	Sig.	Validity
Y1	0.795	0.000	Valid

Y2	0.771	0.000	Valid
Y3	0.771	0.000	Valid
Y4	0.756	0.000	Valid
Y5	0.867	0.000	Valid
Y6	0.871	0.000	Valid

Based on the Pearson correlation analysis, all measurement items for Brand Awareness (X1), Product Quality (X2), Product Price (X3), Halal Awareness (X4), and Purchasing Decision (Y) produced significance values of 0.000 ($p < 0.05$). These findings indicate that all questionnaire items are valid and adequately measure their respective constructs. Therefore, all measurement items were retained for further statistical analysis.

3. Reliability Test

Table 11. Reliability Test Results

Variabel	Cronbach's Alpha	Total Item	Reliability
Brand Awareness (X1)	0.838	4	Reliable
Kualitas Produk (X2)	0.854	6	Reliable
Harga Produk (X3)	0.834	5	Reliable
Halal Awareness (X4)	0.802	3	Reliable
Keputusan Pembelian (Y)	0.890	6	Reliable

The reliability analysis revealed that all variables obtained Cronbach's Alpha coefficients above 0.70, indicating satisfactory internal consistency. Therefore, all research instruments were considered reliable and suitable for subsequent regression analysis.

4. Coefficient of Determination (R^2)

Table 12. Coefficient of Determination

R	R Square	Adjusted R Square
0.974	0.949	0.946

The coefficient of determination (R^2) was 0.949, with an adjusted R^2 of 0.946. This indicates that 94.9% of the variation in purchasing decisions can be explained jointly by brand awareness, product quality, product price, and halal awareness, while the remaining 5.1% is attributable to other factors not included in the research model.

5. Partial Significance Test (t-test)

Table 13. Results of the Partial t-test

Variabel	t hitung	Sig.	Keterangan
Brand Awareness (X1)	3.721	0.000	Berpengaruh
Kualitas Produk (X2)	4.698	0.000	Berpengaruh
Harga Produk (X3)	3.521	0.001	Berpengaruh
Halal Awareness (X4)	0.946	0.347	Tidak Berpengaruh

The results of the t-test indicate that Brand Awareness, Product Quality, and Product Price have significant positive effects on purchasing decisions, as evidenced by significance values below 0.05. In contrast, Halal Awareness does not have a statistically significant effect on purchasing decisions because its significance value exceeds 0.05.

6. Simultaneous Significance Test (F-test)

Table 14. Results of the Simultaneous F-test

F Value	Sig.
419.418	0.000

The F-test produced an F-statistic of 419.418 with a significance value of 0.000 ($p < 0.05$). These results demonstrate that Brand Awareness, Product Quality, Product Price, and Halal Awareness jointly have a significant effect on Purchasing Decisions.

Discussion

1. The Effect of Brand Awareness on Purchasing Decisions

The findings indicate that brand awareness has a positive and statistically significant effect on purchasing decisions among Shopee users. This result suggests that consumers' familiarity with the Shopee brand plays a crucial role in shaping their preferences and confidence when engaging in online shopping. Consumers who are able to recognize, recall, and associate Shopee with positive shopping experiences are more likely to trust the platform and complete online transactions. Brand awareness serves as the initial stage of the consumer decision-making process because well-established brands are more readily recalled when consumers search for products or services.

In the highly competitive e-commerce environment, where consumers are faced with numerous platforms and sellers, brand awareness functions as an important differentiating factor. Through extensive advertising campaigns, promotional activities, and widespread market presence, Shopee has successfully established a strong brand image in consumers' minds. This positive image reduces consumers' perceived transaction risk and increases their confidence in purchasing through the platform. From the perspective of Islamic Consumption Theory, consumer trust (*amanah*) and transparency are fundamental ethical values in commercial transactions. A reputable and well-recognized platform is therefore more likely to encourage purchasing decisions by enhancing consumers' confidence in the fairness and reliability of online transactions. Consequently, a higher level of brand awareness significantly increases consumers' likelihood of choosing Shopee as their preferred e-commerce platform.

2. The Effect of Product Quality on Purchasing Decisions

The results also demonstrate that product quality has a positive and statistically significant effect on purchasing decisions. This finding confirms that Shopee consumers consider product quality as one of the most important determinants when making purchasing decisions. Product quality encompasses not only product performance but also the consistency between the product description and the actual product received,

reliability, durability, and visual attributes such as design and packaging. Since consumers cannot physically inspect products before purchase in an online shopping environment, perceived product quality becomes a critical factor influencing purchasing decisions.

High product quality strengthens consumers' trust in both sellers and the e-commerce platform as a whole. When consumers perceive that the products received meet or exceed their expectations, they experience greater satisfaction and lower levels of perceived purchasing risk. Conversely, poor product quality may result in dissatisfaction and discourage future purchases. According to Islamic Consumption Theory, consumers are encouraged to purchase products that provide genuine benefits (*maslahah*) while avoiding deception (*gharar*). Therefore, ensuring product quality is consistent with Islamic business ethics and contributes not only to initial purchasing decisions but also to long-term customer satisfaction and loyalty.

3. The Effect of Product Price on Purchasing Decisions

The findings reveal that product price has a positive and statistically significant effect on purchasing decisions among Shopee users. This indicates that consumers carefully evaluate whether the price paid is proportional to the quality and benefits of the products received. In today's competitive e-commerce environment, consumers can easily compare prices across different sellers and platforms, making price an important determinant of purchasing decisions.

Affordable and competitive prices are more likely to encourage consumers to purchase products, particularly when accompanied by promotional campaigns such as discounts, vouchers, cashback offers, and free shipping programs. Consumers are motivated to complete purchases when they perceive that they receive greater value than the costs incurred. This finding is also consistent with Islamic Consumption Theory, which emphasizes moderation (*wasatiyyah*) and rational spending by encouraging consumers to seek fair prices while avoiding extravagance (*israf*). Therefore, pricing strategies that are transparent, competitive, and aligned with product quality play an essential role in attracting and retaining customers in the e-commerce marketplace.

4. The Effect of Halal Awareness on Purchasing Decisions

Unlike the other independent variables, halal awareness does not have a statistically significant effect on purchasing decisions. This finding suggests that, in the context of general online shopping through Shopee, consumers' awareness of halal issues is not the primary determinant of their purchasing decisions. Instead, respondents appear to prioritize universal product attributes such as brand reputation, product quality, and price over halal considerations.

The insignificant effect of halal awareness suggests that although respondents generally possess a high level of awareness regarding halal issues, this awareness does not necessarily translate into actual purchasing decisions. According to Islamic Consumption Theory, halal considerations become particularly important when consumers purchase products directly associated with religious obligations, such as food, beverages, cosmetics, and pharmaceutical products. However, Shopee offers a broad range of product

categories, many of which are not directly related to halal certification. Consequently, respondents may place greater emphasis on functional considerations, including product quality, competitive pricing, and brand reputation, rather than halal status.

These findings indicate that halal awareness functions as a contextual rather than a universal determinant of purchasing behaviour. Its influence largely depends on the type of product being purchased. Therefore, future studies focusing on halal-sensitive product categories are likely to identify a stronger relationship between halal awareness and purchasing decisions.

5. The Simultaneous Effects of Brand Awareness, Product Quality, Product Price, and Halal Awareness on Purchasing Decisions

The simultaneous analysis demonstrates that brand awareness, product quality, product price, and halal awareness collectively have a significant effect on purchasing decisions. This finding confirms that consumers' purchasing decisions on Shopee are influenced by multiple factors rather than by a single determinant. Although each variable contributes differently to the decision-making process, their combined effects significantly explain consumers' purchasing behaviour.

Among the independent variables, brand awareness, product quality, and product price emerged as the dominant determinants of purchasing decisions, whereas halal awareness played a complementary role within the proposed model. These findings suggest that purchasing decisions in e-commerce are primarily influenced by marketing-related and functional product attributes, while religious considerations become secondary in the context of general online shopping.

Furthermore, the model produced an Adjusted R^2 value of 0.946, indicating that the four independent variables explain approximately 94.6% of the variance in purchasing decisions. This exceptionally high explanatory power may be attributed to the conceptual closeness among the independent variables and purchasing decisions, as well as the relatively homogeneous characteristics of the respondents. Nevertheless, future studies should employ larger and more heterogeneous samples to assess the robustness and generalizability of these findings.

Overall, the findings support Islamic Consumption Theory, which proposes that Muslim consumers consider both economic utility and ethical values in their purchasing decisions. However, the results also indicate that in the context of general e-commerce transactions, functional marketing factors—including brand awareness, product quality, and product price—remain the dominant determinants of consumer purchasing behaviour, whereas halal awareness exerts a more contextual influence depending on the nature of the products being purchased.

Conclusion and Recommendations

Based on the results of the data analysis and discussion, this study concludes that brand awareness has a positive and statistically significant effect on consumers' purchasing decisions on the Shopee e-commerce platform. This finding indicates that consumers'

familiarity with the Shopee brand plays a crucial role in encouraging purchasing decisions. The greater consumers' ability to recognize, recall, and associate themselves with the Shopee brand, the more likely they are to choose Shopee as their preferred online shopping platform. This result confirms that strong brand equity represents a strategic asset for building consumer trust in an increasingly competitive e-commerce environment.

The study also demonstrates that product quality has a positive and significant effect on purchasing decisions. Consumers place considerable importance on the quality of products received, particularly regarding the consistency between product descriptions and the actual products, product reliability, durability, and visual appearance. High-quality products increase consumer confidence and satisfaction, thereby encouraging more favorable purchasing decisions.

Furthermore, product price significantly influences purchasing decisions, indicating that consumers carefully evaluate whether product prices are consistent with the quality and benefits obtained. Competitive, affordable, and value-based pricing strategies enhance consumers' willingness to purchase products through e-commerce platforms.

In contrast, halal awareness does not have a statistically significant effect on purchasing decisions. This finding suggests that, in the context of general online shopping through Shopee, halal awareness is not the primary determinant of consumers' purchasing decisions. Instead, consumers tend to prioritize universal marketing factors, including brand awareness, product quality, and product price, particularly when purchasing products that are not directly associated with halal-sensitive categories.

Nevertheless, the simultaneous analysis confirms that brand awareness, product quality, product price, and halal awareness collectively have a significant effect on purchasing decisions. This indicates that consumers' purchasing behaviour results from the combined influence of multiple determinants rather than a single factor. Overall, the findings suggest that purchasing decisions on Shopee are predominantly influenced by marketing-related and functional product attributes, while halal awareness serves as a complementary factor whose influence depends on the type of products being purchased.

From a theoretical perspective, this study contributes to the literature on Islamic marketing and consumer behaviour by demonstrating that Islamic Consumption Theory remains relevant for explaining purchasing behaviour in digital marketplaces. However, the findings also indicate that functional marketing variables continue to exert a stronger influence than religious considerations in general e-commerce settings. These results enrich the application of Islamic Consumption Theory by highlighting that the role of halal awareness is context-dependent and varies according to product categories.

This study has several limitations. First, the relatively small sample size of 96 respondents may limit the generalizability of the findings. Second, the use of a non-probability quota sampling technique restricts the representativeness of the sample. Third, the study focuses exclusively on Shopee users, limiting the applicability of the findings to other e-commerce platforms. These limitations should be considered when interpreting the results.

Future research is encouraged to investigate other factors that may influence purchasing decisions, such as trust, service quality, promotional strategies, application usability, perceived risk, religiosity, and customer satisfaction. Researchers are also encouraged to employ probability sampling techniques, involve larger and more diverse samples, and compare multiple e-commerce platforms to improve the generalizability of the findings. Furthermore, future studies should focus on halal-sensitive product categories, such as food, beverages, cosmetics, and pharmaceutical products, to provide a more comprehensive understanding of the role of halal awareness in consumer purchasing behaviour.

From a practical perspective, the findings provide several managerial implications. For Shopee, the results suggest the importance of continuously strengthening brand awareness through consistent marketing communication, brand image enhancement, and ongoing innovation in platform features to maintain consumer trust and loyalty. For online sellers and manufacturers, maintaining high product quality, ensuring consistency between product descriptions and actual products, and implementing competitive pricing strategies are essential for increasing purchasing decisions. Finally, consumers are encouraged to make purchasing decisions more wisely by considering not only price and product quality but also broader ethical considerations that align with their personal values and the principles of Islamic consumption.

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