

# Muslim Consumers' Purchasing Decisions on Halal Food Products Using Online Delivery Services During the Covid-19 Pandemic: Lessons from Bogor City, Indonesia

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## Abstract

**Purpose:** This study aims to explore the factors influencing halal food consumption and purchasing decisions during the COVID-19 pandemic in Bogor City, Indonesia, focusing on the impact of religious beliefs, health consciousness, and safety concerns.

**Methods:** A quantitative approach was employed, utilizing a survey conducted with 200 consumers in Bogor City. Data were collected using a structured questionnaire and analyzed using SPSS for descriptive statistics and regression analysis.

**Results:** The results show that religious beliefs significantly affect halal food purchasing decisions, with health consciousness and safety concerns also playing a vital role. The pandemic heightened the importance of food safety and health among consumers, influencing their purchasing behavior.

**Conclusion:** The findings suggest that halal food consumption is strongly influenced by religious factors, while health-related concerns have gained prominence during the pandemic. This highlights the growing importance of safety and quality in consumers' decision-making processes.

**Limitation:** The study is limited to Bogor City, which may not fully represent other regions in Indonesia. Additionally, the sample size of 200 respondents may not capture the diversity of the broader population.

**Contribution:** This study contributes to the understanding of consumer behavior in the context of halal food and provides valuable insights for businesses in the food industry to adapt their strategies in the post-pandemic era, particularly in Muslim-majority countries.

**Keywords:** Halal Labeled Food Product, Logistic Regression, Promotions, Purchasing Decisions, Social Factors

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## 1. Introduction

Indonesia has succeeded in transforming all of its population's activities to digital, which has even spread into different elements of their lives. Over the previous five years, the number of Internet users has expanded significantly. According to the Association of Indonesian Internet Service Providers (APJII) more than half of Indonesian residents, or around 132.7 million Indonesian citizens, were linked to the Internet network in 2018 (Wahyunengseh, Hastjarjo, Mulyaningsih, & Suharto, 2020). These conditions encourage the development of various smartphone-based applications and platforms that require users to be online. The first is the ride-sourcing platform, which is commonly utilized by Transportation Network Companies (TNC) or organizations involved in the ride-sourcing sector to link service customers and drivers, such as Grab, Uber, and the local TNC, Go-Jek. Meanwhile, the number of smartphone users has increased to 177.9 million. According to the 2018 National Labor Force Survey, the number of online motorcycle taxi drivers in Indonesia reached 572,202 (BPS, 2018).

Currently, online motorcycle taxis have transformed, no longer only providing services for transporting people or humans, but have penetrated online ordering and food delivery services as well. In Bogor, a feature for ordering food via online motorcycle taxi services has been added and can be used by online motorcycle taxi application users. For example, the quality is named Go-Food in Go-Jek, and Grab is called GrabFood. With services such as Go-Food and GrabFood, the impact on economic growth, which initially reached only 5.0% in 2017, increased to 5.17% in 2018 (BPS, 2018). The government is pinning its hopes on the growth of the food delivery service industry in the future to provide more renewable innovation space for MSME entrepreneurs throughout Indonesia to raise their class level and increase the number of business sales.

Everyone who accepts Islam as their faith is commanded by Allah SWT to ingest and assimilate any form of halal food, tayyib (good), into their body. Surah Al-Baqarah verse 168 includes the mandate (Syahputra, Faizin, Safik, & Ma'ali, 2023). Muslim customers realize the significance of eating halal food (Mathew, 2014). According to Sharia law, halal food preserves the cleanliness, purity, and safety of goods, including raw ingredients and manufacturing procedures. Not only Muslims but also non-Muslims are interested in numerous sorts and varieties of halal items. This is because halal items have assured quality. After all, they went through several well-guarded phases throughout the production process. The government has established halal guarantee certification agencies to maintain consumer confidence in halal products (Fatmawati, 2019).

Halal certification agencies have been formed in numerous countries to certify food, beverages, medications, and beauty items such as cosmetics. In Indonesia, the Indonesian Ulema Council (MUI) oversees halal certification. The Halal Product Protection Act (UU) mandates only halal-certified items, including restaurant branding, to have halal labeling on their packaging. A sign that mentions "Pork Free" or "No Pork" at a restaurant does not make it Halal. The significance of halal certification is to avoid customer misunderstanding while selecting halal items.

Halal food includes aspects of cleanliness, sanitation, and safety for halal food to be easily accepted by customers (Baharuddin, Kassim, Nordin, & Buyong, 2015). Restaurants, as producers of ready-to-eat halal food, need halal requirements to ensure the halalness of their products. Food makers must modify their marketing approach and consider promoting halal food in their goods, particularly during the COVID-19 pandemic, when people require halal and healthful food.

Bogor City is one of the cities in Indonesia with a Muslim-majority population. According to data released by the Bogor City BPS in 2020, the Muslim population dominates the city, with a figure reaching 969,343 people out of a total population of 1,131,143 in Bogor City. Based on articles issued by the National Standardization Agency in 2014, the Government in charge of the Bogor City area has planned a program called "Bogor City Towards Halal City," which was launched to protect the public, especially the Muslim community, from unclear halal status in food products (Hariani & Dinitri, 2020).

The COVID-19 pandemic necessitated clean living habits, including hygiene and food composition, which affect human health. This condition shares the same vision as the Indonesian government, which is attempting to increase discipline and enforce the law through Presidential Decree No. 6 of 2020 concerning Increasing Discipline and Law Enforcement of Health Protocols in the Prevention and Control of COVID-19 Infection Rates. On August 4, 2020, President Jokowi issued a Presidential Instruction to the heads of non-ministerial government agencies, regents/mayors, ministers, the Commander of the Indonesian Armed Forces, and governors. This policy was created to provide legal certainty regarding the implementation of actions for people who do not comply with health protocols (Fitriyani, Handayani, & Sari, 2025; Panggabean, 2022).

The availability of public space and facilities is used as a crowded place by the community to carry out social activities and meet their daily necessities. Crowds and migrations of people in public areas and locations have the possibility and danger of spreading COVID-19, resulting in a high infection rate. The Indonesian government is taking steps to minimize the impact of the COVID-19 pandemic on the Indonesian economy. The community's clean-living behavior consists of following the regulations and

acclimating to new habits (new normal) so that individuals may return to their regular lives effectively while avoiding infection and spread of COVID-19 (Sofianto, Zuhri, Febrian, & Ambarwati, 2022).

The objectives of this study are as follows: first, to explore how consumers in Bogor City choose halal food products, particularly in online settings; second, to analyze the impact of demographic factors (such as religiosity, income, and education) on consumer decision-making for halal food; and third, to identify the key factors influencing the choice to purchase halal food products via online delivery platforms, as influenced by perceptions of halal product quality, safety, and consumer behavior (Djunaidi, Oktavia, Fitriadi, & Setiawan, 2021).

## 2. Literature Review

Halal Product Guarantee is a legal foundation or source of law in Indonesia, as specified in Law (UU) No. 33 of 2014 concerning Guarantees for Halal Products (Purwanto, Jati, & Rofiq, 2021). According to this law, the term "halal" provides legal protection for adherents of Islamic teachings regarding the use and/or consumption of various products, such as halal food, drinks, and medicines. The Halal Product Assurance Supervisor (JPH) guarantees the manufacturing of halal-certified items. Officers who supervise must carry out their tasks with full responsibility and in a methodical manner in conformity with the law. According to Government Regulation (PP) Number 31 of 2019, Article 35, the tasks performed by the supervisory officer for halal product assurance are performed individually or jointly with related institutions, relevant ministries, and/or regional governments in accordance with their respective duties and functions.

The JPH is authorized to check halal product assurances. A JPH supervisor is mandated by an authorized authority in their agency. As business actors submit information, halal product guarantee supervisors are expected to keep product formulations private. Halal product guarantee supervisors must bring several documents, including an assignment letter, wear identification, take monitoring minutes, and report the results of supervision. Halal certification is given to provide halal status to a type of product. The purpose of having a certificate or what can be called verification that a product is declared halal is to confirm the halal status to reassure the mind and avoid feelings of anxiety among Muslim consumers. However, many cases of ignorance caused by business owners are unaware of the need to keep up with developments in regulatory reform, resulting in a minimal awareness rate of company owners registering their products to obtain halal certificates from the MUI (Mardianto, Parakkasi, & Muthiadin, 2025; Masri, Irianto, Masriani, & Falah, 2025).

Online delivery is a service that can be accessed via an app or smartphone. Grab® and GoJek® are two applications that have been able to provide online delivery services. These two applications have had a beneficial influence on customers in terms of receiving the food they desire, and they can acquire it all in a broad variety of places solely through the media of smartphones without having to come directly to these businesses. Online delivery businesses can provide appealing promotions, such as discounted rates or free shipping (Hasanah & Rakhmawati, 2025; Kapriani & Ibrahim, 2022).

A pandemic is an outbreak of illness that has spread across a huge region, such as the entire world, and typically affects a significant number of people. According to the World Health Organization (WHO), a pandemic occurs when a disease spreads beyond its borders (Madhav, Oppenheim, & Gallivan, 2017). It is not a pandemic if a certain sickness or ailment has spread extensively or has killed many people. However, that sickness or condition must also infect other living creatures. The most important policy frequently imposed by the Indonesian government is lockdown. Lockdown is thought to be the quickest and most successful approach for breaking the chain of the COVID-19 virus's propagation. In Indonesia, in addition to PSBB, the government established a policy of Imposing Restrictions on Community Activities (PPKM) in mid-2021 to decrease COVID-19 viral infection (Hartanto & Hidayat, 2022).

According to Juwita, Nurlelawati, and Triadinda (2024), "After customers use products and services from the company, it will create an emotional bond that has existed between customers and producers." Then, there are factors that can influence customers' purchasing decisions and find that the product or service provides added value, consisting of four values, as follows:

1. Emotional value is closely related to consumers' positive feelings when purchasing a product.
2. Social values are values regarding what is considered good and bad by consumers and embraced by these consumers.
3. Quality is the value of the level of satisfaction or benefits consumers receive from a product after reducing short- and long-term costs.

The function of a product or service is closely related to its functional value. Products with functional value affect both usability and functionality for customers.

Research studies offer valuable insights into the factors influencing consumer purchasing decisions, particularly in the food industry. For example, academic research has highlighted the importance of halal labeling, product quality, and price in shaping consumer choices and purchase decisions. One such study found that halal labels, quality, and price simultaneously have a positive and significant effect on purchasing decisions in a food service context (Fadila, Farlian, & Ramly, 2020).

Research shows that halal products attract both Muslim and non-Muslim consumers because of increased halal awareness, certification, and marketing strategies that highlight quality and safety, influencing consumer intentions beyond religious boundaries (Saleh & Rajandran, 2024). In the context of online food services, studies examining platforms such as GoFood indicate that consumer behavior and marketing mix elements (such as product offerings and promotions) significantly affect food purchase decisions through these services (Suhariyanto, 2023).

In this study, we examine the influence of Bogor City customers' purchase decisions on halal restaurants during the COVID-19 pandemic, which were impacted by halal labels, price, product quality, cleanliness, service, age, income, and marketing. The definitions of the variables suspected to influence consumer decision-making for halal products are as follows:

1. **Halal Knowledge:** Consumer knowledge of halal products positively affects purchase intention. Greater halal knowledge enhances consumers' willingness to purchase halal-labeled products.
2. **Demographics:** Factors such as age, gender, education, and income significantly affect consumer behavior toward food labeling. Individuals aged 18 years and above are likely to make more informed decisions.
3. **Price:** Pricing positively impacts purchasing decisions, especially for everyday necessities, such as food and beverages.
4. **Service:** Service quality directly affects customer satisfaction and purchasing behavior. Indicators such as employee willingness and friendliness contribute to the customer satisfaction.
5. **Product:** Product quality plays a significant role in the consumer's final decision and influences consumer satisfaction.
6. Promotions positively influence consumer purchasing decisions, with marketing promotions being an effective tool for increasing purchases.
7. **Social Factors:** Social variables, such as family, role, and social standing, impact buying behavior. Reference groups, either directly or indirectly, influence a person's conduct and opinions.

### 3. Research Methodology

Primary data were utilized as the major data and were obtained by interviewing and obtaining questionnaire responses from Muslim consumer respondents in Bogor City who were at least 18 years old and who picked or did not choose food products with the label "halal" from a list of online delivery services. This study performed a logistic regression analysis (LOGIT) using a non-probability sampling strategy. To explain the respondents' traits, a descriptive analysis was used. A survey approach was used to collect questionnaire responses from Muslim respondents who reside in Bogor City and have used the GrabFood service to purchase halal food during the COVID-19 pandemic. Samples were taken using the purposive sampling non-probability sampling technique and the number of samples from the population was determined using the Slovin method.

Respondents whose data will be input must have the following criteria: people who live in Bogor City, embrace Islam, and have a history of purchasing food products labeled halal on the list of online delivery services during the COVID-19 pandemic. The sample size was 100 respondents, including 50 who had chosen restaurants labeled halal and 50 who had not chosen restaurants labeled halal. The considerations used by the respondents in the sampling were as follows:

1. The respondent was a Muslim.
2. Respondents were at least 18 years old.
3. The respondents lived in Bogor City.
4. Respondents have or have never purchased halal-labeled food products through online delivery services during the COVID-19 pandemic in Bogor City.

A component of regression analysis used to analyze the link between the impact of explanatory variables (X) on the response explanatory variables (Y) through specific equation models is logistic regression analysis, often known as logit regression analysis. During the COVID-19 pandemic in Bogor City, logistic regression analysis identified the deciding factors for purchasing food items labeled halal from online delivery services. In the logit model analysis, the fundamental categories were 0 and 1. Muslim consumers who choose halal cuisine are represented by 1, while those who do not are represented by 0. It is important to assess the accuracy of the data processing outcomes when performing logistic regression analysis.

The regression model used is as follows:

$$Y_i = \alpha + \beta_1 PH + \beta_2 H + \beta_3 LD + \beta_4 LP + \beta_5 PK + \beta_6 PS + \beta_7 FS + e$$

Explanation:

$Y_i$  : The consumer's decision to choose food products labeled halal

$\alpha$  : intercept

$\beta$  : parameter of variable X

PH : Halal Knowledge

H : Price

LD : Service of Online Delivery

LP : Service of Halal Food Seller

PK : Product

PS : Promotion

FS : Social Factor

e : Error

The odds ratio is a measure of association. A measure to measure the closeness of the relationship between categorical variables can be obtained through logistic regression analysis (Halvorson, McCabe, Kim, Cao, & King, 2022). The odds ratio was intended to obtain the opportunities for choice 1 (consumers who choose food products labeled halal) to the opportunities for choice 0 (consumers who do not choose food products labeled halal). The odds value will later be an indicator for respondents who choose option 1 (consumers who choose food products labeled halal). The relationship between the parameters and the odds ratio is as follows:

$$Odds Ratio = \frac{P_i}{1 - P_i}$$

Explanation:

$P_i$  : Consumers who choose food products labeled halal (value=1)

$1 - P_i$  : Consumers who do not choose food products labeled halal (value=0)

Eight variables are used, the dependent variable (Y) and the independent variable (X). The dependent variable (Y) in this study is consumers who choose food products labeled halal in online delivery services during a pandemic (dummy=1) and consumers who do not choose food products labeled halal in online delivery services during a pandemic. In contrast, the independent variables (X) total ten independent variables.

#### 4. Results and Discussions

There were 100 respondents with details in the first part, as many as 50 Muslim consumer respondents who had purchased food products labeled halal in online delivery services during the COVID-19 pandemic, and in the second part, as many as 50 Muslim consumer respondents who had never purchased food products labeled halal in delivery services online during the COVID-19 pandemic. Several characteristics of the respondents were used, including age, gender, district, marital status, education, income, source of income, monthly income, and occupation.

Table 1. Characteristic of Respondent

Characteristics of Respondent	Classification	Percentages (%)
Age	<b>18 – 24</b>	<b>42</b>
	25 – 35	12
	36 – 50	31
	51 – 65	14
	>66	1
Gender	Male	35
	<b>Female</b>	<b>65</b>
District	<b>West Bogor</b>	<b>41</b>
	South Bogor	11
	Central Bogor	7
	East Bogor	4
	North Bogor	15
	Tanah Sareal	22
Marital Status	<b>Married</b>	<b>51</b>
	Unmarried	49
Education	Senior High School / equivalent	21
	Diploma	21
	<b>Bachelor</b>	<b>24</b>
	Postgraduate	14
Income source	<b>Working</b>	<b>44</b>
	Parents	30
	Husband	21
	Others	5
Income per month	<Rp 1.000.000	15
	Rp 1.000.000 – Rp 4.000.000	41
	<b>&gt;Rp 4.000.000</b>	<b>44</b>
Job	<b>Employee</b>	<b>40</b>
	Entrepreneur	12
	Student	27
	Housewife	15
	Others	6

Source: Own estimation (2021).

In this study, respondents aged 18 years and above were examined. The dominant age group for the highest number of food product purchases through online delivery services was 18-24 years, representing 42 percent of respondents. The majority of respondents were female, accounting for 65% of the total respondents. In terms of domicile, 41 percent resided in the West Bogor sub-district, while the majority, at 51 percent, were married. Regarding education, 24 percent held a bachelor's degree, and the most common income source was work, with 44 percent of respondents. The monthly income category is dominated by respondents with an income of more than 4 million. In the employment category, 40 percent were employees. These key characteristics provide insights into the demographic composition of the study's respondents, highlighting the prevalence of younger individuals, a majority

of women, and those with a bachelor's degree working in various professions.

#### **4.1 Behavior of Choosing Food Products in Online Delivery Services During the COVID-19 Pandemic**

Respondents' criteria for determining food products to be purchased using online delivery services during the COVID-19 pandemic were divided into five categories: halal writing on partner banners, assuming restaurants are halal, restaurants known to have halal certificates, and having subscribed and checked halal food products to be purchased through the official website of LPPOM MUI. During the COVID-19 pandemic, the majority of respondents' criteria for choosing food products in online delivery services were in the category of restaurant assumptions that were halal, with as many as 34% or 34 people, whereas prior to the COVID-19 pandemic, the majority of respondents' criteria for choosing food products in online delivery services were 40% or 40 people. This demonstrates that, as a result of the COVID-19 pandemic, the criteria for selecting food products have shifted. The table below shows the proportion of respondents who purchased food using Internet delivery services during the COVID-19 pandemic.

Table 2. Criteria of respondent in choosing food product

Criteria of Respondent	Count (orang)	Percentage (%)
<b>Purchasing Halal Labeled Food Products at Online Delivery Services During the COVID-19 Pandemic</b>		
Category	Halal writing on partner banner	13
	Assuming a restaurant that is halal	0
	<b>Restaurants that are known to have a halal certificate</b>	<b>31</b>
	Already subscribed	0
	Checking halal food products to be purchased through the official website of LPPOM MUI	6
	Total	50
<b>Not Purchasing Halal Labeled Food Products at Online Delivery Services During the COVID-19 Pandemic</b>		
Category	Halal writing on partner banner	0
	<b>Assuming a restaurant that is halal</b>	<b>34</b>
	Restaurants that are known to have a halal certificate	0
	Already subscribed	16
	Checking halal food products to be purchased through the official website of LPPOM MUI	0
	Total	50

Source: Own estimation (2021).

#### **4.2 Frequency of Respondents Purchasing Halal Food Products Using Online Delivery Services During the COVID-19 Pandemic**

During the COVID-19 pandemic, the frequency of respondents purchasing halal food products from Internet delivery services was divided into five categories: every day, once a week, once every two weeks, once a month, and never. During the COVID-19 pandemic, the majority of respondents (41 percent or 41 persons) purchased halal food products utilizing online delivery services at least once a week. Prior to the COVID-19 pandemic, most respondents (40 percent or 40 people) preferred food products for online delivery and services for once-a-week use. This demonstrates that the COVID-19 pandemic caused a shift in the frequency with which respondents chose halal food products. Table 3 shows the percentage of respondents who purchased halal food products using online delivery services

during the COVID-19 pandemic.

Table 3. Frequency of Respondents Purchasing Halal Food Products

<b>Purchasing Food Products</b>		<b>Count (orang)</b>	<b>Percentage (%)</b>
<b>Purchasing Halal Labeled Food Products at Online Delivery Services During the COVID-19 Pandemic</b>			
Category	Every day	7	14
	<b>Once a week</b>	<b>21</b>	<b>42</b>
	Once two weeks	11	22
	Once a month	11	22
	Never	0	0
	Total	50	100
<b>Not Purchasing Halal Labeled Food Products at Online Delivery Services During the COVID-19 Pandemic</b>			
Category	Every day	8	16
	<b>Once a week</b>	<b>22</b>	<b>44</b>
	Once two weeks	10	20
	Once a month	11	22
	Never	0	0
	Total	50	100

Source: Own Estimation (2021).

#### **4.3 Weekly Expenditure on Halal Food Products via Online Delivery Services**

During the COVID-19 pandemic, the total expenditure of respondents purchasing halal food products through online delivery services was divided into three components in this study, namely Rp. The table below illustrates how much respondents spent on halal food products purchased through online delivery services. During the COVID-19 pandemic, as many as 80 percent of respondents, or 40 persons, spent Rp 500,000.00 or more on halal food products via online delivery services. Table 4 illustrates the percentage of respondents who purchased halal food products using online delivery services during the COVID-19 pandemic.

Table 4. Respondent's expenditure on purchasing halal food products

<b>Respondent's Expenditure</b>		<b>Count (orang)</b>	<b>Percentage (%)</b>
<b>Purchasing Halal Labeled Food Products at Online Delivery Services During the COVID-19 Pandemic</b>			
Category	<b>&lt;Rp 500.000,00</b>	<b>40</b>	<b>80</b>
	Rp 500.000,00 – Rp 1.000.000	9	18
	>Rp 1.000.000,00	1	2
	Total	50	100
<b>Not Purchasing Halal Labeled Food Products at Online Delivery Services During the COVID-19 Pandemic</b>			
Category	<b>&lt;Rp 500.000,00</b>	<b>43</b>	<b>86</b>
	Rp 500.000,00 – Rp 1.000.000	7	14
	>Rp 1.000.000,00	0	0
	Total	50	100

Source: Own Estimation (2021)

During the COVID-19 pandemic in Bogor City, Muslim consumers made decisions based on several independent variables, including halal knowledge, prices, products, online delivery services, food product sales partner services, trends, promotions, halal awareness, and social factors. The dependent variable has two possibilities: the consumer's decision to purchase halal food products through online delivery services during the COVID-19 pandemic (Y=1) or the consumer's decision to purchase non-halal food products through online delivery services during the COVID-19 pandemic (Y=0).

The data collected in this study were processed using the SPSS 25 application, which examined the Case Processing Summary value to determine the number of samples. Meanwhile, Nagelkerke R Square and Hosmer and Lemeshow were used to evaluate the percentage of data that could be appropriately represented by the model. To identify consumer decisions in purchasing halal food goods during the COVID-19 pandemic in Bogor City, an accuracy test and the significant value in predicting the model on Muslim respondents who buy and do not buy halal food products were utilized. The odds ratio was used in this study to interpret significant outcomes. The findings of an examination of the decision to acquire halal food products through online delivery services during the COVID-19 pandemic in Bogor City.

Table 5. Estimation of logistic regression's parameter by omnibus test of model

	<i>Chi-Square</i>	<i>df</i>	<i>Sig.</i>
<i>Step</i>	84.034	7	.000
<i>Block</i>	84.034	7	.000
<i>Model</i>	84.034	7	.000

Source: Own Estimation (2021)

Based on the omnibus test of the model listed in Table 5, it was found that the significance value of the model was less than the significance level  $\alpha = 0.05$  ( $0.000 < 0.05$ ). These results show that the independent variables used simultaneously have a significant or significant effect on the dependent variable, or at least there is at least one independent variable in the model that has a real influence on Muslim or Muslim consumers' decisions to purchase food products labeled halal during the COVID-19 pandemic.

Table 6. Purchasing decisions halal labeled food products at online delivery services during the covid-19 pandemic in Bogor City

Variable	<i>B</i>	<i>Sig</i>	<i>Exp(B)</i>
Halal Knowledge (PH)	1.310	.162	.016
Price (H)	-1.173	.217	.309
Product (PK)	-.197	.800	.821
Service of Online Delivery (LD)	.293	.700	1.341
Service of Halal Food Seller (LP)	1.969	.009	7.164
Promotion (PS)	3.889	.000	48.867
Social Factors (FS)	3.203	.000	24.604

Note : \*Significant at the 10% level of significance

\*\*Significant at 5% significance level

Source: Own Estimation.

Based on Table 6, three variables are significant at the 100 percent and 50 percent significance levels: the food product seller service variable, promotions, and social factors. The food product seller service variable was significant at the 0.009 significance level, the promotion variable at the 0.000 significance level, and the social factor variable at the 0.000 significance level.

The food product seller service variable has a positive and significant effect at the 5 percent significance level, with an odds ratio value of 7,164. Thus, if the service level of food product sellers of halal food products in online delivery services in Bogor City is one unit higher, then the opportunity for Muslim consumers in Bogor City to buy halal food products in online delivery services is 7,164 times greater than the chance of not buying halal food products in online delivery services. This is relevant to Wilistyorini and Sussanto (2022), who found that one of the variables that has a significant impact on purchasing decisions is service.

The promotion variable has a positive and significant impact at the 5% significance level, with an odds ratio of 48,867. Thus, if the service level of food product sellers of halal food products at online delivery services in Bogor City is one unit higher, then the opportunity for Muslim consumers in Bogor City to

buy halal food products in online delivery services is 48,867 times greater than the chances of not buying halal food products in online delivery services. This result is relevant to Irfanudin and Andalus (2025), who found that promotion significantly impacts purchasing decisions.

Social factor variables had a positive and significant effect at the 5% significance level, with an odds ratio value of 24,604. Thus, if the service level of food product sellers of halal food products at online delivery services in Bogor City is one unit higher, then the opportunity for Muslim consumers in Bogor City to buy halal food products in online delivery services is 24,604 times greater than the chance of not buying halal food products in online delivery services. This result is in accordance with the opinion of Budiman, Aldo, Sofwan, and Alexander (2023), who stated that buyer behavior is also influenced by social factors, such as small groups, family, and social roles and status.

Table 7. Estimation of logistic regression's parameter by Hosmer and Lomeshow Test

Step	Chi-square	df	Sig.
1	2.714	8	.951

Source: Own Estimation (2021)

Based on the model fit test results, the significance was 0.951, which is greater than 0.05, and the Chi-square value obtained was 2.714. If the p-value is greater than the significance level with a value of  $0.951 > 0.05$ , then accept H0. The Chi-square value is greater than the significant level with a value of  $2,714 > 0.05$ , so we accept H0. Therefore, the model sufficiently explained the data or goodness of fit.

Table 8. Estimation of logistic regression's parameter by Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	54.595	.568	.758

Source: Own Estimation (2021)

Table 8 shows that the value of the test results from Nagerlkerke R-Square is 0.758, where the Nagerlkerke R Square results indicate that the decision to purchase food products labeled halal in online delivery services during the COVID-19 pandemic in Bogor City can be explained by 76 percent by the model.

Table 9. Estimation of logistic regression's parameter by Classification Table

	Predicted Y		
	Purchased during the COVID-19 pandemic	Did not purchased during the COVID-19 pandemic	Percentage Correct
Purchased during the COVID-19 pandemic	43	7	86.0
Did not purchased during the COVID-19 pandemic	3	47	94.0
<i>Overall Percentage</i>			90.0

Source: Own Estimation (2021)

Based on the data processing in Table 9, the model can correctly categorize all respondents 90 percent of the time. According to the data acquired, 90 of the 100 respondents fit into the correct group. The results of the estimator above can categorize respondents who purchased halal food products in online delivery services by 86 percent during the COVID-19 pandemic, implying that 50 percent of respondents purchased halal food products in online delivery services during the COVID-19 pandemic. Seven respondents did not buy halal food products during the COVID-19 pandemic, while 43 others did. The estimation results for respondents who did not purchase halal-labeled food products in online delivery services during the COVID-19 pandemic were 94 percent, implying that at least 50 respondents did not purchase halal-labeled food products in online delivery services during the COVID-19 pandemic. During the COVID-19 pandemic, three respondents purchased halal food products using

online delivery services. Those who did not purchase halal food through online delivery services during the COVID-19 outbreak were designated as the remainder 47.

#### **4.4 Policy Implications**

According to the findings of the study, it is not difficult to find Muslim consumers who bought halal food products online during the COVID-19 pandemic compared to Muslim consumers who have never purchased halal food products online during the COVID-19 pandemic. This comes after Muslim consumers realize the significance of eating halal food in accordance with Sharia law. Furthermore, many Muslim customers in Bogor used halal food products before and during the pandemic. As a result, during the COVID-19 pandemic, it was easier to discover Muslim consumers who purchased halal-labeled food through online delivery services.

Purchasing halal food products in this study was influenced by the services of food product sellers, advertising, and social factors for purchasing halal food products in online delivery services during the COVID-19 pandemic. During the COVID-19 pandemic, food product seller services for acquiring halal food products through online delivery services influenced customers' purchase decisions for halal food products. As a result, during the COVID pandemic -19, the better the service of food product sellers on halal food products in fast service, the orders received are appropriate; receiving complaints and guarantees if they are not in accordance with orders has a positive influence on purchasing halal food products in online delivery services. The promotion of customer decisions to buy halal food products through online delivery services influenced the purchase of halal food products through online delivery services in this study. It is possible to conclude that the advertising of halal foods by online delivery services positively influenced the purchase of halal food products by online delivery services during the COVID-19 pandemic.

The majority of respondents in this survey were between 18 and 24 years of age. At this susceptible age, the Internet is used for all kinds of transactions, including purchasing food. During the COVID-19 pandemic, the frequency of purchasing halal food products through online delivery services increased, as did consumer knowledge of halal-certified food products. However, when non-Muslim consumers see halal items as high quality, safe, and secure, they become aware of the benefits of consuming halal food.

### **5. Conclusion**

This study revealed several findings. First, when it comes to purchasing halal food through online delivery services during the COVID-19 pandemic, the majority of respondents preferred restaurants with halal certificates. Second, respondents' behavior in purchasing halal food products via online delivery services changed during the COVID-19 pandemic as a result of the need to consume halal foods and order them through online delivery services to avoid crowds. Third, the logistic regression analysis revealed that service variables for selling food products, promotions, and social factors all had a positive and significant impact on consumers' final decisions to purchase halal food products through online delivery services during the COVID-19 pandemic.

This study proposes the following recommendations: First, producers must place a halal label on the partnership banner of internet delivery services so that Muslim consumers who want to buy halal food goods can feel more comfortable buying halal food online. Muslims may only consume or enter food that has been certified halal under Sharia law, which ensures its purity, quality, and safety. Second, it is critical for suppliers to understand their customers' characteristics to continue improving the service quality of food product merchants and guarantee that consumers are satisfied with their purchases. Suppliers must understand the characteristics of the people who buy their products to adopt the most efficient marketing strategy. Finally, future researchers might enhance this study by focusing on the willingness to purchase halal food through online delivery services during the COVID-19 pandemic.

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