PREDICTION OF HALAL LABEL READING BEHAVIOR AMONG STUDENTS IN BANGKALAN DISTRICT

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Abstract

Indonesia is a potential market for producers because its population is predominantly Muslim and has the largest Muslim population compared to other countries. Observing the potential conditions of the halal industry at the global level and in Indonesia, it appears that there is a huge opportunity for the development of the halal industry, because all Muslims in the world certainly need halal products. This includes the consumption of food, drinks and cosmetics, both imported and local products circulating among the public, giving rise to controversy over halal and haram elements. There needs to be a role for the community to understand the importance of the halalness of a product. This can simply be done by looking for information about the product before consuming it. This research aims to find out whether the variable halal knowledge, Islamic religiosity, and demographic factors can predicthalal label reading behavior student students in Bangkalan district on purchasing halal products. The data analysis technique used is logistic regression using sampling techniquesnon probability sampling with approachpurposive sampling. The results of this study indicate that halal knowledge, Islamic religiosity, and demographic factors cannot predict the halal label reading behavior of student students in Bangkalan district.
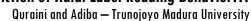
Keywords : *Halal Knowlegde, Islamic Religiosity, Demographic Factors, Perilaku, Label Halal*

INTRODUCTION

Indonesia is a country with the largest Muslim majority and has the largest Muslim population compared to other countries. Based on data from the Ministry of Home Affairs (Kemendagri), the Muslim population in Indonesia is 241.7 million. This number is equivalent to 87.02% of the domestic population which will reach 277.75 million people by the end of 2022 (Rizaty, 2023). With the potential for a large Muslim population in Indonesia, Indonesia is trying to provide its best role through various forms or models of the halal industry. Observing the potential conditions of the halal industry at the global and Indonesian level, it will appear that the opportunities for developing the halal industry are very large (Warto & Arif, 2020). In recent years, the growth of the halal industry has increased, the average number of products in Indonesia are certified halal every year. Based on data from the Halal Information System

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(SiHALAL) as of October 2022, during the 2019-2022 period, it was recorded that 749,971 products in Indonesia had been certified halal. From this data, an average of 250 thousand products per year are successfully certified halal (Indah, 2022). This increase cannot be separated from the role of MSME players and entrepreneurs in Indonesia, where the presence of a halal label on a product is used by business people to attract the interest of the Indonesian population, especially the Muslim population. In the end, it will create a public mindset that the halal label is very important and a consideration in purchasing decisions.

Consumers are sensitive to the fact that wrong information can result in loss of their level of trust and it will also influence their desired purchasing decisions. As a consumer, a high level of understanding and knowledge is needed to be able to choose halal products, especially for students who are known to have a high level of awareness in consuming halal products in their daily lives, where the priority selection of a halal product should be applied by students because they adhere to Islamic teachings in accordance with equipped with the knowledge from the Islamic boarding school that has been obtained. Islamic boarding schools are able to provide behavior that accustoms students to applying halal concepts in the areas of consumption and other needs. so that students will get the impact of halal consumption in the form of blessings and health from halal products (Sariati & Mutafarida, 2019). Label reading behavior is influenced by a person's religious perceptions and beliefs. Religion is an indicator that can be used to determine the attitudes, values and behavior of a consumer because religion is the most important factor in a culture. Religion plays an important role in influencing consumer behavior (Riyanto et al., 2020).

The research results of Simanjutak & Mardi (2014) used 3 variables, namely knowledge, religiosity values, and attitudes, which explained that religion influences the behavior of reading halal labels, knowledge about halal labels in Muslims is better than non-Muslims. Religious values influence attitudes in reading halal labels, where the better a person is, the better his attitude will be. Religion, attitudes and age also influence halal label reading behavior, younger respondents have better label reading behavior than older respondents. In Adiba & Wulandari's (2018) research, 3 variables were used, halal knowledge, Islamic religiosity, and attitude. State that halal knowledge and Islamic religiosity does not have a positive and significant influence on behavior generation Y Muslim consumers in Surabaya in purchasing halal cosmetic products, a variable that partially influences consumer behavior isattitude. From the two previous researchers, it can be used as an update for current researchers by using 3 independent variables, halal knowledge, Islamic religiosity, and demographic factors. These three variables were chosen because in previous research there were some that had an influence or no effect on Muslim consumers' behavior towards halal products, so it was necessary to carry out research again in different areas to find out the results. This research aims to predict the behavior of reading halal product labels through 3 independent variables, especially for

student students in the Bangkalan district who are spread across various regions to understand halal products. Apart from fulfilling the need for halal products, students can feel safe because the products have been confirmed to be halal.

LITERATURE REVIEW

Halal Knowledge

Knowledge can be defined as the understanding that exists within a person which begins with a sense of inclination driven by curiosity that originates from one's own will. Knowledge of a product is an important factor in making a consumer decision, because knowledge can influence the consumer's process in determining which product to consume. The higher a person's knowledge, the more selective they will be in making a purchase (Kusumawardhani, 2022).

Halal knowledge is a person's knowledge and understanding to distinguish halal goods from haram goods according to how high his understanding of Islamic law is. Halal knowledge has an important role in a Muslim's life to determine a purchasing decision, because before someone consumes a product or service, a person will go through several processes, such as the process of knowledge, persuasion, decision and confirmation (Ahmad, 2013). Based on this, researchers will predict what factors cause a person's behavior in reading halal labels before making a purchase. So the first hypothesis of this research is:

H1 :Halal knowledge can predicthalal label reading behavior on a product.

Islamic Religiosity

Religiosity comes from the word religion,religion (English),Religion (Latin) which is rooted in the wordreligious which means binding. What this means is an obligation or rule that must be implemented, its function is to bind and strengthen a person or group of people in their relationship with God, fellow humans, and the surrounding environment. Meanwhile, religiosity refers to aspects that have been internalized by a person in the form of consistency regarding beliefs in their religion (Fatmawati et al., 2023). Religiosity is a concept used to explain the inseparable condition of a person's religiosity and spirituality. Based on this, someone who has a high level of religiosity will have a high level of personal and social piety, in the sense that he will try to carry out the teachings of Islam consistently.kaffah (comprehensive) which covers all aspects of life, both religious and social (Suryadi & Hayat, 2021). From the background that has been conveyed, a person with a high level of religiosity can influence a person's religious behavior, such as when consuming, they will inspect the product before consuming it, starting from looking at the halal label to reading the composition. Based on this, researchers will predict what factors cause someone to behave by reading the halal label on a product before consuming it. So the second hypothesis of this research is:

H2:Islamic religiosty can predicthalal label reading behavior on a product.

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Demographic Factors

Demography is a description of the population which includes several variables, such as religion, employment status, marital status, age, gender, income, education level. Demography includes the scientific study of the number, geographic distribution, composition of the population, and its development over time. Demographic factors are factors that are inherent in a person and that differentiate one individual from another (Pertiwi, 2018).

Demographic factors have an important role in making decisions, both short and medium term, especially regarding halal consumption decisions and the behavior of reading halal labels before deciding to buy a product. The influence of demographic factors needs to be considered, because making a purchasing decision often involves more than one individual (Zulhikam, 2014). Someone who has different knowledge, skills and experience can be involved throughout the consumption process, starting from planning, monitoring, checking, up to the decision to plan to purchase the product. Therefore, before consuming, students must know whether the product they are going to consume is certified halal or not. Based on this, researchers will predict what factors cause someone to read the halal label when purchasing a product. So the third hypothesis of this research is:

H3: Demographic factors can predicthalal label reading behavior on a product.

Behavior of Reading Halal Labels

Megawati and Mardi (2014) concluded that the behavior of reading halal labels is influenced by a person's perceptions and beliefs. The habit of reading labels is an action before someone decides to buy a product. Socioeconomic conditions and education will influence personal perceptions of the importance of reading labels. Religion is also an indicator that can be used to determine the attitudes, values and behavior of a consumer, because religion is the most important factor in a culture, religion also plays an important role in influencing consumer behavior (Simanjutak & Mardi, 2014). Based on this, it shows that the lack of consumer awareness, knowledge and values in choosing and consuming a product will influence consumer behavior. Especially Muslim consumers who should pay attention to the food they consume. Basically, many Muslim consumers still consume food or drinks that are not labeled halal. This will of course be a problem, because Muslims are supposed to follow a set of Islamic religious teachings, one of which is consuming halal products. Based on this, it is important to have the behavior of reading halal labels before consuming a product, because it will have a positive or beneficial impact on oneself or others both in this world and in the hereafter with halal consumption.

RESEARCH METHODS

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This type of research is quantitative research in the form of datanumeric (numbers) which are then analyzed using appropriate statistical tests (Priadana & Sunarsi, 2021). The population in this study were Islamic boarding school students in Bangkalan district. The sample in this study was Islamic boarding school students who were students in Bangkalan district. The sample collection technique in this research uses techniquesnon probability sampling with approachpurposive sampling, with the following criteria:

1. Santri in Bangkalan district who have student status.
2. Students who consume halal products.

This research uses questionnaire data collection techniques and documentation, which uses variable measurements to express the responses of respondents to each question that has been given. In this research, a Likert scale is used, where on a Likert scale respondents are asked to choose one of 4 alternative answers. that has been provided. On the Likert scale, the variables being measured will be translated into indicators of a variable (Melina, 2022). The documentation technique in this research is carried out by collecting data which includes several documents related to the research being carried out, such as reports, journals, books, and others. This document can be used as main or additional evidence in a research (Winanda, 2023).

The data analysis technique in this research uses logistic regression analysis based on primary data obtained from data collection. The step before carrying out a logistic regression test is to test the level of validity and reliability, then carry out a normality test and classical assumptions as a requirement for regression testing which is included in the parametric test, then carry out descriptive statistical analysis, which is then continued by carrying out a model suitability test which includes tests Hosmer and Lemeshow's goodness of fit, test Log Likelihood Value (value – 2Log Likelihood Value), test Cox and Snell R Square and Nagelkerke R Square. After testing the suitability of the model, a logistic regression test was carried out which was used to test whether the probability of occurrence of the dependent variable could be predicted by the independent variable (Kartikajati, 2014).

Respondent Demographics

There were 123 questionnaires in this research distributed online and offline. Of the 123 questionnaires, only 114 questionnaires were complete and met the criteria. So the number of samples used in this research was 114 respondents. The descriptive statistical report of respondents in this study is as follows.

Table 1
Descriptive Statistics

Variable	Mean	Std. Deviation
Halal Knowledge	33,66	4,392
Islamic Religiosity	37,22	4,759

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Gender	1,73	,447
Age	1,56	,498
Halal Label Reading Behavior	1,14	,349

Source: SPSS data processing results

Table 2
Descriptive Statistics of Respondents

Respondent Characteristics	Number of Respondents	Percentage
Gender		
Man	31	27%
Woman	83	73%
Age		
18 – 20 Years	50	44%
20 – 23 Years	64	56%
Boarding school		
PPM Tebu Falah	10	9%
Al-Mashduqie	27	24%
Darul Mannan	2	2%
Al-Kayyis	10	9%
Manbaul Hikam	3	3%
PP Darussalam	1	1%
Al-Hikam	10	9%
PP Ibnu Cholil	3	3%
PPTQ Al-Asror	6	5%
Al-Muthhari	1	1%
PP Darut Thalibin	12	11%
Nurul Ikhlas Al-Barokah	1	1%
PP Syaichona Moh. Cholil	1	1%
PP. At-Ta'awun	23	20%
Darul Rahmah	1	1%
PP. Yakholqi	2	2%
PP. Nurul Cholil	1	1%
Islamic boarding school area		
Telang	59	52%
Socah	26	23%
Mlajah	9	8%

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Demangan Barat	2	2%
Kwanyar	1	1%
Arosbaya	2	2%
Burneh	14	12%
Modung	1	1%

Source: Data processed by researchers, 2023

RESULTS AND DISCUSSION
Validity and Reliability Test

Validity test is a test used to see the level of validity of a statement instrument in the research being conducted. An instrument in a study can be said to be valid if it has a significance value< 0.05. The results of the validity test can be seen in the following table.

Table 3
Recapitulation of Validity Test Results

Variable	Question Items	Significance	Information
	I understand the meaning of halal according to Islamic law.	0,000	Valid
	I understand about products that are forbidden in Islam.	0,000	Valid
	I understand the difference in the meaning of halal and haram in Islam.	0,000	Valid
	I consume halal because I understand the rules of the Islamic religion.	0,000	Valid
	I understand the composition used in halal products	0,000	Valid
Halal Knowledge	I understand and can differentiate between items that are permitted and prohibited for consumption in Islam.	0,000	Valid
	I understand about halal certification for a product.	0,000	Valid
	I understand what the halal and haram boundaries of a product are.	0,000	Valid
	I understand what ingredients are used in a product.	0,000	Valid
	I understand that having a halal label on a product is important.	0,000	Valid

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Islamic Religiosity	I believe and believe that religion is a source of rules and guidelines for life.	0,000	Valid
	I often participate in religious activities such as recitations, group prayers, and others.	0,000	Valid
	I often read books, magazines and online media related to religion.	0,000	Valid
	I often watch religious programs on television and YouTube.	0,000	Valid
	I buy products labeled halal because I am a Muslim.	0,000	Valid
	I buy halal products to support religious activities.	0,000	Valid
	I buy halal products because they provide a sense of security.	0,000	Valid
	I buy products labeled halal because I know about halal and haram laws.	0,000	Valid
	I always read the halal label when buying products because I am a Muslim.	0,000	Valid
	I like products that are clearly halal because they support religion.	0,000	Valid
	Having a halal label on products is important for me, because it complies with Islamic rules.	0,000	Valid

Source: SPSS data processing results

Reliability is a measurement of indicators for each variable that shows the extent to which the measurement results remain consistent. The results of the measurements carried out must have a level of stability or consistency, meaning they must be reliable. A research variable can be said to be reliable if it has a value cronbach's alpha > 0.7. The results of the reliability test can be seen in the following table.

Table 4
Recapitulation of Reliability Test Results

Variable	*Cronbach's Alpha*	Information
Halal Knowledge	0,894	Reliable
Islamic Religiosity	0,909	Reliable

Source: SPSS data processing results

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Logistic Regression Analysis

Logistic regression analysis is a regression model used to analyze whether independent variables can be used to predict a categorical dependent variablebinary or dichotomy. Categorical variables are said to be dichotomous orbinary is a variable that has two varying values, for example doing and not doing, eating and not eating, etc. (Albab, 2021). This study uses a dependent (bound) variable which is dichotomous. The dependent variable in this study has two categories, namely "reading" with code 1 and "not reading" with code 2. The number of respondents' data in this study was used to process the data usingsoftware SPSS consists of 114 respondents or has N = 114 data as samples. To find out the research data is said to be complete and no missing or missing data was foundmissing case, then it can be seen in the tablecase processing summary the following.

Table 5
Case Processing Summary

Unweighted Casesᵃ		N	Percent
Selected Cases	Included in Analysis	114	100,0
	Missing Cases	0	,0
	Total	114	100,0
Unselected Cases		0	,0
Total		114	100,0

Source: SPSS data processing results

Based on the results ofoutput above it can be concluded that there is no or no missing data found, in a sensemissing cases = 0 with N totaling 114. The several stages in logistic regression testing are as follows:

1. **Uji Log Likelihood Value**

Table 6
Overall Model Fit Results (Value -2 Log Likelihood) Block 0

Iteration Historyᵃ,ᵇ,ᶜ			
			Coefficients
Iteration		-2 Log likelihood	Constant
Step 0	1	94,576	-1,439
	2	92,501	-1,770
	3	92,477	-1,812

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4	92,477	-1,812

Source: SPSS data processing results

Table 7
Overall Model Fit Results (Value -2 Log Likelihood) Block 1

				Coefficients			
Iteration		-2 Log likelihood	Constant	Halal Knowledge	Islamic Religiosity	Gender	Age
Step 1	1	90,588	1,440	-,005	-,062	-,123	-,131
	2	87,113	2,878	-,005	-,102	-,236	-,216
	3	86,988	3,361	-,005	-,114	-,277	-,242
	4	86,987	3,395	-,005	-,115	-,279	-,244
	5	86,987	3,395	-,005	-,115	-,279	-,244

Iteration History[a,b,c,d]

Source: SPSS data processing results

Based on the output from data processing with SPSS software in the table above, the value is -2Log Likelihood Block 0 is 92,477. Then after the independent variable is entered, the value is -2Log Likelihood Block 1 decreased to 86,987. With a decrease in value of -2Log Likelihood This shows that the hypothesized regression model fits the data.

2. Determination Coefficient Test (Nagelkerke R Square)

The coefficient of determination test (Nagelkerke R Square) is used to find out and see how much the independent variable is able to predict the dependent variable.

Table 8
Coefficient of Determination Results (Nagelkerke's R Square)

		Cox & Snell R	Nagelkerke R
Step	-2 Log likelihood	Square	Square
1	86,987[a]	,047	,085

Model Summary

Source: SPSS data processing results

Based on the output obtained from data processing using SPSS above, it is known that the valueCox and Snell R Square of 0.047 as well as valueNagelkerke R Squareof 0.085. From this it can be concluded thatCox and Snell R Square 5% variablehalal label reading behavior predictable byhalal knowledge, Islamic religiosity, gender, and age. WhereasNagelkerke R Square it can be concluded that 8.5% is variablehalal label reading behavior predictable byhalal knowledge, Islamic religiosity, gender, and age. Based on this, it can be interpreted that the independent variable is able to explain and predict the dependent variable by 8.5%. Meanwhile, the rest is explained by other variables outside the model.

3. Uji Hosmer and Lemeshow's Goodness of Fit

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The feasibility test of the logistic regression model can be seen through Hosmer and Lemeshow's, where the aim of the test is to see that there is no difference between the model and the existing data, so that the model is said to be fit.

Table 9
Feasibility Test Results (Hosmer and Lemeshow Test)

Hosmer and Lemeshow Test			
Step	Chi-square	df	Say.
1	5,470	8	,706

Source: SPSS data processing results

The table above shows that the values obtainedChi-squareof 5.470 and a significance value of 0.706> 0.05 then the null hypothesis cannot be rejected, in the sense that the model can be accepted and the model can be said to be fit, so halal knowledge, Islamic religiosity, gender and age are able to predict probability halal label reading behavior. Based on this, it indicates that the probability of the dependent variable can be explained by the independent variable.

Table 10
Classification Matrix Results Classification Table

Classification Table[a]				
		Predicted		
		Halal Label Reading Behavior		Percentage
	Observed	Reading	Not Reading	Correct
Step 1 Halal Label	Reading	98	0	100,0
Reading Behavior	Not Reading	15	1	6,3
	Overall Percentage			86,8

Source: SPSS data processing results

As a result of the output above, the logistic regression model has a predictive power of 86.8% of the original data correctly, and the remaining 13.2% is incorrect. The power to predict correctly in the "reading" category is 100%. And the "not reading" category was 6.3%. This means that the model's level of accuracy in predicting the condition of halal label reading behavior is very high.

Table 11
Parameter Estimation Results

Variables in the Equation					
B	S.E.	Forest	df	Say.	Exp(B)

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		B	S.E.	Wald	df	Say.	Exp(B)
Step 1a	Halal Knowledge	-,005	,133	,002	1	,968	,995
	Islamic Religiosity	-,115	,121	,909	1	,340	,891
	Gender	-,279	,608	,211	1	,646	,756
	Age	-,244	,566	,185	1	,667	,784
	Constant	3,395	2,547	1,776	1	,183	29,804

Source: SPSS data processing results

$$P = \frac{1}{1 - e^{-(3.395 - 0.005\,KNW\,-0.115\,RLG\,-0.279\,JK\,-0.244\,U + ei)}}$$

From the equation above, it can be concluded that halal knowledge has a coefficient value of -0.005 (negative) and Islamic religiosity has a coefficient value of -0.115 (negative), which means that if the level of halal knowledge and Islamic religiosity is high, then the probability of reading the halal label is high. students are getting smaller. Gender has a coefficient value of -0.279 (negative), which means that gender cannot predict the behavior of reading halal labels among students. Age has a coefficient value of -0.244 (negative), of which 20-23 year olds are 64 and 18-20 year olds are 50, which means 20-23 year olds are higher than 18-20 year olds, so the probability of label reading behavior halal among students is getting smaller.

Hypothesis Testing

Table 12
Simultaneous Test Results (Omnibus Test)

Omnibus Tests of Model Coefficients				
		Chi-square	df	Say.
Step 1	Step	5,489	4	,241
	Block	5,489	4	,241
	Model	5,489	4	,241

Source: SPSS data processing results

Based on the table above, it can be seen that the results of the simultaneous test obtained a Chi-square value of 5.489 with a significant value of 0.241. Significant value> 0.05, which means that simultaneously the behavior of reading the halal label cannot be predicted by the variable halal knowledge, Islamic religiosity, gender, and age.

Table 13
Partial Test Results (Wald Test)

Variables in the Equation						
	B	S.E.	Forest	df	Say.	Exp(B)

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Step 1ᵃ	Halal Knowledge	-,005	,133	,002	1	,968	,995
	Islamic Religiosity	-,115	,121	,909	1	,340	,891
	Gender	-,279	,608	,211	1	,646	,756
	Age	-,244	,566	,185	1	,667	,784
	Constant	3,395	2,547	1,776	1	,183	29,804

Source: SPSS data processing results

Based on the table above, it shows that halal knowledge, Islamic religiosity, gender, and age separately or partially cannot predict the halal label reading behavior of student students. Significant value halal knowledge of 0.968 Islamic religiosity of 0.340, gender of 0.646 and age of 0.667. This shows that each significant value for each variable is > 0.05, which means that it cannot partially predict the halal label reading behavior of student students.

Interpretation of Results

Halal knowledge has a significant value of 0.968, where the significant value is greater than 0.05 (0.968 > 0.05) so it can be concluded that the halal knowledge variable cannot predict the behavior of reading halal labels among students in Bangkalan district. The researcher explained that the student respondents had a high level of halal knowledge, where their status as students were known to have good halal knowledge, but this was not in the same direction, namely the better the level of halal knowledge among the students, the less interested they were in reading the halal label. .

Student students are known as people who have a high level of Islamic knowledge, but this cannot guarantee that all student students can implement the knowledge they have gained in their daily lives (Fathimah, 2017). Halal knowledge of products is important for consumer behavior, product knowledge is related to a memory or understanding that consumers have, but this needs to be accompanied by a person's halal awareness. Having halal awareness can remind someone of their obligations as a Muslim in consuming halal products and avoiding anything that is haram, which can begin with the behavior of reading the halal label before buying a product or the attitude of always paying attention to whether the product to be consumed is a halal product (Ramadhanty & Masnita, 2023). Halal knowledge cannot predict halal label reading behavior among student students in Bangkalan district, this could be due to the existence of other factors that can predict halal label reading behavior, such as halal awareness which needs further research. Based on the explanation above, it can be concluded that H_0 rejected, H_a accepted.

This research is in line with previous researchers Simanjutak & Mardi (2014) who said that there is no relationship between knowledge and the behavior of reading halal labels on food products, but is different from the research of Safitri (2021) who said that understanding halal labels has a significant influence on decisions to purchase food

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products. packaging labeled halal for the Muslim community in Pekanbaru. Differences in the results of current research and previous research can occur due to several factors, such as the data obtained, the methods used in the research, and data analysis techniques.

Islamic religiosity has a significant value of 0.340, which is a significant value greater than 0.05 (0.340 > 0.05) so it can be concluded that the Islamic religiosity variable cannot predict the halal label reading behavior of student students in Bangkalan district. The researcher explained that the student respondents had a high level of Islamic religiosity, with their status as students being better known for having good religiosity values, but this was not in the same direction, in that the higher the level of religiosity among student students, the less interested they were in reading the halal label.

Some people have a high level of religiosity but this is not accompanied by halal awareness when consuming it. Consumers who are aware of the importance of halal products will be more careful in making purchases, such as always reading the information and looking for information about the food they are going to consume, as well as adapting it to their needs and the benefits they will get when consuming the products they buy, so that consumers will feel satisfaction and making label reading behavior a lifestyle to always ensure that the products consumed are halal products (Sari et al., 2020). The Islamic religiosity variable cannot predict halal label reading behavior among student students in Bangkalan district, this could be due to other factors that can influence halal label reading behavior, for example the existence of halal awareness which needs further research. Based on the explanation above, it can be concluded that H_0 rejected, H_a accepted.

This research is in line with research by Adiba & Wulandari (2018) which states that the Islamic religiosity variable does not have a positive and significant effect on consumer behavior in purchasing halal cosmetics. The results of this study are not in line with research conducted by Simanjutak & Mardi (2014) which said that a person's religiosity can influence a person's behavior based on the values that person believes in. Differences in the results of this research and previous research can occur due to several factors, such as the data obtained, the methods used in the research, and data analysis techniques.

Based on the results of hypothesis testing, it can be seen that gender has a significant value of 0.646. Meanwhile, age has a significant value of 0.667, where the significant values are both greater than 0.05, so it can be concluded that demographic factor variables (gender and age) cannot predict the behavior of reading halal labels among students in Bangkalan district, so it can concluded that H_0 rejected, H_a accepted. Based on this, it is in line with research by Widiawati et al. (2022) who said that there was no relationship between individual characteristics such as gender, age and education level and the level of respondent compliance in reading labels on packaged food products. However, this research is not in line with research conducted by Simanjutak

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& Mardi (2014) which states that a person's individual characteristics such as gender and age influence consumer behavior in reading labels.

CONCLUSIONS AND RECOMMENDATIONS
Conclusion

Based on the test results in the research above, it can be concluded that variable*halal knowledge* (halal knowledge), Islamic religiosity, and demographic factors (gender and age) were not proven to be able to predict halal label reading behavior among student students in Bangkalan district, where the significant value of each variable was greater than 0.05. This is not in line with the high level of halal knowledge and Islamic religiosity among student students, where the better the level of halal knowledge and level of religiosity among students, the less interested they are in reading halal labels. Based on this, it can be seen that some people have a high level of religiosity and halal knowledge but this is not accompanied by halal awareness when consuming.

Suggestion

This research shows that halal knowledge and religiosity cannot predict the halal label reading behavior of students, therefore it is recommended that students increase their halal awareness, so that they pay more attention to halal labels and the composition of a product. Apart from that, there are suggestions for Islamic boarding schools to further improve education regarding the importance of halal awareness among students through a program that can introduce information about halal food products, and so on. So that students are more concerned about their behavior in reading halal labels.

There are limitations to this research in the form of a small number of respondents with 114 students, which is still far from being able to describe the real situation in Bangkalan district. This research also uses 3 independent variables so that it can provide opportunities for further research to be carried out in the future, where further research can add other independent variables such as halal awareness, halal literacy, and others.

Based on research that has been carried out in the Islamic boarding school environment, it has implications in the field of religious education and also in further research, where if based on the theory that has been formulated it can be seen that a person's education, religion and beliefs will influence personal perceptions of the importance of reading labels. However, in reality in the field it is known that halal knowledge, Islamic religiosity, or demographic factors of respondents cannot predict the behavior of reading halal labels, this is because there are other factors that can strengthen the influence of this behavior. As a result, the existing independent variables are unable to explain the halal label reading behavior of students.

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