The Influence Of Halal Certification and Product Quality On Consumer Purchase Interest In UNESA Brand Packaged Drinking Water

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ABSTRACT

During the past few years, a number of universities have begun to focus on packaging water production as a way to fulfill local needs and support environmental initiatives. One of them is a packaged drinking water product under the UNESA brand. The interest of university students, especially those who are Muslim, is one of the main concerns in the context of a university located in a country with a majority Muslim population. This study aims to analyze the effect of halal certification and product quality on consumer buying interest in UNESA brand packaged drinking water. Data were analyzed using the SEM-PLS technique. The total number of respondents who have filled out the questionnaire is 130 people who are students of Surabaya State University. The data source used in this study comes from primary data. Sampling using non probability sampling technique. The results showed that halal certification have a positive and significant effect on consumer buying interest in UNESA brand packaged drinking water while product quality has a negative effect on consumer buying interest in UNESA brand packaged drinking water.

INTRODUCTION

Drinking water is an essential factor in maintaining and improving human health. Since a large portion of the human body is made up of water, the daily requirement for drinking water is about 2–2.5 liters, or 8–10 glasses per day, including water intake from food (Nurul, 2023). By drinking enough water, a person can avoid the risk of dehydration. Dehydration can lead to various adverse symptoms, such as headaches, fatigue, constipation, and even long-term kidney issues.

In Indonesia, the demand for drinking water continues to rise with the increasing population and human activities. This growing demand impacts the need for clean water as well. According to (Rustan et al., 2019), water needs represent the sufficient amount required to meet basic human necessities and other water-dependent activities, whereas water usage refers to the quantity consumed from the available system in any condition. According to the Department of Public Works, the standard for clean water consumption is as follows:

Table 1. Standard Water Requirements from the Department of Public Works

Purpose	Consumption (Liters/Person/Day)
Bathing, washing, toilet	12,0
Drinking	2,0
Laundry	10,7
House cleaning	31,4
Garden	11,8
Vehicle washing	21,1
Ablution	16,2
Miscellaneous	21,7
Total	126,9

Source: Slamet (1994) in (Rustan et al., 2019)

Packaged drinking water has become an alternative for people struggling to obtain clean and safe drinking water. In recent years, packaged drinking water (PDW) consumption in Indonesia has shown significant growth. The National Association of Packaged Drinking Water Producers (Asparminas) reported that the domestic market share of packaged drinking water products increased over the past year. Asparminas's latest data from early 2023 shows a 4% growth in the gallon PDW market in 2022, with approximately 1,200 companies, 35 billion liters of PDW produced annually, 2,100 brands, and over 7,000 distribution licenses (Ramdhani, 2023).

The rising consumption of packaged drinking water has become a significant trend in society. This shift is largely due to lifestyle changes—busier schedules and high mobility drive people to seek practical and accessible options to meet their hydration needs. Besides being a convenient solution, packaged water consumption has become routine for many, with choices ranging from bottles to gallons for household use.

Packaged mineral water is viewed as more hygienic and practical, increasing the purchasing interest among Indonesian consumers.

In recent years, several universities have begun producing their own PDW to meet local demand and support environmental initiatives. One such product is "UNESA" branded packaged water, created by Universitas Negeri Surabaya in collaboration with Denyosya Inc., Japan. The UNESA water brand's popularity is growing alongside the university's reputation. UNESA students are familiar with the PDW brand, and its primary market includes students and the surrounding community. Students represent a significant segment of this market since they are the largest part of the campus community and frequently use campus facilities and services.

However, outside the Universitas Negeri Surabaya, there are more widely recognized packaged water brands perceived as higher in quality than the UNESA brand. Below is a chart showing consumer interest index trends for several PDW brands in the subcategory "Packaged Drinking Water" from 2020 to 2023, comparing five brands: AQUA, Le Minerale, Ades, Cleo, and Club.

Figure 1. Consumer Interest Index for Top Packaged Water Brands
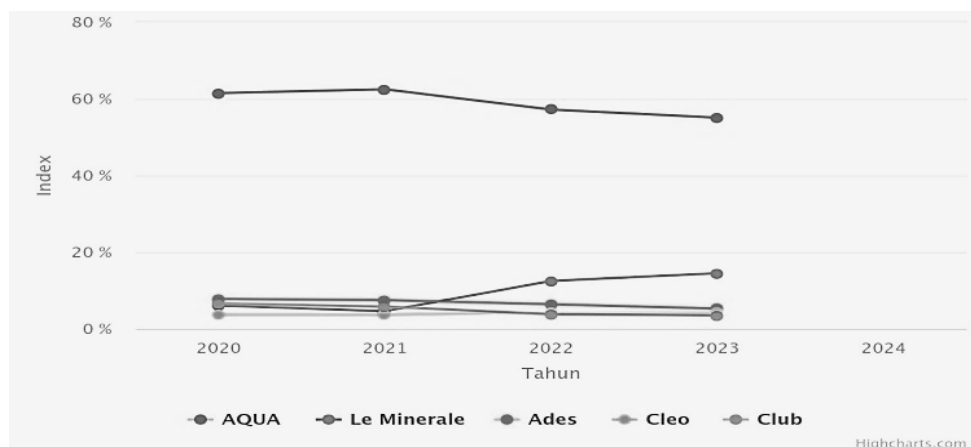
Source: (AWARD, 2023)

Figure 1 shows that AQUA (marked by a red line) maintains the highest index, despite a slight decrease from about 65% in 2020 to around 55% in 2023. Overall, AQUA leads the market with a much higher index compared to other brands, although there has been a slight decline in recent years. Le Minerale experienced significant growth until 2022 but saw a slight decrease in 2023. Other brands showed relatively stable or declining trends.

The Indonesian public's interest in PDW products reflects growing awareness of the importance of safe and clean water for health. According to (Bakti, Umar., Hairudin., Alie, 2020), consumer purchase interest arises as an intent before purchasing a product or service after careful consideration. The availability of various PDW companies has led to increased selectivity among consumers in choosing products that

are safe and clean for human health (Rafikasari & Fauzy, 2020). PDW companies must carefully consider consumer interest, as it significantly impacts their business sustainability and society as a whole.

Muslim students at Universitas Negeri Surabaya, especially, require PDW that meets halal standards consistent with Islamic principles. For these students, halal certification and compliance with Islamic rules are essential factors when selecting a PDW product. The Quran and hadith provide guidance and command the consumption or use of halal products. Allah SWT states, "O humankind! Eat from what is lawful and good on earth, and do not follow in Satan's footsteps. Indeed, he is your sworn enemy" (Surah Al-Baqarah, Ayah 168).

Halal food is that which is not prohibited in terms of its substance or acquisition. Wholesome food refers to that which is healthy, safe, and moderate. Similarly, Ibn Kathir explains in his tafsir that Allah SWT allows all food on Earth as long as it is halal, wholesome, and does not harm the body or mind.

One way to boost consumer interest is by focusing on product quality. High-quality PDW plays a crucial role in increasing consumer purchase interest, as product quality greatly influences purchasing decisions. The better the product quality, the greater the consumer's interest in purchasing it (Ernawati, 2019). Therefore, PDW companies must prioritize producing safe, high-quality products for consumers.

Awareness of PDW quality also affects the purchasing interest of Muslim students. They are more likely to buy PDW that is deemed safe, healthy, and high-quality. Research Sudirjo (2018); Rafikasari & Fauzy (2020); Theodora & Ekowati (2021)shows that product quality has a positive and significant impact on consumer interest in PDW. Factors like transparency in the production process, use of the latest technology, and stringent quality control will be important considerations for Muslim students in selecting PDW.

Based on preliminary research through interviews, 7 out of 10 Universitas Negeri Surabaya students expressed little interest in purchasing the UNESA brand PDW. The reasons given included the relatively high price for students, doubts about the product quality in terms of taste, unappealing packaging, and a preference for well-known brands considered safer and more reliable. Meanwhile, 3 students were interested in purchasing UNESA packaged drinking water without specific reasons influencing their interest. Based on this phenomenon and research, this study aims to examine whether halal certification and product quality impact consumer purchasing interest.

RESEARCH METHOD

This research was quantitative metodhology, as the data collected consisted of numerical figures, and statistical methods were applied for analysis. It adopted a causal associative approach aimed at identifying relationships between two or more variables in terms of cause and effect. This was aligned with the research objective of investigating both the direct and indirect effects of halal certification, product quality, and brand awareness on purchase intention.

The population was defined as a group of individuals sharing similar or relatively uniform characteristics (Creswell, 2018). The study's population included students from Universitas Negeri Surabaya. A sample was a subset of this population, chosen based on specific criteria. The sampling method used was non-probability sampling, specifically purposive sampling, where only certain members of the population had a chance of being included based on predefined criteria. The criteria were as follows:

1. Students at Universitas Negeri Surabaya
2. Aged between 18-24 years

The sample size calculation was based on Hair et al (2017) formula due to the uncertain population size, recommending a minimum sample of 5-10 times the indicator variables. The calculation was as follows:

Sample   = number of indicators × 8
           = 16 × 8
           = 128

Therefore, a sample size of 128 respondents was determined for this study.

Data collection was conducted through questionnaires, presented in the form of Google Forms. This approach allowed for analyzing the attitudes, behaviors, and characteristics of the research subjects. The questionnaire was systematically structured to address product quality, brand awareness, and purchase interest, which respondents were then asked to complete. A closed-ended questionnaire format was chosen, where all possible answers were provided on the form. The data collection instrument comprised statements with indicators used as references for formulating questions.

Table 2. Data Collection Instrument

Variable	Indicator	Indicator Definition	Questions	Measurement Scale
Halal Certification	Understanding of the Halal Logo	Consumer knowledge about the presence of the halal logo on products	1. I agreed that having a halal logo on beverage packaging was important	Likert
			2. I believed that beverages with a	

Variable	Indicator	Indicator Definition	Questions	Measurement Scale
			halal logo did not contain impurities	
			3. I understood that halal-certified beverages had gone through a rigorous halal testing process	
	Choosing Halal Products Based on Legal Certification	Consumers chose products approved by BPJPH based on the MUI fatwa	1. I recognized the authentic halal logo from MUI	Likert
			2. I was able to distinguish between the authentic MUI halal logo and non-authentic ones	
			3. I was confident that the UNESA packaged water product was halal-certified by BPJPH	
	Product Choice Based on Halal Logo	Consumer decisions to purchase a product based on the logo or knowledge of its halal status	1. I preferred beverage products that had a halal logo over those without it	Likert
			2. I felt safe consuming beverages with a halal logo	
			3. I knew that the UNESA packaged water product displayed the latest halal label	
Product Quality	Performance	The level of taste, freshness, and variety in the product	1. I believed that the UNESA packaged water product had a quality taste	Likert
			2. I felt that the UNESA packaged water provided maximum freshness	
			3. I knew that the UNESA packaged water product offered a variety of packaging options	
	Durability	The level of expiration and	1. I was confident that the packaging of	Likert

Variable	Indicator	Indicator Definition	Questions	Measurement Scale
		packaging resilience	the UNESA packaged water product had excellent durability	
			2. I believed that the materials used in the packaging of the UNESA packaged water product had a high level of safety	
			3. I was more interested in purchasing beverage products with high durability	
	Conformance to specifications	The level of presentation consistency and flavor uniformity in the product	1. I felt that the UNESA packaged water product had a consistent taste over time	Likert
			2. I believed that the UNESA packaged water product met the standards and quality it promised	
			3. I was more interested in purchasing products that consistently met expectations in terms of presentation and taste	
	Features	The level of product variety and unique characteristics	1. I knew that the UNESA packaged water product was produced by Universitas Negeri Surabaya	Likert
			2. The UNESA packaged water product had a memorable tagline	
	Aesthetics	The level of appeal in the product's presentation and aroma	1. I felt that the design of the UNESA packaged water product was attention-grabbing	Likert
			2. I believed that the design choice for the UNESA packaged water product was	

Variable	Indicator	Indicator Definition	Questions	Measurement Scale
			innovative	
Purchase Interest	Transactional Interest	Consumers tended to show interest in purchasing the product	1. Choosing to buy the UNESA packaged water product was a good idea 2. I was interested in purchasing the UNESA packaged water product to meet my needs 3. I felt that the UNESA packaged water product had greater value compared to other beverage brands	Likert
	Referential Interest	Consumers were willing to recommend the product to others	1. I was interested in recommending the UNESA packaged water product to my family 2. I was interested in recommending the UNESA packaged water product to my friends	Likert
	Preferential Interest	Consumers purchased the product repeatedly	1. I purchased the UNESA packaged water for the long term 2. I was interested in buying the UNESA packaged water product in the future	Likert
	Exploratory Interest	Consumers consistently sought and purchased the product	1. I always tried to find UNESA packaged water wherever I could 2. I was willing to purchase UNESA packaged water even if it was expensive	Likert

For measuring respondent answers, a Likert scale with four response levels was utilized, as detailed in the table below:

Table 3. Likert Scale

Answer Option	Score
Strongly Agree	4
Agree	3
Disagree	2

Strongly Disagree	1

Data analysis in this study used the Structural Equation Model (SEM) with a Partial Least Square (PLS) approach, processed through SmartPLS software. PLS was employed to predict relationships between constructs. The SEM-PLS analysis involved three stages:

1. Outer Model (Measurement Model)

   The outer model specified the effects/relationships between latent variables, both endogenous and exogenous, and their indicators. Tests on the outer model included:

   a. Convergent Validity: Indicator validity was shown through convergent validity values, seen in loading factor values for endogenous and exogenous variables. A recommended convergent validity value is > 0.7 (Hair et al., 2017).

   b. Discriminant Validity: Cross-loading factors indicate discriminant validity by showing that a construct has adequate discriminant validity when its loading value is higher with its intended construct than with others (Hair et al., 2017).

   c. Average Variance Extracted (AVE): AVE values should be 0.5 or higher, indicating discriminant validity for each construct and both endogenous and exogenous variables (Hair et al., 2017).

   d. Cronbach's Alpha: Reliability was assessed through Cronbach's Alpha, with values > 0.7 expected for all constructs (Hair et al., 2017).

2. Inner Model (Structural Model)

   The inner model identified and analyzed relationships between exogenous and endogenous variables, testing hypotheses. Inner model assessments included:

   a. Coefficient of Determination (R^2): R^2 values interpreted as follows: 0.75 (strong), 0.50 (moderate), and 0.25 (weak) (Hair et al., 2017).

   b. Cross-validated Redundancy (Q^2): Q^2 values above 0 indicate predictive relevance, while values below 0 suggest inadequate predictive relevance (Hair et al., 2017).

   c. Path Coefficients: These coefficients, ranging from -1 to +1, indicate the relationship between constructs; values close to +1 indicate positive relationships, while values near -1 indicate negative relationships (Hair et al., 2017)

   d. Collinearity: Formative measurement was evaluated with tolerance values below 0.20 and VIF > 5.0 (Hair et al., 2017).

3. Hypothesis Testing

   Hypothesis testing was the final step for the inner model, using statistical tests to examine model significance. Hypotheses were assessed through p-values and t-statistics. A p-value below 0.05 was required for significance at the 5% alpha level,

with a t-table value of 1.96 at the 5% alpha level. Hence, hypotheses were accepted when t-statistics exceeded the t-table value.

RESULT AND DISCUSSION

Result

A. Outer Model (Measurement Model)

The results of the outer model test show the outer model values for each indicator instrument across the variables, which include Halal Certification, Product Quality, and Purchase Intention. The outer model test encompasses Convergent Validity, Discriminant Validity, Average Variance Extracted (AVE), and Cronbach's Alpha values. The purpose of the outer model test is to assess the validity and reliability of each variable's indicator instrument.

1. Convergent Validity

The Convergent Validity test is evaluated based on the Loading Factor values. The following presents the results of the Convergent Validity test:

Table 4. Convergent Validity Test Results

No	Indicator	*Outer Loadings*
1.	SH 1.1<- SH	0,755*
2.	SH 1.2 <- SH	0,742*
3.	SH 1.3 <- SH	0,793*
4.	SH 2.1<- SH	0,770*
5.	SH 2.2 <- SH	0,767*
6.	SH 2.3 <- SH	0,815*
7.	SH 3.1 <- SH	0,867*
8.	SH 3.2 <- SH	0,787*
9.	SH 3.3 <- SH	0,818*
10.	KP 1.1 <- KP	0,704*
11.	KP 1.2 <- KP	0,031
12.	KP 1.3 <- KP	0,215
13.	KP 2.1 <- KP	0,355
14.	KP 2.2 <- KP	0,714*
15.	KP 2.3 <- KP	0,662
16.	KP 3.1 <- KP	0,383
17.	KP 3.2 <- KP	0,806*
18.	KP 3.3 <- KP	0,264
19.	KP 4.1 <- KP	0,130
20.	KP 4.2 <- KP	0,812*
21.	KP 5.1 <- KP	0,003
22.	KP 5.2 <- KP	0,783*
23.	MB 1.1 <- MB	0,756*
24.	MB 1.2 <- MB	0,735*
25.	MB 1.3 <- MB	0,800*
26.	MB 2.1 <- MB	0,767*
27.	MB 2.2 <- MB	0,782*
28.	MB 3.1 <- MB	0,857*

No	Indicator	Outer Loadings
29.	MB 3.2 <- MB	0,799*
30.	MB 4.1 <- MB	0,811*
31.	MB 4.2 <- MB	0,810*

*) Convergent Validity of Instruments

Source: Primary data processed by the author using SmartPLS (2024)

Table 4 shows that the indicators for the variables of Halal Certification, Product Quality, and Purchase Intention, which have a loading factor value of $\geq$ 0.7 (Hair et al., 2017) are considered valid in terms of convergent validity. Meanwhile, indicator items with values $\leq$ 0.7 are considered invalid. This means that the variables can be measured and accurately represented by removing invalid indicator items. The outer loadings results, after removing certain statements, are presented in the following table:

Table 5. Convergent Validity Test Results

No	Indicator	Outer Loadings
1.	SH 1.1<- SH	0,755*
2.	SH 1.2 <- SH	0,742*
3.	SH 1.3 <- SH	0,793*
4.	SH 2.1<- SH	0,770*
5.	SH 2.2 <- SH	0,767*
6.	SH 2.3 <- SH	0,815*
7.	SH 3.1 <- SH	0,867*
8.	SH 3.2 <- SH	0,787*
9.	SH 3.3 <- SH	0,818*
10.	KP 1.1 <- KP	0,704*
11.	KP 2.2 <- KP	0,714*
12.	KP 3.2 <- KP	0,806*
13.	KP 4.2 <- KP	0,812*
14.	KP 5.2 <- KP	0,783*
15.	MB 1.1 <- MB	0,756*
16.	MB 1.2 <- MB	0,735*
17.	MB 1.3 <- MB	0,800*
18.	MB 2.1 <- MB	0,767*
19.	MB 2.2 <- MB	0,782*
20.	MB 3.1 <- MB	0,857*
21.	MB 3.2 <- MB	0,799*
22.	MB 4.1 <- MB	0,811*
23.	MB 4.2 <- MB	0,810*

*) Convergent Validity of Instruments

Source: Primary data processed by the author using SmartPLS (2024)

Based on the validity test in the table above, the loading factor values for each indicator exceed 0.70 after removing the invalid statements. Thus, all question items for each indicator within the research variables are deemed valid.

2. Discriminant Validity

The Discriminant Validity test is measured by examining the Cross Loading values and the Fornell-Larcker criterion. The following presents the results of the Discriminant Validity test:

Table 6. Discriminant Validity Test Results (Cross Loading)

	SH	KP	MB
SH 1.1	0,755	-0,045	0,751
SH 1.2	0,742	-0,263	0,736
SH 1.3	0,793	-0,067	0,788
SH 2.1	0,770	-0,251	0,767
SH 2.2	0,767	-0,158	0,782
SH 2.3	0,815	0,132	0,762
SH 3.1	0,867	-0,135	0,855
SH 3.2	0,787	-0,140	0,802
SH 3.3	0,818	-0,090	0,812
KP 1.1	-0,026	0,704	-0,055
KP 2.2	0,027	0,714	-0,009
KP 3.2	-0,101	0,806	-0,135
KP 4.2	-0,095	0,812	-0,135
KP 5.2	-0,044	0,783	-0,093
MB 1.1	0,758	-0,048	0,756
MB 1.2	0,742	-0,260	0,735
MB 1.3	0,790	-0,061	0,800
MB 2.1	0,770	-0,251	0,767
MB 2.2	0,767	-0,158	0,782
MB 3.1	0,870	-0,116	0,857
MB 3.2	0,784	-0,149	0,799
MB 4.1	0,815	-0,108	0,811
MB 4.2	0,760	-0,193	0,810

Source: Primary data processed by the author using SmartPLS (2024)

The table above shows the Cross Loading results, where each indicator for each variable has a value of ≥ 0.7 (Hair et al., 2017). Certain indicator items were removed to ensure that each variable's indicators could be declared discriminantly valid, meaning each variable can be measured accurately.

Table 7. Discriminant Validity Test Results (Fornell-Larcker)

	SH	KP	MB
SH	0,791		
KP	-0,084	0,825	
MB	0,992	-0,127	0,791

Source: Primary data processed by the author using SmartPLS (2024)

The requirement for the Discriminant Validity test based on the Fornell-Larcker criterion is that the loading value of the target construct should be greater than its loading values with other constructs. To meet this criterion, indicators with the lowest loading factor values were removed to ensure compliance, thereby validating the questionnaire.

3. Average Variance Extracted (AVE)

A The next step is to examine the AVE value, which provides an evaluation of discriminant validity for each construct, as well as for the endogenous and exogenous variables.

Table 8. Convergent Validity Test Results (AVE)

Variabel	*Average Variance Extracted* (AVE)
SH	0,626
KP	0,680
MB	0,626

Source: Primary data processed by the author using SmartPLS (2024)

From the table above, it can be seen that the AVE values are greater than 0.50 (Hair et al., 2017), indicating that all indicators for each variable are convergently valid. When indicators meet the convergent validity test criteria, this suggests that the indicators in the study have a low average error rate.

4. Cronbach's Alpha

Reliability testing is further supported by Cronbach's Alpha. The Cronbach's Alpha value is expected to be >0.7 for all constructs (Joseph F. Hair, 2021).

Table 9. Composite Reliability and Cronbach's Alpha Test Results

	Cronbanc's Alpha	*Composite Reliability (rho_a)*	*Composite Reliability (rho_c)*
SH	0,925	0,926	0,938
KP	0,891	0,980	0,912
MB	0,925	0,926	0,938

Source: Primary data processed by the author using SmartPLS (2024)

The table above indicates that all constructs have a Cronbach's Alpha value of ≥ 0.7 and a Composite Reliability value of ≥ 0.7 (Hair et al., 2017), meaning the indicators for each construct or variable in the questionnaire are considered reliable.

B. Inner Model (Structural Model)

The purpose of the Inner Model test is to analyze the relationships between endogenous and exogenous variables. The Inner Model test includes R Square, Path Coefficients, Collinearity, and Model Fit. Below are the results of the Inner Model test:

1. Coefficient of Determination (R²)

The R Square value is divided into three criteria that explain the variation of the exogenous variable's effect on the endogenous variable: 0.75 is considered strong, 0.50 is considered moderate, and 0.25 is considered weak (Hair et al., 2017).

Table 10. Coefficient of Determination / R Square (R²) Results

	R-square	*R-square adjusted*
MB	0,657	0,649

Source: Primary data processed by the author using SmartPLS (2024)

Table 10 shows that the R square value is 0.657, meaning that 65% of the variance in the purchase intention of UNESA branded packaged water can be explained by this research model. The value falls between the strong and moderate ranges, i.e., > 0.50 and < 0.75. This indicates that the model used in this study has a relatively strong and good predictive power for the structural model.

2. Cross-validated Redundancy (Q²)

The Q-Square predictive relevance aims to measure how well the observed values are produced by the model and its parameter estimates. A Q-square value > 0 indicates that the model has predictive relevance; conversely, if the Q-Square value ≤ 0, it suggests that the model has low predictive relevance (Hair et al., 2017).

Table 11 Cross-validated Redundancy (Q²) Results

	Q²predicted
MB	0.608

Source: Primary data processed by the author using SmartPLS (2024)

Table 11 shows that the Q-square value meets the accuracy requirement, being greater than 0, and the table indicates that the Q-square value is 0.608.

3. Path Coefficients

Path Coefficients aim to assess the relationships between constructs, ranging from -1 to +1. A positive relationship is indicated if the path coefficient value is close to +1, while a negative relationship is indicated if the path coefficient value is close to -1 (Hair et al., 2017).

Table 12. Path Coefficients Test Results

	MB	**SH**	**KP**
MB			
SH	0,917		
KP	-0,044		

Source: Primary data processed by the author using SmartPLS (2024)

Table 12 shows that Halal Certification and Brand Awareness have a positive relationship with the purchase intention of UNESA branded packaged water, while Product Quality has a negative relationship with the purchase intention of UNESA branded packaged water.

4. Collinearity

The Variance Inflation Factor (VIF) value is used to evaluate collinearity, which indicates whether there is a correlation or relationship between independent variables. This ensures that multicollinearity does not occur in the research model.

Table 13. Variance Inflation Factor (VIF) Values

	MB	SH	KP
MB			
SH	1,398		
KP	1,974		

Source: Primary data processed by the author using SmartPLS (2024)

The table above shows that the results of the collinearity test indicate a VIF value of < 5.0. This means that there are no issues with collinearity between the variables.

C. Hypothesis Testing

Hypothesis testing is conducted by examining the probability value and t-statistics. For the probability value, the p-value with a 5% alpha level is less than 0.05. The t-table value for a 5% alpha level is 1.96. Therefore, the criterion for hypothesis acceptance is when the t-statistic > t-table.

Table 14. Hypothesis Test Results

	T Statistics	P value	Keterangan
SH -> MB	29, 832	0,000	Diterima
KP -> MB	2,563	0,011	Diterima

Source: Primary Data Processed by SmartPLS (2024)

In Table 14, it can be concluded that all three hypotheses are accepted as they meet the necessary criteria.

Discussion

1. The Influence of Halal Certification on Purchase Intention for UNESA Branded Packaged Water

Based on hypothesis testing results, halal certification positively impacts purchase intention for UNESA branded packaged water. This suggests that the clearer or more visible the halal certification of a product, the higher consumers' intention to buy it. Halal certification on UNESA branded packaged water plays a significant role in increasing purchase interest, particularly among Muslim consumers who regard it as an essential factor in their buying decisions.

This finding aligns with research by Ummah et al (2023), which states that halal certification has a positive and significant effect on purchase intention. Halal certification can significantly impact a consumer's purchase intention because it provides a sense of security, especially for Muslim consumers who seek food and drink products that comply with Islamic law.

However, these findings contrast with research by Masruroh & Rafikasari (2022), which suggests that halal certification does not have a significant effect on purchase intention. Additionally, Setiawan & Mauluddi (2019) concluded that halal certification does not influence the buying intention of products already bearing a halal logo. The respondents in that study were undergraduate students aged 18-24, who tend to follow current trends without necessarily considering the halal or non-halal status of products and are aware of the presence of counterfeit halal certifications (Masruroh & Rafikasari, 2022).

When consumers know that a product is certified halal, they may feel more inclined to purchase and consume it. Fundamentally, seeking and consuming halal products is a command from Allah, as stated in the Quran: "So eat of the lawful and good things which Allah has provided for you, and be grateful for the bounty of Allah, if it is [indeed] Him that you worship" (Surah An-Nahl, Verse 144).

The majority of respondents in this study were Muslim students from the Islamic Economics program, with 10% confidently affirming that UNESA branded packaged water is halal certified, as indicated by the recent halal label on its packaging. However, the author found that UNESA packaged water has not yet received halal certification from BPJPH. Despite this, UNESA students remain interested in purchasing UNESA packaged water without concern.

UNESA students assume that UNESA branded packaged water should be halal, as it is distributed within a predominantly Muslim community. This assumption is supported by research from Dewi et al (2021), which indicates that the halal certification variable has a negative and insignificant impact on purchase intention. Consumers tend not to check the halal logo as proof of a product's authenticity as halal, believing that products available in a majority-Muslim country should inherently be halal.

2. The Influence of Product Quality on Purchase Intention for UNESA Branded Packaged Water

The results of the hypothesis testing reveal that product quality has a negative effect on the purchase intention for UNESA branded packaged water. This finding suggests that as the quality of UNESA branded packaged water increases, consumer interest in buying the product decreases. In other words, higher product quality seems to reduce its appeal and consumer trust, and vice versa.

This result aligns with research by M. Lutfi et al (2022), which also indicates a negative effect of product quality on consumer purchase intention. The study

agrees with this research, showing that while product quality does significantly influence consumer purchase intention toward UNESA branded packaged water, this influence is negative.

One factor that could explain this negative influence is that very high-quality packaged water might be priced higher, making consumers feel that the cost does not align with the perceived benefits, especially if there are more affordable alternatives with reasonable quality. Additionally, consumers may prefer brands they already recognize and trust, even if those brands do not match the quality of newer or more expensive products.

When packaged water is promoted with advanced filtration technology or eco-friendly packaging materials that enhance the overall quality, this may also drive up the product's price. Price-sensitive consumers might choose a cheaper product, even if it is of slightly lower quality, because they find it sufficiently meets their everyday needs.

Based on these findings, the researcher observed that many other packaged water brands offer higher quality than UNESA branded packaged water at relatively lower prices. This is also supported by interviews with 10% of the respondents, who acknowledged that there are higher-quality packaged water products available compared to UNESA branded water. They are more interested in purchasing these other brands, as they are perceived as more reliable. However, since no other brands are available on campus, students ultimately continue to purchase UNESA branded packaged water.

Despite this, the company claims that UNESA branded packaged water has advantages over other packaged water brands available in the market. One of these advantages is that it is produced through the RO (Reverse Osmosis) process. According to the University of Nebraska-Lincoln, the RO membrane filter is used to reduce levels of harmful particles (such as ions/metals, pesticides, and radioactive nuclides) suspended in water that cannot be removed through standard filtration. Consequently, UNESA branded packaged water is said to be fresher and healthier.

CONCLUSION

Based on the findings and discussions presented above, the conclusions are as follows:

1. Halal certification has a positive influence on consumer purchase intention for UNESA branded packaged water.

2. Product quality has a negative and significant influence on consumer purchase intention for UNESA branded packaged water.

Based on the data analysis and discussions in the previous chapter, the following recommendations can be considered:

1. For the UNESA branded packaged water company, it is recommended to promptly apply for halal certification from BPJPH. Additionally, the company should

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maintain product quality standards by implementing strict quality control. This can be achieved by conducting regular testing to ensure the packaged water is free from contamination and meets health standards. The company should also strengthen its marketing strategies to enhance brand awareness among consumers, especially UNESA students. This can be done by leveraging social media as a platform for promotions to reach a wider audience.

2. Consumers are advised to choose packaged water products that have obtained halal certification. Additionally, they should select products that clearly display quality information, such as the water source and processing methods. Avoid purchasing products from unauthorized sellers to ensure the product's authenticity and quality.

3. Future researchers are advised to broaden the subject pool to gain a more general understanding of consumer purchase intentions for UNESA branded packaged water.

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