

## Analysis of Halal Product Knowledge, Social Media Marketing, and Fear of Missing Out (FOMO) on Purchasing Decisions for Muslim Food Products in Binjai City

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### Abstract

This research explains how knowledge about halal products, web-based entertainment shows, and concerns about big opportunities (FOMO) influence students' purchasing choices in Binjai City. This research aims to determine the impact of information about halal goods, virtual entertainment shows, and concerns about missing out on big opportunities (FOMO) on students' purchasing choices. Meanwhile, questionnaires were given to 97 sample students. Based on the findings of data analysis, there is an influence on students' purchasing decisions in Binjai City on knowledge of halal products, social media marketing, and Fear of Missing Out (FOMO). The method of carrying out this exploration uses a quantitative methodology where this examination collects, displays, presents, and breaks down information quantitatively. This research uses primary data. The exploratory instrument used was a survey. Meanwhile, information-checking procedures include various relapse checks and t-count searches. The results of the research state that the information obtained, X1 has a specified count (3.201) > ttable (1.98580) and a Sig value <0.05 (0.02), so X2 has a significant effect if the value of tcount (4,980) is greater than t table (1,98580) and the value of sig is less than 0.05 (0.00), and X3 has a significant effect if the tcount value (2,833) is greater than t table (1.98580) and the Sig value is less than 0.05 (0.01). There is an opinion that the information reported regarding halal products, web-based entertainment promotions, and anxiety about missing out on big opportunities (FOMO) in the purchasing choices of students in Binjai City.

**Keywords:** Knowledge of Halal Products, Social Media Marketing, Fear of Missing Out (FOMO), and Purchase Decisions

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## INTRODUCTION

Food has an important role in creating an image of a nation, including Indonesia. Considering that the majority of Indonesia's population is Muslim, safe food and drinks must receive serious attention, especially food that is halal in terms of raw materials, processing, and packaging. The presence of the Halal Product Guarantee Law (UUJPH) has the meaning of providing welfare, security, comfort, and confidence in the accessibility of halal goods for the

general public in consuming and utilizing these goods (Rosidi, 2015). Confirmation Apart from that, stamps on food ingredients are a way to assess and control them so that they do not harm or endanger buyers (Hidayat, 2015). The level of education on halal goods in Indonesia is quite high but is often still limited to the halal nature of the raw materials used. The characteristics that are the reference for a halal product include the nature, origin, and processing method of the food. Halal food products should include raw materials, processing, packaging, and distribution until the product reaches our plates. Knowledge about halal products is very important because it can help buyers determine a brand that guarantees the halalness of the goods both in terms of materials and handling and guarantees that the goods are of good quality and safe to use. said that knowing about halal products is the most important thing because it helps people in determining conclusions about what to buy (Nurhayati, 2019).

This can also help business people read how society behaves, especially Muslims. According to Murhanjati, (2020) a devout Muslim when buying food will look for a halal certification logo on the product packaging because this logo is a guarantee of the halalness of the food from the raw materials to the packaging process. Additionally, mechanical advances and easier access to innovation have made data retrieval easier. Reading or viewing posts about other people's lives can encourage people to do so without the problem of separating their lives from what they find in those online entertainment posts (Abel, 2016). People can easily search for or get updated information in various fields, especially regarding food products. Apart from that, the activities of people who like to post and spread the word about new things they find, be it food products and so on, are starting to become a new habit on social media. This data spreads quickly through online entertainment and becomes a topic of conversation in the public eye until we get used to viral expressions. Viral is a characteristic where a specific thing is talked about by many individuals consistently so that it can have an impact on certain individuals. In marketing activities, especially marketing activities that use social media, marketers really like the virality effect of social media marketing because it can encourage faster purchases. According to Nurbaiti, (2023), the use of social media in marketing can increase knowledge of consumer behavior because selling via social media can show more effective results. And it is through social media that marketers hope that the products they promote can go viral in society.

This virality effect can then cause the Fear of Missing Out (FOMO) phenomenon. FOMO is a Don't miss out attitude where people imagine that the presence of the people around them is happening in good conditions and gaining experience (Bekman, 2022). This is reflected in his work and the need to remain alert to the activities of those around him and stay in touch with the community as he worries. because they are abandoned and don't have what other people have. As noted (Hyman, 2020), FOMO can influence buyers' viewpoints and behavior as a normal attraction with additional settings. When several people have tried something viral, such as food, this FOMO can be unique. make others feel the effects of the sensation of fear of passing through the main open door (FOMO). Due to fear of being abandoned by their social climate, consumers affected by FOMO usually buy goods or follow certain instructions without considering individual needs, values, or qualities (Maharani, 2023). Furthermore, the daily lives of students who are very close to the use of internet technology are prone to the FOMO phenomenon. Because, in their daily lives, students communicate using social media such as WhatsApp, Twitter (X), Instagram and TikTok. Social media becomes a forum for disseminating information so that information is easily spread and becomes viral and the virality effect of information received by students in their daily lives makes it possible for the FOMO phenomenon to occur in students' lives. Including student consumption patterns which are very likely to occur due to the viral effects of social media marketing and FOMO. Returning to the issue of awareness of halal products as a whole, as Muslim students we are expected to have a higher awareness and knowledge of halal products which will then influence daily food consumption patterns. So, consuming food is not only based on the effects of virality through social media marketing and the FOMO effect. The main aim of this research is to provide us with an understanding of food consumption patterns in students' daily

lives, and how the effect of knowledge on halal products, social media marketing, and FOMO can influence the purchase of a food product.

## **LITERATURE REVIEW**

### **Halal Product Knowledge**

The word halal comes from Arabic which means surrender and not being bound. Etymologically, halal means something that is permitted and must be possible for free reasons or not limited by regulations that limit it (Muhammad, 2018). Halal means it is not haram and may be allowed or used. Halal can be known whether there are reasonable assumptions that award it in the Al-Qur'an and it is believed that there will be no assumptions that cut it or deny it (Ernawati, 2018). The meaning of Halal according to the Religious Section as stated in the Meaning of the Firm Imam of the Republic of Indonesia Number 518 of 2001 concerning the Review and Guarantee of Halal Food, emphatically: Does not contain components or ingredients that are haram, right? it is haram for Muslims to use it, or abuse Islamic provisions in handling it (Rizal, 2016). Evaluation of conditions, additional and auxiliary materials, production processes, production staff and hardware, halal administrative framework, and other issues related to halal food production activities is known as halal food review (Muhammad, 2018). Item information means that item information is a range of precise data stored in an individual's memory that is equivalent to his view of the item information. Memory is the basis for consumer knowledge and existence. This item information is also related to the quality of the item, information about the advantages of the item, and then information about the dangers of consuming the item, and this is related to information about the satisfaction of consuming the item.

### **Social Media Marketing**

It is interpreted that the broadcast of online entertainment is a kind of direct promotion or vice versa. It is used to express ideas, knowledge, memories, and actions regarding brands, relationships, products, and individuals and is carried out using informal community tools for example, web journals, microblogs, long-distance communication letters, social networks, and content sharing. According to Keller, (2016) published in his book Refiani and Mustikasari, (2020), virtual transmission is a method that allows consumers to share text, images, audio, and information with other people or relationships. Online media appreciates the advancement of branding and unique web events, and individual promotions are on the rise. Additionally, Kotler and Keller outlined the importance of social media marketing to digital marketing. This is because nowadays virtual entertainment is content promotion which has recently become famous as the ultimate fate of computerized financial sales. Despite the difficulties involved, web-based entertainment provides advertisers with an incredible opportunity to go beyond conventional media and have straightforward discussions with clients.

### **Fear of Missing Out (FOMO)**

Thompson (Wulandari, 2020), explains that the Fear of Missing Out is a pessimistic feeling of someone who has a view of stress or discomfort because they are avoided in connection with the higher spirit that other people have or are doing. People who experience the ill effects of FOMO often don't know exactly what they're missing, but instead, they're stressed and afraid of others showing them improvements. The feeling of fear of missing out on a big opportunity (FoMO) is a state of anxiety that arises due to the creation of innovations, for example, data and web-based entertainment which continues to develop. Online entertainment production makes it easier for someone to stay connected to the social climate around them without requiring direct contact (Abel, 2016). Przybylski, (2013) characterizes FOMO as someone who feels stressed because other people are seen completing exercises and experiencing additional interesting encounters. FOMO has qualities, specifically the desire or desire to be constantly in touch with and understand what other people are doing and what is happening in web or virtual entertainment.

## Buying Decision

Aisyah, (2022) explains that consumer behavior in responding to an object that describes their desires and activities in making purchases is known as purchasing choices. Meanwhile, according to Schiffman and Kanuk, (2015), purchasing choice is a consumer decision that involves deciding whether to buy a gift or present by choosing one of several different options. The essence of the customer path is a collaborative fusion that combines data to explore two different actions and choose one. The result of this mixed relationship is selection, which the mind expresses as social preference (Harahap, 2018).

## RESEARCH METHODOLOGY

This research uses graphical, cooperative, exploratory methods and is similar to quantitative methodology in that it collects, displays, presents, and investigates information quantitatively. This research relies on primary data for its findings. Students from Binjai City were used as research subjects. According to Sugyono, (2018), research variables are attributes, values, or characteristics of a person, object, or activity that researchers choose to investigate and draw conclusions from. There are two factors in this exploration, namely: environmental item information, social media marketing, and Fear of Missing Out (FoMO) is the X variable, and the purchasing decision is the Y variable. This research uses a population of active students who live in the city of Binjai, with a sample of 97 respondents determined using the Cochran formula because the population is unknown. The inclusion criteria for respondents included active students, residing in the city of Binjai, and having bought viral food there. Data was collected by distributing questionnaires with questions using a Likert scale (1-5) which had different score levels, namely Strongly Agree (SS) = 5, Agree (S) = 4, Neutral (N) = 3, Disagree (TS) = 2, Strongly Disagree (STS) = 1. The data analysis method was carried out using the Statistical Package for the Social Sciences (SPSS).

## RESULTS AND DISCUSSION

The information in this exploration includes information obtained from respondents' answers to the opinion poll. Descriptive results of the 97 respondents will be available after collection of results. These results will be seen in the table below.

**Table 1. Research Description**

	N	Minimum	Maximum	Mean	Std. Deviation
X1	97	9	15	12,91	1,347
X2	97	8	15	12,90	1,335
X3	97	9	15	12,84	1,328
Y	97	9	15	12,81	1,409
Valid N (listwise)	97				

Data source: By the author, 2023

Based on Table 1, there were 97 respondents in this study. The minimum and maximum values represent the range of respondents' responses, with a minimum consumer rating (Y) of 9, a maximum of 15, a mean of 12.81, and a standard deviation of 1.409. Knowledge of halal products (X1) has a minimum value of 9, a maximum of 15, and a mean of 12.91 with a standard deviation of 1.347. Social Media Marketing (X2) has a minimum value of 8, a maximum of 15, and an average of 12.90, with a standard deviation of 1.328. Fear of Missing Out (FoMO) (X3) has a minimum value of 9, a maximum of 15, an average of 12.84, and a standard deviation of 1.328.

### Classic Assumption Test

A validity test is used. This measures whether the questions distributed to respondents are correct. To determine whether the query is correct, the calculated table r value must be greater than the 5% significance level.

**Table 2. Validity Test**

Variable	Code Butir	Statistik Hitung		Signifikasi Two Tailed		Information
		r-hitung	r tabel	Sig	Alpha	
Halal Product Knowledge	X1.1	0,684	0,1996	0	0,05	Valid
	X1.2	0,848	0,1996	0	0,05	Valid
	X1.3	0,767	0,1996	0	0,05	Valid
Social Media Marketing	X2.1	0,803	0,1996	0	0,05	Valid
	X2.2	0,763	0,1996	0	0,05	Valid
	X2.3	0,698	0,1996	0	0,05	Valid
Fear of Missing Out (FoMO)	X3.1	0,776	0,1996	0	0,05	Valid
	X3.2	0,803	0,1996	0	0,05	Valid
	X3.3	0,671	0,1996	0	0,05	Valid
Buying decision	Y1.1	0,761	0,1996	0	0,05	Valid
	Y1.2	0,857	0,1996	0	0,05	Valid
	Y1.3	0,702	0,1996	0	0,05	Valid

Data source: By the author, 2023

The valid test results are compared with the r table at a significance level of 5%. r calculated; r table, if  $df = n-2$  we say the question is correct, and if r is calculated; If r is in the table, the query is considered invalid. Based on the above validation tests, there is no doubt that you can continue processing the data.

**Table 3. Reliability Test**

Variable	Jumlah Item	Cronbus Alpha
Halal Product Knowledge	3	0,715
Social Media Marketing	3	0,797
Fear of Missing Out (FoMO)	3	0,737
Buying decision	3	0,741

Data source: By the author, 2023

The results of the reliability test show that if Cronbach's alpha is greater than 0.6 then the question is considered valid. If Cronbahand's alpha is less than 0.6 then the question is considered unreliable. Looking at the information above, it can be seen that the Kronbahand alpha value is greater than 0.6, so it can be said that the reliability of the research data is high.

### Multiple Linear Regression Analysis

The goodness-of-fit test is carried out by recording poetry text data. Ensure that data samples are taken from a normally distributed population. There are several ways to test your method, including a simple test plan.

**Normal P-P Plot of Regression Standardized Residual**

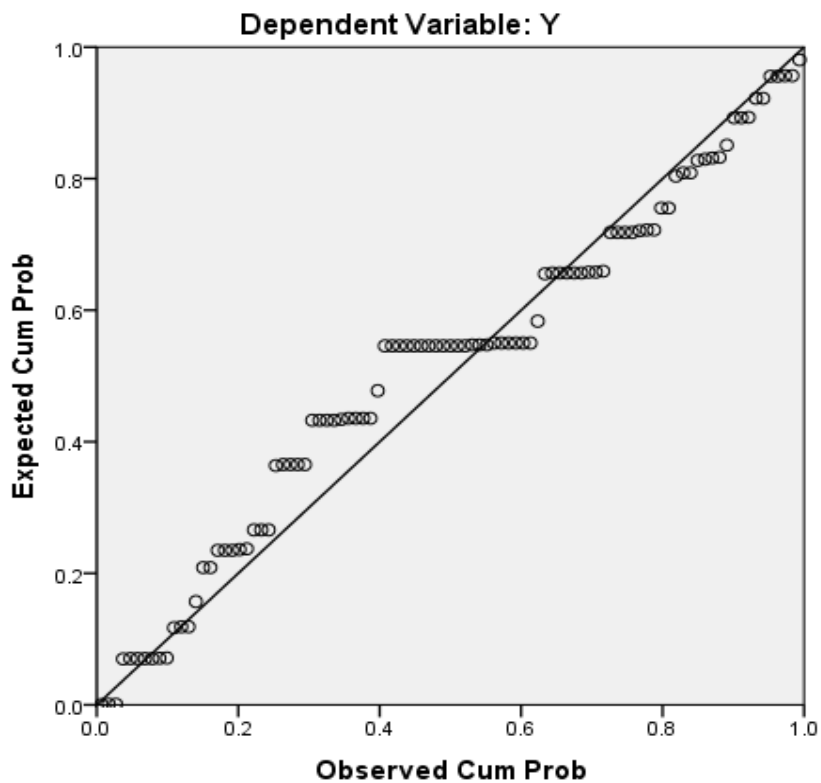


Figure 1. Normality Test Graph

In a simple surface test using a p-plot, Figure 2 shows that the data is spread out because it follows a diagonal pattern, the data can be said to follow a normal distribution. The normal test also uses the Kolmogorov Smirnov test which can be seen in table 4 below.

**Table 4. Kolmogorov Smirnov Normality Test**

		Unstandardized Residual
N		97
Normal Parameters <sup>b</sup>	Mean	,0000000
	Std. Deviation	,61964612
Most Extreme Differences	Absolute	,144
	Positive	,069
	Negative	-,144
Kolmogorov-Smirnov Z		1,422
Asymp. Sig. (2-tailed)		,35

a. Test distribution is Normal.

b. Calculated from data.

Based on Table 4 above, the highest value is 0.35, and teg; is 0.05. Therefore, the data used in this research can be said to follow a normal distribution. Next, a multicollinearity test was carried out.

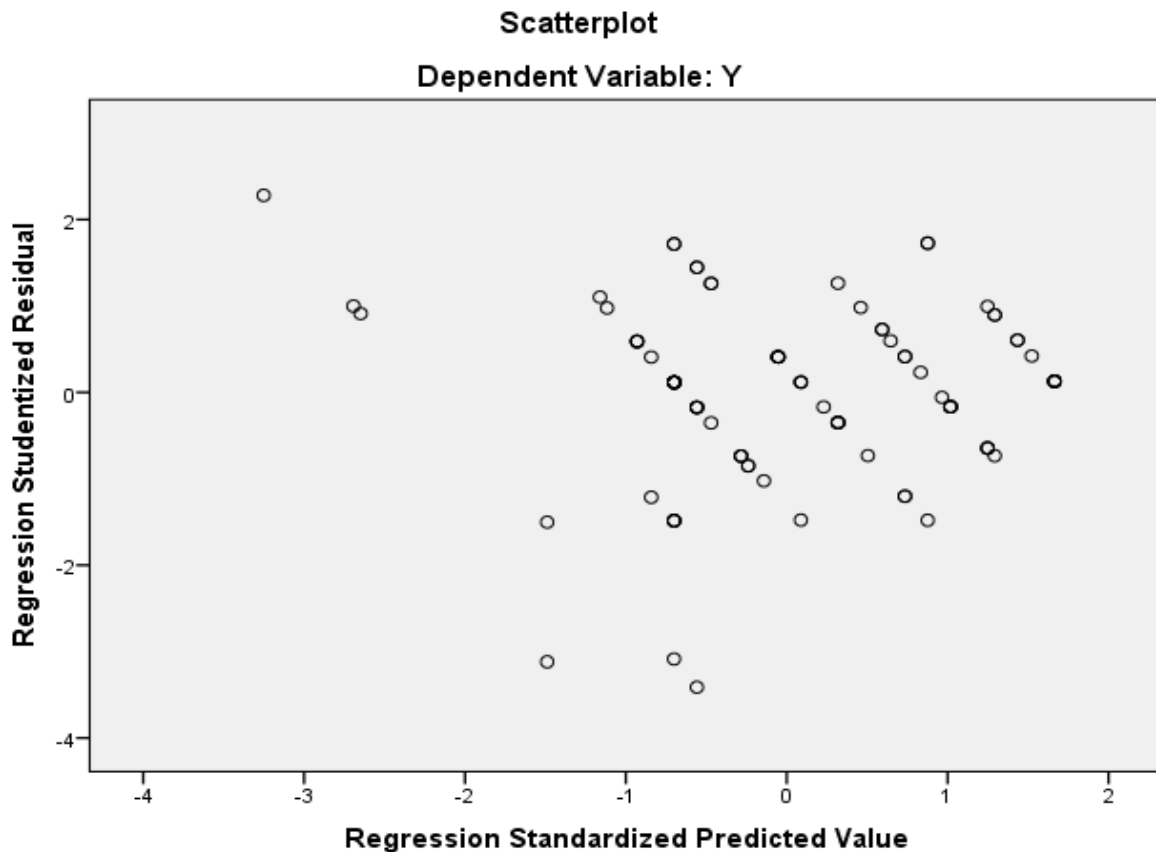
**Table 5. Multicollinearity Test**

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	-,044	,661		-,067	,947		
X1	,291	,091	,278	3,201	,002	,275	3,642
X2	,527	,106	,499	4,980	,000	,207	4,834
X3	,179	,098	,169	2,833	,001	,245	4,080

a. Dependent Variable: Y

Data source: By the author, 2023

Based on Table 5 above, a multicollinearity test is presented using tolerance values and variance inflation factor (VIF). The threshold value that is often used to indicate the presence of multicollinearity is the sensitivity value. A value of 0.10 or VIF must be reported; 10 (Ghojali, 2012). Therefore, there are no signs of multicollinearity, instead a plot is made of the predicted value of the dependent variable (ZPRED) against the residual value of the independent variable (SRESID) to detect heteroscedasticity problems. The heteroscedasticity test in this study also used the Glejser test with a significance level of 5%, namely. 0.05 or higher.



**Figure 2. Heteroscedasticity test**

If you look at the scatterplot, you can see that the points are scattered. There are no samples above or below the number 0 on the y-axis. It can be concluded that there is no heteroscedasticity in the research data. Therefore, the heteroscedasticity test in this study also uses the following Glejser test.

**Table 6. Heteroscedasticity Test Using the Glesjer Test**

Model		Unstandardized		Standardized	T	Sig.
		Coefficients	Std. Error	Coefficients		
		B		Beta		
1	(Constant)	1.710	.430		3.982	.000
	X1	-.001	.059	-.002	-.011	.991
	X2	-.089	.069	-.280	-1.291	.200
	X3	-.008	.064	-.026	-.130	.897

a. Dependent Variable: ABS\_RES

Data source: By the author, 2023

Considering the table above, all factors show an importance level of 0.05 or higher. Therefore, it can be assumed that there is no heteroscedasticity in this information. Hypothesis testing. After calculating the data for each variable and each test, the effect is determined using hypothesis testing.

**Table 7. F test**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	153,800	3	51,267	129,347	.000 <sup>b</sup>
	Residual	36,860	93	,396		
	Total	190,660	96			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Data source: By the author, 2023

The choice to admit or not depends on the relationship and meaning of the model referred to, if the calculated F value > F table and the Sig F value < 0.05 then H0 is rejected and Ha is accepted. From the research data, it can be seen that the calculated F value is 129.347 and the F table value is 2.47 and the Sig F value is 0.000. So it can be concluded that calculated F > F table and the Sig F value < 0.05 (0.000), then H0 is rejected and Ha is accepted. Next, the t-test.

**Table 8. T-test**

Model		Unstandardized		Standardized	t	Sig.
		Coefficients	Std. Error	Coefficients		
		B		Beta		
1	(Constant)	-,044	,661		-,067	,947
	X1	,291	,091	,278	3,201	,002
	X2	,527	,106	,499	4,980	,000
	X3	,179	,098	,169	2,833	,001

a. Dependent Variable: Y

The criteria for accepting the hypothesis are We use the t-test to determine whether the values obtained as coefficients are different between the calculated t-table and t at the 5% confidence level ( $\alpha=0.05$ ). The calculated t-value is negative. Table with Sig and Telt values; If 0.05 then H0 is rejected and Ha is accepted. This means that the independent variable has a significant influence on the dependent variable, and 1.98580> can be obtained from the data above. X1 and gt and the calculated t value is (3.201). t table with Sig and Telt values (1.98580) 0.05 (0.02) X1 has a significant effect. X2 and gt and calculate the t value. (4,980); t table (1.98580) with Sig and telt values; At 0.05 (0.00), the influence of X2 and X3 is significant with a calculated t value of (2.833). t table (1.98580) with Sig and telt values; If 0.05 (0.01) then X3 has a significant effect. Then use the R: test.



**Table 9. R test**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.898 <sup>a</sup>	.807	.800	.630

a. Predictors: (Constant), X3, X1, X2

Data source: By the author, 2023

Based on Table 9 above, all variables show a significance level of 0.05 or higher. From the data above, it can be seen that the size of the independent variable related to the dependent variable can be determined by what is called the determining variable of the set of r-squared values (R<sup>2</sup>), namely 0.898 (89.8%).

### **The Influence of Halal Product Knowledge on Buyer Decisions**

The results of multiple linear regression analysis provide a calculated value of the product information index of 3.201 and *gt*; The *t* table value is 1.98580 and the significance value of knowledge about vitamin products is 0.02. 0.05 means H1 is accepted. Therefore, it can be concluded that comprehensive knowledge about vitamin preparations has a positive and significant effect on purchasing decisions. This shows that the more people know about healthy products, the greater the influence on people's purchasing decisions to choose the right healthy food (Rochmanto and Widiyanto, 2015). Apart from that, Prakosa and Tjahjaningsih's (2021) research revealed that knowing the product has a positive effect on the purchasing decision process. Another study conducted by Nabilla (2016) found that personal information had a significant impact on consumer decision-making for charity purchases for the Aksi Cepat Tcepat Malang project.

### **The Influence of Social Media Marketing on Buyer Decisions**

Considering the consequences of different live relapse examinations, the virtual entertainment performance file was found to have a *t* value of 4.980, *gt*. The mean value of vitamin product knowledge is 0.00 and the *t* table value is 1.98580. H1 is accepted at 0.05. As a result, it tends to be assumed that social promotion factors significantly influence purchasing choices, which means that social promotion factors decisively influence purchasing choices. It is important to use instruments and offices to further develop client reviews so that businesses and clients can easily remember the data they obtain. The more information shoppers have about the food they want to purchase, the more likely they are to make a purchasing or purchasing choice. Furthermore, web-based entertainment advertising may influence students' food purchasing choices.

### **The Influence of Fear of Missing Out (FOMO) on Buyer Decisions**

Based on the results of multiple linear regression analysis, the FOMO (Fear of Missing Out) index was obtained with a *t*-value of 2.833 and *gt*; The *t*-table value is 1.98580 and the significance value of vitamin product knowledge is 0.01; 0.05 means H1 is accepted. Therefore, it can be concluded that the different characteristics of Fear of Missing Out (FOMO) have a positive and significant effect on purchasing decisions. Psychological development is an individual process in which a person learns to modify himself which can influence society. interactions are created with other people using the norms and rules of the social environment. By using the FoMO index, consumer behavior that influences purchasing decisions motivates consumers to buy. This is by research findings (DS and Halidy, 2022) which show that Fear of Missing Out (FoMO) has a significant influence on the unplanned purchasing decisions of Bekasi City residents.

## CONCLUSION

Based on research, it can be concluded that purchasing decisions are students' own choices based on a series of variables that influence them. Knowledge about criminal products has a positive effect on students' purchasing decisions. This is proven by the significance value of 0.002 which is smaller than 0.05. Social media marketing has a positive impact on students' purchasing decisions. This is proven by a significance value of 0.00 which is less than 0.05. Therefore, it can be concluded that the better the students' social behavior, the better their purchasing decisions. Fear of missing out (FOMO) has a positive effect on students' purchasing decisions. This is proven by the significance value of 0.01 which is smaller than 0.05. Therefore, it can be concluded that psycho-emotional developments that influence purchasing decisions motivate consumers to buy. With knowledge social skills and appropriate behavior, students and the public are expected to be able to understand food information currently circulating, identify the good and bad, and see the potential. sales occur. decided. We hope to achieve balance in literacy development by the government and related organizations to promote the importance of financial education and financial services organizations that develop literacy products that are accessible to the public.

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