RELATIONSHIP OF HALAL AWARENESS, SELECTION OF MENU VARIATION AND NUTRITION KNOWLEDGE WITH PURCHASE DECISIONS: A STUDY ON CHATIME CONSUMERS IN SURABAYA

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Abstract: *Boba drinks attracts people's attention to consume it. Surabaya is one of the big cities visited by a boba franchise company, namely the Chatime brand. The purpose of this study to analyzed the relationship between halal awareness, selection of menu variations and nutrition knowledge with purchasing decisions on Chatime brand boba drinks. This research method used analytic observational with a cross-sectional type of research. The sample in this study amounted to 162 respondents who were partly students in the city of Surabaya with the accidental sampling method. Collecting data using a questionnaire. The data analysis performed was univariate and bivariate analysis using the Spearman rank test. The results showed that halal awareness was good (61,7%), selection of menu variation was good (35.8%), nutrition knowledge was good (61.1%) and purchasing decisions was enough (47.5%). The results show there was a significant relationship between halal awareness and the purchasing decision of Chatime boba drinks (p-value = 0.002), there was a significant relationship between the selection of menu variations and the purchasing decision of Chatime boba drinks (p-value = 0.000), there was no relationship between nutrition knowledge and purchasing decisions of Chatime boba drink (p-value = 0.489). The conclusion in this study is that there was a relationship between halal awareness and purchasing decisions. There was a relationship between the selection of menu variations with purchasing decisions. There was no relationship between nutrition knowledge and purchasing decisions.*
Keywords: *boba drink, halal awareness, purchasing decisions.*

INTRODUCTION

Boba drink is made from tapioca flour with palm sugar to make it taste sweet. Boba drinks are included in the sugar-sweetened beverages (SSB) group because they contain calories and high sugar content. Based on research by Min et al ., (2017), it shows that boba drinks contain calories of 299 – 515 kilocalories and sugar content of 38 – 96 grams. The addition of toppings and sugar in boba drinks can contribute more calories when consumed.

Consumption of sweetened drinks too often can cause an increase in sugar intake which has an impact on health such as the occurrence of obesity or overweight and type 2 diabetes mellitus either directly or indirectly (Bermudez, 2012 in Veronica and Ilmi, 2020; Malik et al., 2013; Stanhope, 2016). According to Stanhope (2016), the direct mechanism occurs due to the presence of fructose which causes metabolic dysregulation in fats and carbohydrates. While the indirect mechanism occurs because sugar can increase energy intake so that there is an energy imbalance which eventually also causes metabolic dysregulation in fats and carbohydrates.

In 2018 boba drinks became the most preferred beverage trend by people in Southeast Asia with the percentage growth of boba drinks in Indonesia during January to December 2018 reaching 85% and followed by the Philippines (35%), Thailand (30%), Vietnam (15%),

Singapore (7%) and Malaysia (2.50%) (Irham, 2020). Therefore, various boba franchises have entered Indonesia (Lady and Jewell, 2021). One of the boba drink brands that entered Indonesia is Chatime.

The presence of Chatime in Indonesia was enthusiastically welcomed by the public so that Chatime Indonesia has claimed that Chatime is halal consumed by the people of Indonesia (Chatime, 2021). According to Chatime Indonesia, these claims can help consumers feel safe when consuming Chatime. Halal claims can convince consumers that the product is in accordance with Islamic law. Halal assurance is one of the halal awareness factors that a Muslim has (Ishaq and Prayoga, 2017). Halal awareness is understanding in knowing what is allowed and prohibited for consumption for Muslims (Pramintasari and Fatmawati, 2017). Based on research conducted by Kurniawati and Savitri (2020) it is stated that the level of halal awareness of Indonesian consumers can be said to be very good with an index of 94.91.

The research conducted by Vizano *et al.,* (2021) showing that halal awareness has a significant effect on buying interest and buying behavior so this research can prove halal awareness can affect buying interest towards consumers buying behavior of halal food products. In addition, a study conducted by Veronica and Ilmi (2020) with descriptive observations related to contemporary drinks among Depok and Jakarta students stated that 93.8% of respondents answered that contemporary drinks are high in calories and 94.8% of respondents answered that the sugar content in contemporary drinks is a lot.

In the research of Nurjayanti *et al.,* (2020), showing a significant relationship between nutrition knowledge and the level of consumption of sugar-sweteened beverages (SSB) in students of SMP Negeri 11 Jakarta. This was indicated by the finding that 77.5% of the subjects had consumption levels of sweetened drinks more than 130 kilocalories per day and had poor nutrition knowledge. Based on research conducted by Ong et al., (2021) it was found that normal sugar content had an influence on consumer preferences on the sweetness level of boba drinks, followed by sugar levels that were more than normal. This is stated by Lasco (2017) that in Filipino cuisine more often uses sugar so that Filipinos tend to choose sweet foods.

Chatime 's arrival in Indonesia made many franchises in big cities, one of which is Surabaya. The number of franchises in Surabaya is 28 outlets (Chatime, 2022). Surabaya is one of the big cities in Indonesia with a population of 2.87 million people and many universities are found marked by the number of students in the city of Surabaya as many as 29,898 people (BPS, 2019).

Based on the description above, there are several differences between previous studies and this research, such as the selection of menu variations on boba drinks, the target respondents in this study were students in the city of Surabaya, nutrition knowledge possessed by students and a case study was conducted on Chatime in Surabaya. Therefore, this research needs to be carried out with the aim of knowing the relationship between halal awareness, selection of menu variations and nutrition knowledge with purchasing decisions made at Chatime in the city of Surabaya. This research can be useful by providing additional information related to halal awareness, selection of menu variations and nutrition knowledge obtained from the study of purchasing decisions on consumers of the Chatime brand boba drink in the city of Surabaya.

CONCEPTUAL FRAMEWORK

Boba drinks as the most popular drink trend by the public so that various boba franchises have started to appear in Indonesia, especially in the city of Surabaya. The emergence of various franchises makes people want to try the consumption of boba drinks. One of the boba drink brands in Surabaya is the Chatime brand. Of course there are factors related to consumer behavior in deciding to buy a product in the form of a Chatime brand boba drink consisting of social factors, cultural factors, individual factors and psychological factors (Kotler and Armstrong, 2021). As for what is included in social factors, namely groups, families, circumstances of social status and social relations. Cultural factors consist of religion, region, nationality, race and ethnicity. Individual factors include gender, age, job income, lifestyle, as well as personality and self-concept while psychological factors include perception, learning, motivation and belief (Stephanus and Sutjiono, 2020).

This study selected the variables studied, namely halal awareness, menu variations and nutrition knowledge. These variables are examined by deciding to purchase a product. The purchase decision process is carried out by identifying the problem of needs, seeking information, evaluating alternative choices, purchasing decisions and post-purchase behavior (Amelia et al, 2017).

METHODOLOGY

This study uses an analytical observational method which means a study to find out how and why an event occurs. The type of research used is cross-sectional. The research population in this study were all students who were in the city of Surabaya. The sample size used in this study requires 162 students. Sampling in this study had criteria that students who are in Surabaya, 19-22 years, muslim and have a cell phone. Meanwhile, the excluded criteria are students who have allergies to dairy products and their derivatives. Sampling in this study used a non-probability sampling technique with the accidental sampling method. The study was conducted in the city of Surabaya on July 2021 to May 2022.

The independent variables in this study were halal awareness, selection of menu variations and nutrition knowledge. Halal awareness on this study means student preferences in choosing and considering a boba drink franchise by understanding and being aware of what is allowed and not allowed to be consumed by Muslims. Selection of menu variations had meaning consumer perceptions of the restaurant's ability to serve and offer menu choices and nutrition knowledge had meaning a person's ability to know nutrition related to boba drinks in answering questionnaire questions. The dependent variable in this study purchasing decisions means respondent's decision in buying a product based on their needs.

This research was conducted by collecting primary data obtained from respondents directly by using a questionnaire. All variable measurements were measured by a measurement scale in the form of a Likert scale. nutrition knowledge questionnaire consists of 12 questions with correct or incorrect answer choices that have been tested for validity and reliability. The data that has been collected will be processed with the following steps: editing, scoring, entry, cleaning and tabulating. The assessment score on the closed questionnaire uses a four-point Likert scale, namely:

1) Strongly Disagree : score 1
2) Disagree : score 2
3) Agree : score 3
4) Strongly Agree : score 4

The results score of halal awareness, selection of menu variations and nutrition knowledge were categorized into 3, namely less, enough, good. According to Azwar (2012) category assessment uses the following formula:

1) Not enough : $X < (\mu - 1.0\sigma)$
2) Enough : $(\mu - 1.0\sigma)\ X < (\mu + 1.0\sigma)$
3) Well : $X\ (\mu + 1.0)$

Information :

$\mu = \frac{1}{2}$ (Imax+Imin) x Number of Questions

$\sigma = \frac{1}{6}$ (Xmax – Xmin)

Imaks = The highest score of 1 question item, (Imaks = 4)

Imin = The lowest score of 1 question item,

(Imin = 1)

Xmax = The number of the highest scores owned by the respondent

Xmin = The number of the lowest scores owned by the respondent

The assessment on the nutrition knowledge questionnaire was carried out with a score of correct answers given a value of 1 and a score of incorrect answers being given a value of 0. The scores obtained were interpreted into 3 levels of knowledge. Lack of knowledge has a value of 55%, sufficient knowledge has a value of 56-74% and good knowledge has a value of 75% (Arikunto, 2006 in Budiman and Riyanto, 2013).

Data collection was carried out after obtaining an ethical clearance letter from Research Ethics Commission of Nahdlatul Ulama University Surabaya with the number 022/EC/KEPK/UNUSA/2022. This study conducted data analysis using univariate and bivariate analysis. Bivariate analysis used rank spearman correlation test with an error rate of 5% and = 0.05. Data analysis using spss for windows.

RESULTS AND DISCUSSION

Overview of Chatime Surabaya

This research was conducted in the city of Surabaya because Chatime has been present in Indonesia and established many franchises in the city of Surabaya. The number of franchises in Surabaya is 28 outlets (Chatime, 2022). Chatime menu choices, namely: Chatime Popcan, Chatime Gede Banget 1L, Signature Milk Tea , Mood Refresh , Coffee and Latte, Tea Presso, Smoothies and Tearrific.
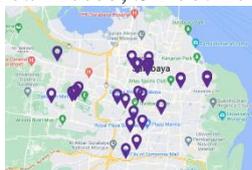
(a)   (b)
Figure 1. Locations (a) and outlets (b) Chatime in Surabaya

The menu offered by Chatime starting from the size of the drink, toppings, ice content and sugar content. The choice of drink sizes offered, namely regular and large, can also have cold or hot drinks. Toppings offered by Chatime are pearl, grass jelly, pudding, aloe vera jelly, red bean, rainbow jelly, coffee jelly, coconut jelly, mousse. Choice of ice levels ranging from non ice, less ice, normal ice and extra ice . Choice of sugar levels ranging from non sugar, slight sugar, half sugar, less sugar, normal sugar and extra sugar.

Characteristics Respondents

Subject was students who are in who are in Surabaya, 19-22 years and muslim. Most respondents are female. There are 122 people (75.3%) female respondents and male respondents as many as 40 people (24.7%). There were respondents aged 19 years that were 53 people (32.7%), respondents aged 20 years that were 29 people (17.9%), respondents aged 21 years that were 44 people (27.2%) and respondents aged 22 year that were 36 people (22.2%).

Table 1. Frequency Distribution Based on Characteristics Respondents

Variable	n	%
Gender		
Male	40	24.7
Female	122	75.3
Age		
19	53	32.7
20	29	17.9
21	44	27.2
22	36	22.2
Education		
Health Cluster	73	45
Non-Health Cluster	89	55

Most respondents were from health cluster. 73 respondents (45%) studied in the health cluster, the health cluster consisted of the Faculty of Health and the Faculty of Nursing. Then, 89 respondents (55%) were educated in non-health clusters. The non-health cluster consists of the Faculty of Language and Literature, Faculty of Business Economics, Faculty of Law, Faculty of Computer Science, Faculty of Sports Science, Faculty of Education and Teacher Training, Faculty of Social and Political Sciences, Faculty of Mathematics and Natural Sciences, Faculty of Psychology, Faculty of Engineering.

Halal Awareness

Halal awareness data was obtained from data collection using a questionnaire about the respondents' halal awareness of a product. Halal awareness is divided into 3 categories, namely less, sufficient and good. The poor category has a score of <19, the moderate category has a score of $19 \leq X < 20$ and the good category has a score of 20. Table 2 shows that the halal awareness of 162 respondents can be seen that 32 respondents (19.8%) have less halal awareness, 30 respondents (18.5%) have enough halal awareness and 100 respondents (61.7%) have good halal awareness.

Table 2. Frequency Distribution of Halal Awareness of Students in Surabaya

Halal Awareness	Frequency	
	Total (n)	Percentage (%)
Not enough	32	19.8
Enough	30	18.5
Well	100	61.7
N	162	100

This research is in line with the research of Kurniawati and Savitri (2019), which shows that the awareness of Indonesian consumers on halal food is included in the very good category with an index of 94.91. High awareness is supported by very good religious beliefs with an index of 96.91. This research is also in line with research conducted by Ahmad Izzuddin (2018). Respondents in the study were students of the Faculty of Economics, Muhammadiyah University of Jember who had high halal awareness with a good understanding of halal and non-halal food products, and had the will to practice their understanding and knowledge. This is evidenced by Islamic behavior and halal food choices.

The results of this study stated that the halal awareness of the respondents was good. This is influenced by the Islamic religion adopted by each respondent, religiosity, knowledge of halal and access to information from the mass media. The religion of Islam adopted by each respondent is a belief that is chosen to be used as a guide for life. This belief makes respondents have an understanding to consume halal food. This is supported by the statement of Ardyanti et al (2013) that a Muslim who understands what is halal, knows the correct slaughtering process and prioritizes halal food

for consumption is an act of halal awareness (Basri and Kurniawati, 2019).

Religiosity is also one of the factors that influence halal awareness. The religion followed by each respondent teaches what things are allowed and not allowed. One of the things that is allowed for Muslims is to consume halal food with halal processes and ingredients. This is supported by the statement of Pramintasari and Savitri (2017) every religion has rules that are allowed and not allowed, including behavior in consuming a product that can be used as one's religious beliefs.

Halal knowledge obtained from the mass media with access to information on product halalness is not limited. This is due to advances in technology and the internet so that there are no limitations in finding information about the halalness of a product through any media and wherever a person is. Along with the development of technology and the internet, a person will use the mass media more often for the things they want and need. The higher the intensity of a person in viewing and finding out positive religious content in the mass media, the higher the role of the mass media in providing knowledge of halal, instilling religious beliefs to buy halal products (Aisyah, 2014).

According to Pramintasari and Savitri (2017) halal awareness is understanding the situation and knowing what is allowed to be consumed and what is not allowed for Muslims to consume. This shows that a person's life cannot be separated from the religion he adheres to, such as Islam. Islam teaches to do halal actions and includes consuming halal food. Halal food is made from halal ingredients and goes through a halal process, such as not containing pork, through the process of cutting beef with basmalah. Someone who has good halal awareness will find out the concept of halal according to Islam. The concept of halal which is understood by Muslim consumers affects the awareness of Muslim consumers towards halal food (Ardyanti et al, 2013).

Halal awareness in this study is good halal awareness. This is evidenced by the respondents applying the understanding of what is allowed and not allowed. Exposure to information about halal has a positive impact on respondents so that they can increase their halal awareness. Respondents also prioritize halal food to be consumed in daily life. Respondents

always choose the products consumed are halal products that contain halal ingredients and go through a halal process.

Selection of Menu Variations

The data on the selection of menu variations was obtained from data collection using a questionnaire about respondents' perceptions of the choices and menu offerings offered by Chatime. The choice of menu variations is divided into 3 categories, namely less, sufficient and good. The poor category has a score of <17, the moderate category has a score of $17 \leq X < 20$ and the good category has a score of 20. Tabel 3 shows that 53 respondents (32.7%) have a perception of less Chatime menu variations, 51 respondents (31.5%) have enough perceptions of Chatime menu variations and 58 respondents (35.8%) have a good perception of selection of Chatime menu variations.

Table 3. Frequency Distribution Perceptions of Selection of Menu Variations Students in Surabaya

Selection of Menu Variation	Frequency	
	Total (n)	Percentage (%)
Not enough	53	32.7
Enough	51	31.5
Well	58	35.8
N	162	100

Research by Dewi et al, (2015) assessed that respondents gave good perceptions in terms of topping taste, drink taste, well-known brands, menu variations and product freshness at Chatime. This is evidenced by the position map Chatime 's boba drink is located further to the left (the value is getting smaller) compared to other boba drink brands. The map of the position of the Chatime boba drink is further to the left explaining that the position of the Chatime brand of boba drink is more competitive in the minds of consumers. Dewi et al. 's research is in line with this study, where respondents' perceptions of the Chatime menu variations are quite varied.

The results of this study indicate that respondents' perceptions of the menu choices offered by Chatime are varied. Menu is a communication tool that contains information about products sold by food companies (Kincaid and Corsun, 2003; McCall and Lynn, 2008 in DiPietro et al, 2016). The selection of

menu variations offered by Chatime is quite varied, as evidenced by Chatime providing menu options from drink sizes, choices of cold drinks and hot drinks, variety of drinks (signature milk tea, coffee and latte, mood refresh and so on), ice content, sugar content and so on. toppings. Drink variations are categorized according to the selected basic ingredients, for example in the signature milk tea category. This category offers various choices of Chatime 's signature menu, namely boba drinks with milk tea or milk tea which are written on the menu with the words "our world famous milk tea ". The menu has an interesting choice of words to influence consumers in choosing the products sold. Menus are usually written in descriptive sentences with the correctness of the menu offered (Kotler and Armstrong, 2021). This can be properly visualized by Chatime so that consumers can find out. The products offered by Chatime are then interpreted by each individual to form a picture of something. The results interpreted by each person form a different picture. This is because there is a stimulus process that occurs that affects psychology so that there is a perception (Hawkins, 2013 in Dewi et al, 2015).

Chatime brand boba drink menu in this study is included in the varied category, where Chatime offers and provides a variety of menus to meet the needs and desires of consumers. Chatime has a complete menu consisting of choices of flavors, sizes, types of drinks with coffee or milk base , choices of sugar content and choices of ice content. A varied menu can attract the attention of consumers to choose and buy a variety of menus according to their wishes (Gumelar et al , 2016).

Nutrition Knowledge

Nutrition knowledge data was obtained from data collection using a questionnaire about nutrition knowledge on boba drinks. Nutrition knowledge is divided into 3 categories, namely the poor category with a value of 55%, the sufficient category with a value of 56% - 74% and the good category with a value of 75% (Arikunto, 2006). Table 4 shows that 9 respondents (5.6%) have poor nutrition knowledge, 54 respondents (33.3%) have enough nutrition knowledge and 99 respondents (61.1%) have good nutrition knowledge.

Table 4. Frequency Distribution of Nutrition Knowledge of Students in Surabaya

Nutrition Knowledge	Frequency	
	Total (n)	Percentage (%)
Not enough	9	5.6
Enough	54	33.3
Well	99	61.1
N	162	100

This study is in line with research conducted by Roring et al (2020) on the youth of the GMIM Canaan Pinabetengan congregation about balanced nutrition that results in good nutrition knowledge. As many as 38 of 67 respondents have good knowledge (56.7%) and as many as 29 of 67 respondents have poor knowledge (43.3%). This research is also in line with Veronica and Ilmi's (2020) research on Depok and Jakarta students, almost all respondents understand the Nutrition content of contemporary drinks. This is evidenced by the question "Are modern drinks high in calories?" 453 respondents answered "Yes" and 30 respondents answered "No". The question "How is the sugar content in today's drinks?" also answered with "a lot" by 458 respondents and 25 respondents answered "a little".

The results of this study are known to respondents have good knowledge. The things that can affect the knowledge of nutrition are education, environment and information from the mass media owned by the respondents. The knowledge of nutrition owned by respondents is influenced by educational factors. This is evidenced by the majority of respondents taking education in the health family. As many as 45% of respondents came from the faculties of health and nursing and 16.7% of respondents came from non-health science and technology groups, namely from the faculty of mathematics and natural sciences and the faculty of engineering. Respondents from the faculty of health and the faculty of nursing have more or less received nutrition education that can increase knowledge about nutrition and health. According to Machfoedz and Suryani (2007) education can increase individual knowledge, if there is an increase in knowledge there will be a change in behavior that is better for nutrition and health (Nuryanto et al , 2014).

Today's mass media is quite sophisticated in getting various information. The use of mass media today is also quite intense, so that one can easily find information anywhere and anytime. A lot of nutrition and health content is widely spread in the mass media so that one can easily find out information about the nutrition of a food and the impact and benefits of a food on health. The positive impact of the use of mass media can easily increase knowledge of nutrition and health by receiving new information. A knowledge obtained from information found in everyday life and the existence of new information about a thing can form knowledge of new things (Budiman and Riyanto, 2013).

The environment can provide new knowledge about nutrition and health through the interaction of a person with other people. For example, someone who does not have good nutrition knowledge asks other people who have better nutrition and health knowledge, such as doctors, nurses, nutritionists, health students and health experts in other fields of nutrition. The existence of interaction by asking can occur new information that can form new knowledge. The environment has an influence on the process of entering knowledge by reciprocal interactions that will be responded to as knowledge by every human being (Budiman and Riyanto, 2013).

Nutrition knowledge in this study includes the number of calories and the amount of sugar in the boba drink, sugar consumption recommended by the Ministry of Health in balanced nutrition and the impact of excessive drink consumption. Respondents of this study have good knowledge, as evidenced by the ability of respondents to know, understand and analyze the nutrition content of boba drinks . Respondents are also able to apply their knowledge in everyday life. This ability is influenced by education, environment and exposure to mass media information they receive.

Purchase Decisions

Purchase decision data obtained from data collection using a questionnaire about the respondent's decision in deciding to purchase a product. Purchase decisions are divided into 3 categories, namely less, sufficient and good (Azwar, 2012). The poor category has a score of <15, the moderate category has a score of $15 \leq X < 19$ and the good category has a score of ≥ 19. Table 5 shows that 44 respondents (27.2%) have a less tendency towards the level of

purchasing decisions of Chatime brand boba drinks, 77 respondents (47.5%) have moderate tendencies at the level of purchasing decisions of Chatime brand boba drinks and 41 respondents (25.3%) have a good tendency on the level of purchasing decisions of Chatime brand boba drinks.

Table 5. Frequency Distribution of Purchase Decisions of Students in Surabaya

Purchase decision	Frequency	
	Total (n)	Percentage (%)
Not enough	44	27.2
Enough	77	47.5
Well	41	25.3
N	162	100

This research is not in line with Padmawati and (2020) research on Chatime consumers in Bali, where the response given by respondents is that they are happy with purchasing decisions with an average value of 4.31 in the good category. This shows that respondents feel happy to buy Chatime products in Bali. Cultural factors in social class and lifestyle in the areas of Bali and Surabaya can be one of the differentiating factors that influence purchasing decisions. Purchase decisions occur when someone recognizes a need, for example someone feels thirsty and has to drink. This drinking need is then fulfilled by searching for information, such as where a person should buy a drink to overcome his thirst. If this information is known, then there will be an alternative choice of what to drink that can relieve his thirst. The stages of alternative choices can also be a differentiator from the Padmawati and Atmosphere (2020) research. Respondents in this study may have other alternatives that can be chosen compared to buying Chatime brand boba drinks.

Chatime boba drinks is likely to be sufficient. Occupation, age, economic conditions and perceptions can have an influence on purchasing decisions, where the occupation of the respondent in this study is a student. Students with an age range of 19 - 22 years tend to have tastes that change from time to time, so that different perceptions arise in assessing and dealing with things. Supported by the minimal economic conditions of students because they do not have personal income or savings. Students in deciding to buy will consider various options according to their needs, desires and economic conditions at that time. This explains that students' purchasing decisions for Chatime boba drinks can change. If students currently need drinks and want to buy Chatime boba drinks supported by good economic conditions, students can buy Chatime boba drinks. According to Kotler and Armstrong (2021) purchasing decisions are influenced by a person's job, they tend to need goods according to their condition, coupled with the age of a person who has changing tastes and perceptions in interpreting information and economic conditions in choosing and buying products that adjust to personal income.

The purchase decision is an individual decision when choosing one of several alternative options available to meet their needs (Agustini, 2017). Psychological factors have an important role in understanding consumers to actually make purchasing decisions (Aryadhe et al , 2018). Post-purchase behavior is described by consumer feelings towards product purchase satisfaction. If the consumer is satisfied with the product purchased, then the consumer will repurchase (Haningsih, 2013).

Purchasing decisions in this study showed that there was a moderate tendency towards the level of purchasing decisions for the Chatime brand of boba drinks. Occupational factors, age, economic conditions and perceptions in meeting needs can influence purchasing decisions. According to Kotler and Armstrong (2021) consumer behavior in making purchasing decisions generally consumers will buy the preferred product, but there are other people's attitude factors and unexpected situational factors (income, price and product benefits) appear between purchase intentions and decisions.

Relationship Between Halal Awarness and Purchase Decision

The results of the statistical test of halal awareness with purchasing decisions using the rank-spearman test showed a positive correlation coefficient with a value of $r = 0.246$ and p-value = 0.002. This shows the level of a weak relationship with a positive or unidirectional relationship. This means that the halal awareness of the respondents is high so that the respondent's purchasing decisions for Chatime are also high. Halal awareness with

purchasing decisions is significantly related.

Table 6. Results Analysis of Halal Awareness with Purchase Decisions

Independent Variable	Dependent Variable	p-value	r
Halal Awareness	Buying decision	0.002	0.246

This research is in line with the research of Hapsari et al (2019) which shows that halal awareness has a positive relationship to purchasing decisions with a regression value of 0.469 and an alpha of 0.000. Halal awareness is a form of awareness that must exist in Muslims. The results of this study found a relationship between halal awareness and purchasing decisions. This can be influenced by respondents who are Muslim and decide to buy halal products. In addition, Chatime 's boba drink has a halal claim that has been disseminated through the mass media in the form of a website that can be accessed by everyone. Halal claims on Chatime boba drinks can convince all Muslims in Indonesia, so respondents believe that Chatime boba drinks can be bought and consumed because they are halal. The more they understand the halal concept, the Muslims tend to be more picky about the products they consume (Pambudi, 2018).

Decisions are influenced by personalities that can influence their buying behavior. The identity and religiosity of a Muslim attached to each of them can describe consumer behavior in choosing certain products or foods. A Muslim is required to eat halal food and perform halal actions. This is included in the personality of a Muslim which is supported by the theory put forward by Kotler and Armstrong (2021), personality and self-concept contribute to reflecting their identity. Therefore, someone who chooses halal products and consumes halal food is identical to a Muslim.

Relationship Between Selection of Menu Variations and Purchase Decision

The results of the statistical test of menu variations with purchasing decisions using the rank-spearman test showed a positive correlation coefficient with r value = 0.588 and p-value = 0.000. This shows a moderate level of relationship with a positive relationship direction. This means that the respondent's

choice of menu variations is high so that the respondent's purchasing decision on Chatime is also high. The choice of menu variations with purchasing decisions is significantly related.

Table 7. Results Analysis Selection of Menu Variations with Purchase Decisions

Independent Variable	Dependent Variable	p-value	r
Selection of Menu Variations	Buying decision	0.000	0.588

This study is in line with research by Erinda et al (2016) on students who are customers of McDonald's restaurants which show a significant relationship between menu variations and purchasing decisions with a significance value of 0.000 (p <0.05). The variety of menus offered by McDonalds can improve purchasing decisions. The results of this study get a relationship between the choice of menu variations with purchasing decisions. This is influenced by Chatime which provides a variety of menu options ranging from drink sizes, choices of cold drinks and hot drinks, variety of drinks (signature milk tea, coffee and latte, mood refresh and so on), ice content, sugar content and toppings. The existence of varied menu choices can attract respondents to decide to buy Chatime boba drinks . This study proves the theory of Palacio and Theis (2016), one way to increase interest in the menu is to vary the menu. The variety of food served on the plate can also add to the customer's appeal.

One of the factors that influence the purchase decision is the psychological perception factor. Perceptions arising from the stimulus obtained from the choice of menu variations offered by Chatime make someone interpret it in different forms. The theory proposed by Kotler and Armstrong (2021) explains the psychological factors that shape one's perceptions and preferences in the purchasing decision process.

Relationship Between Nutrition Knowledge and Purchase Decision

The results of statistical tests of nutrition knowledge with purchasing decisions using the rank-spearman test showed a negative correlation coefficient with r value = -0.055 and p-value = 0.489. This shows the level of the relationship is very weak with the direction of

the negative relationship. This means that the nutrition knowledge possessed by the respondents is high so that the respondents' purchasing decisions on Chatime are low. Nutrition knowledge with purchasing decisions is not significantly related.

Table 8. Results Analysis of Nutrition Knowledge with Purchase Decisions

Independent Variable	Dependent Variable	p-value	r
Nutrition Knowledge	Buying decision	0.000	0.588

This research is not in line with the research of Rudi Aditya Sari and Yeni Rachmawati (2019) which shows that nutritional knowledge is related to purchasing decisions. This means that if they have an understanding of nutrition, the decision making of elementary school students towards a product changes, so that nutritional knowledge can influence purchasing decisions. The results of this study there is no relationship between nutritional knowledge and purchasing decisions. This can be influenced by respondents not considering the calorie content of the Chatime boba drink in deciding to buy. In addition, the calorie content of the Chatime boba drink is not written in the Chatime menu book so that respondents do not know how many calories are in the Chatime boba drink. The education of the respondents in this study, the majority of whom were students from the faculty of health and the faculty of nursing, did not change the attitudes and behavior of respondents in choosing drinks. This is not in accordance with the theory of Budiman and Riyanto (2013) which states that education is a process of changing one's attitude through teaching efforts. Respondents in this study may have other preferences in deciding the purchase of Chatime boba drinks, such as drinks that are consumed halal and have many choices of menu variations. The theory proposed by Kotler and Armstrong (2021) explains the psychological factors that shape one's perceptions and preferences in the purchasing decision process.

This research with nutritional knowledge variable is not related to purchasing decisions. This can be influenced by the preferences of respondents who do not consider the nutritional content of a product in deciding to purchase. Learning can occur because of stimulation and

reinforcement. The stimulus or stimulus received did not occur in this study, where the respondent had never seen any information on the nutritional content listed on the Chatime menu.

CONCLUSION

The conclusion of this study, there was a relationship between halal awareness and purchasing decisions and menu variations with purchasing decisions. Then, there was no relationship between nutrition knowledge and purchasing decisions. This is because the questionnaire measuring instrument on the nutrition knowledge variable in this study has a moderate to low level of reliability, so it is necessary to develop a nutritional knowledge measuring instrument that has a high level of reliability. Besides that, this research was conducted online during the recovery period for the COVID-19 pandemic, so many students were not in the city of Surabaya. This can affect the psychology of respondents in deciding to buy Chatime boba drinks. Therefore, this research is expected to be carried out when the COVID-19 pandemic has ended, so that it can make it easier for researchers to collect data and get subjects who live in a specified area.

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