

ABSTRACT

Irni Fahrani. 2025. *The Influence of Halal Literacy, Korean Wave and Word of Mouth on the Purchase Decision of Halal Korean Food among Muslim Consumers in Tasikmalaya City with Purchase Intention as an Intervening Variable.*

The *Korean Wave* phenomenon has affected various aspects of the lifestyle of Indonesian people, including food consumption patterns. As public interest in Korean products increases, it is important for Muslim consumers to pay attention to the halal aspects of the products consumed. This study aims to analyze the influence of Halal Literacy, *Korean Wave*, and *Word of Mouth* (WOM) on the purchase decision of halal Korean food with buying interest as an intervening variable in Muslim consumers in Tasikmalaya City.

This research method is quantitative descriptive using *Smart PLS 3.0* tools. The population is the Muslim community in Tasikmalaya City who have bought halal Korean food products, and the sampling technique is *a non probability sampling* technique. Data analysis techniques started from SEM-PLS (*Structural Equation Modeling-Partial Least Square*) analysis, *outer model* measurement, *inner model* measurement, and hypothesis test

The results of the study show that Halal Literacy has a significant effect on Buying Interest, but does not have a significant effect on Purchase Decisions. In contrast, *Korean Wave* and *Word of Mouth* have a significant effect on both Buying Interest and Purchase Decisions. These findings suggest that popular cultural factors and social recommendations have a dominant role in influencing the consumption behavior of modern Muslims compared to religious factors alone.

The conclusion of this study is that Halal Literacy, Korean Wave, and Word of Mouth directly have a significant effect on the Interest in Buying Halal Korean food. In addition, *the Path Coefficient results* of the seven hypotheses tested, six were accepted and one was rejected. The results *of the Specific Indirect Effect* (indirect) show that Buying Interest plays a role as a mediating variable that is able to strengthen the influence of Halal Literacy, Korean Wave, and Word of Mouth on Halal Korean Food Purchase Decisions. The implication of this research is the need for synergy between halal education, culture-based promotion, and digital communication strategies to strengthen the halal Korean food market in Indonesia.

Keywords: Halal Literacy; Korean Wave; Word of Mouth; Halal Korean Food Purchase Decisions; Buying Interest.