

## The Role of Halal Awareness in Purchase Behavior Management: Evidence from Indonesian Higher Education

Didi Sutardi<sup>1\*</sup>, Fatrilia Rasyi Radita<sup>2</sup>, Ahmad Fauji<sup>3</sup>, Sri Wahyuni<sup>4</sup>, Masduki Asbari<sup>5</sup>

<sup>1,2,3,4,5</sup>Universitas Insan Pembangunan Indonesia, Indonesia

<sup>5</sup>Aya Sophia Islamic School, Indonesia

\*Corresponding author email: [didiskng@gmail.com](mailto:didiskng@gmail.com)

### Abstract

This research investigates the influence of attitude, subjective norms, and perceived behavioral control on the purchase behavior of working students in a private higher education institution in Tangerang. The study also examines the mediating role of purchase intention and the moderating effect of halal awareness. Using a simple random sampling technique, data were collected from a population of 410 working students, yielding 211 valid responses. Structural Equation Modeling (SEM) with SmartPLS 3.0 was employed for data analysis. Findings reveal that attitude, subjective norms, and perceived behavioral control significantly impact purchase intention, which in turn influences purchase behavior. Additionally, halal awareness moderates the relationship between purchase intention and purchase behavior. These results highlight the importance of halal awareness in shaping consumer purchasing decisions, particularly among working students.

### Keywords:

Halal awareness, purchase intention, subjective norms, purchase behavior, theory of planned behavior.



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## INTRODUCTION

At this time, there is a large demand for halal products among customers of the millennial generation, including those who do not identify as Muslim (Asbari & Novitasari, 2024; Hartika et al., 2023; Susanti et al., 2023). Not only do halal products include food items, but they also include consumables such as hygiene products, medications, and cosmetics. Additionally, halal products include service offerings such as financial services, investment solutions, and enterprise solutions. The market for halal products has emerged as one of the most significant and rapidly developing markets in recent years. The food industry is becoming more sensitive and responsive to the manufacture of halal products as well as the sourcing of these items. According to Majid et al. (2015), halal products are being widely recognized as a standard for ensuring superior quality and safety in the food industry. In light of this, it is extremely possible that a product that is considered to provide a robust assurance of halal compliance may drive consumer interest in acquiring the product at a particular moment (Listyoningrum & Albari, 2012).

Several studies have been conducted to investigate the level of interest in purchasing halal products. According to Abd-Rahman et al. (2015), the findings of his research include the awareness and religiosity of consumers, in addition to the ability to forecast consumer attitudes and purchase interest in halal cosmetic items. The findings of study on subjective norms, attitudes, interpersonal religiosity, and intrapersonal religiosity (Mukhtar & Butt, 2012) have an impact on the desire that consumers have in purchasing halal products. According to Mohd Suki and Abang Salleh (2018), individual attitudes, subjective standards, perceptions of behavioral control, and the image of halal all play a role in determining the level of interest in halal enterprises. It is possible for attitudes toward the consumption of halal products to be influenced by views of product safety and health. Additionally,

attitudes, subjective standards, and perceptions of behavioral control might have an effect on the interest in purchasing halal food items. Furthermore, according to Elseidi (2018), trust and religiosity have the potential to strengthen the connection between attitudes toward the utilization of halal products, attitudes, subjective norms, and perceptions of behavioral control in relation to the desire to purchase halal food items. According to Endah et al. (2017), consumers' inclination to purchase halal cosmetics is positively influenced by their respective attitudes, subjective norms, and beliefs of their ability to manage their behavior. According to Listyoningrum and Albari (2012), the purchasing intentions of Muslim consumers who do not possess extended halal certificates are positively influenced by attitudes, subjective norms, and perceptions of behavioral control. The awareness of halal products is positively influenced by religious belief, halal certifications, and exposure; this awareness, combined with knowledge of product raw materials, affects the purchase interest in halal products. A positive influence on halal product awareness is exposure. Islamic branding, on the other hand, does not have an effect on the purchase interest in halal items among individuals who are not Muslims (Azam, 2016).

The Theory of Planned Behavior (TPB), which was developed by Fishbein and Ajzen, will be utilized in this investigation. This theory proposes that behavioral purpose has an effect on individual behavior (Ajzen, 1991). According to Ajzen (1991), each individual's attitudes toward behavior (Attitude), subjective norms (Subjective Norms), and perceived behavioral control (Perceived Control) all play a role in determining the level of interest people have in conduct. The findings of this study indicate that there is a significant association between awareness and purchasing behavior. It is important to note that the dimensions of TPB's attitude showed a strong correlation with purchase intention. On the other hand, subjective norms and perceived behavioral control did not demonstrate a significant link with the consumer intention variable (Bashir et al., 2019). The moderating effect of halal awareness is incorporated into this study, which is a significant departure from previous research in this area. A person's capacity to comprehend, observe, and recognize events or entities is what we mean when we talk about consciousness. According to Azizi and Chok (2013), consciousness is defined as the capacity to comprehend and be aware of either events or subjects. The term "halal awareness" refers to the understanding of the halal status of a Muslim, the recognition of the appropriate processes for slaughtering, and the prioritization of halal food for consumption by Muslims. It is exceptionally important for Muslims to be aware of the importance of purchasing and consuming halal products. Muslim manufacturers are responsible for the creation of halal-certified items, while diverse non-Muslim organizations are in charge of their management.

## **Literature Review and Hypotheses Development**

### **Halal**

In the context of religion, Islam is defined as the submission to the will of God and to His Law. This implies that every single activity that Muslims carry out on a daily basis is considered to be an act of devotion as well. Therefore, in order to be a good Muslim, one must ensure that their daily actions, such as eating, drinking, socializing, purchasing, educating, and promoting, are in conformity with the norms that God has established (Alserhan, 2015). In general, Muslims ought to think of Islamic principles as a method to live a life that must be lived in all part of their own lives. According to Alserhan (2015), a Muslim is obligated to adhere to Islamic laws that control their responsibilities, morals, and behavior. There is a widespread misconception in Europe that the term "halal" primarily refers to food. In addition to referring to Allah's rules, the term "halal" takes on a more general connotation. According to Jonathan and Liu (2010), the term "halal" comes from the Arabic language and is used in the Qur'an when it is explicitly mentioned. Halal means "permitted" and "lawful." On the other hand, the term "haram" refers to things that are not permitted and are regarded as something that goes against the will of God and the Prophet Muhammad (Ambali & Bakar, 2014). As an illustration, activities such as gambling, lottery, adultery, and gossip are considered to be prohibited by Islam, whereas acts of kindness, charity, and cleanliness are considered to be halal (Alserhan, 2015). Because of this, the concepts of halal and haram encompass all elements of Muslim life, not simply the intake of food, particularly halal, which is believed to be a way of life. In accordance with the viewpoint that "halal is not just an element of a brand but is an important part of the Muslim belief system and a moral code of ethics with a strong ethical attitude, integral to everyday life" (Jonathan & Liu, 2010), this is a statement that stands in agreement with the aforementioned statement.

Something that is permitted is what is meant by the term "halal." According to Lada et al. (2009), the term "halal" is commonly used to refer to meals that are legally permissible under Islamic law. It is obligatory for every Muslim to consume food that is halal. There is a connection between this and the

teachings of the Qur'an, which can be found in Surah Al Maidah verse 88. This verse states, "And eat of the clean and lawful things that Allah has given you and fear have piety towards Allah in whom you believe." On the other hand, the methods and standards of halal are not restricted to merely adhering to specific instructions; they also include a focus on sanitation and quality control. In addition, all of the equipment that is used, as well as the raw materials and semi-finished goods, must come into compliance with sharia law and fulfill the requirements. According to Listyoningrum and Albari (2012), the process of food production needs to be evaluated and supervised by a Muslim inspector who is knowledgeable in the field. For the purpose of providing consumers with the assurance that the items they consume are halal, businesses are required to possess halal certificates issued by the Indonesian Ulema Council (MUI). This is especially important in Indonesia. This organization is responsible for monitoring the products that are being distributed throughout the community by issuing halal certificates. This allows products that currently possess a halal certificate to be able to incorporate a halal label on their existing items. According to Listyoningrum and Albari (2012), this indicates that the product which is currently being processed and its contents have either passed the examination and are free from elements that are prohibited by Islamic teachings or that the product has made its way into the halal product category and does not contain any elements that are considered haram and can be consumed safely by Muslim consumers.

### **Theory of Planned Behavior**

The theory of planned behavior (TPB) was formulated by Ajzen in 1988. This theory presents a methodology for quantifying the regulation of human behavior. It forecasts the manifestation of specific behaviors, contingent upon the activity being deliberate. Theory of planned behavior predicts deliberate actions, as conduct can be contemplated and organized (Ajzen, 2015a). This theory serves multiple goals and benefits, including the prediction and comprehension of motivating factors on action that lie outside the individual's control or volition. To ascertain the methods and locations for implementing behavior change strategies and to elucidate significant facets of human behavior. This theory offers a framework for examining attitudes towards conduct (Ajzen, 2015a). The primary determinant of an individual's conduct, according to this idea, is the intention to act. The individual's desire to exhibit a behavior is a synthesis of their attitude towards that activity and prevailing subjective norms. Personal attitudes regarding conduct encompass ideas about the activity, assessment of behavioral outcomes, subjective norms, normative beliefs, and the urge to conform (Ajzen, 2015a).

The Theory of Planned Behavior was formulated to forecast actions that are entirely beyond individual control. The Theory of Planned Behavior posits that humans are rational beings who methodically utilize available information. Individuals contemplate the consequences of their activities before to determining whether to engage in specific behaviors. The Theory of Planned conduct (TPB) commences by examining the intention to act as the most immediate precursor to a conduct. A person's intention to exhibit a specific action correlates positively with their likelihood of success in doing so. Intention is influenced by beliefs and significant knowledge regarding the likelihood that exhibiting a particular behavior would yield a specific outcome. Intentions may evolve over time. A wider distance between intention and behavior correlates with an increased likelihood of a change in intention (Ajzen, 2015a).

### **Consumer Purchasing Behavior**

Consumer behavior refers to the actions exhibited by consumers in the processes of seeking, purchasing, utilizing, assessing, and ceasing the consumption of products, services, and concepts (Schiffman et al., 2010). Kotler and Armstrong (2008) assert that customer purchasing decisions involve selecting the most favored brand from multiple alternatives; nevertheless, two factors may influence the relationship between purchase intention and purchase decision (Kotler & Armstrong, 2008). The initial factor is the disposition of others, while the subsequent factor pertains to the current context. Consequently, purchasing preferences and intentions do not invariably lead to an actual acquisition. Purchasing decisions are problem-solving activities undertaken by individuals to select the most suitable alternative from multiple options, deemed the most appropriate course of action in the buying process, following the stages of decision-making (Kotler & Armstrong, 2008).

Kotler & Armstrong (2008) proposed five stages of customer behavior in the purchasing decision process, specifically: Introduction of requirements. The acknowledgment of needs occurs when consumers encounter a difficulty, defined as a discrepancy between the desired state and the actual condition. Information seekers. Information seeking commences when customers recognize that their

demands can be satisfied through the purchase and consumption of items. Consumers will do an internal search for information stored in their memory and an exterior search for information from external sources. Assessment of options. Alternative evaluation is the process of assessing product and brand options and selecting them based on consumer preferences. During this procedure, consumers evaluate several chosen brands that can offer advantages and address their challenges. Purchase determination. Upon completion of the aforementioned procedures, the buyer will ascertain their stance about the decision to purchase or abstain. When purchasing a product, the buyer encounters various alternative decision-making factors, including product, brand, seller, location, price, quantity, and timing. Results. Upon purchasing a product, consumers will undergo varying degrees of happiness and disappointment. This phase can yield critical insights for the organization regarding the extent to which the sold items and services meet consumer satisfaction (Kotler & Armstrong, 2008).

### **Attitude**

Attitude is characterized as a thorough assessment of a topic by an individual. Evaluation is a feedback mechanism influencing the degree of intensity and relatively minimal movement. Evaluation can be generated by emotive or cognitive processes (Peter & Olson, 2000). The influence system autonomously generates emotional reactions, encompassing emotions, feelings, moods, and evaluative attitudes, as an instantaneous and direct reaction to specific stimuli. Through classical conditioning, the assessment can be associated with a specific product or brand, so forming an attitude. Generally, attitude is described as an appraisal of an individual, indicating that attitudes reflect consumer preferences and aversions. Attitudes are convictions regarding specific activities and their outcomes. Attitudes towards behavior are characterized as positive or negative sentiments influencing an individual's execution of a behavior or action. This is ascertained by reviewing an individual's views regarding the outcomes of their behavior and analyzing the repercussions of those wants. Attitude is a comprehensive assessment of a specific action that indicates the degree of preference or aversion that individual has towards it. The disposition of a Muslim consumer signifies the comprehensive assessment of their preferences or aversions in practicing Islamic faith (Rochmanto & Widiyanto, 2014).

Attitude denotes the degree to which an individual has positive or negative evaluations toward a specific behavior. Generally, a more positive attitude and subjective norm for behavior, along with more perceived behavioral control, correlate with a stronger intention to engage in the specified behavior. The significance of perceived attitudes, subjective norms, and behavioral control in forecasting intended behavior differs depending on the specific activity and context. The expectation-value model posits that attitudes toward an action are influenced by the comprehensive array of accessible behavioral beliefs that associate the conduct with diverse outcomes and qualities (Ajzen, 2015a). Attitude is a significant element affecting the purchasing intention of halal food goods, as customers with positive attitudes towards halal products generally exhibit high purchase intents for these items (Elseidi, 2018).

Consumer purchase intentions stem from their views and evaluations of a product, together with external circumstances associated with it. Attitudes, evaluations, and other external influences are critical determinants in forecasting customer behavior. Purchase intention quantifies the likelihood of consumers acquiring a product; a higher purchase intention indicates a greater propensity to purchase (Maghfiroh, 2015). The findings of the study (Abd-Rahman et al., 2015) demonstrate that attitudes positively influence the intention to utilize halal items (Abd-Rahman et al., 2015). Research employing the Theory of Reasoned Action (TRA) indicated that attitudes are positively correlated with the desire to select halal items among customers (Mukhtar & Butt, 2012). The aforementioned research findings demonstrate that attitudes influence purchasing interest in halal items. The hypothesis of this research is derived from the aforementioned description.

*H1: Attitudes have a positive effect on buying interest in halal products*

### **Subjective Norms**

Subjective norms are influenced by normative views and the urge to comply. Normative views pertain to the expectations derived from referents or influential individuals and organizations for individuals (significant others), such as a partner's parents, close friends, coworkers, or others, contingent upon the action in question. Subjective norms are established based on an individual's impression of prevailing societal pressures to exhibit or refrain from a particular conduct. Individuals have the assumption that specific persons or organizations will either endorse or reject their conduct. If individuals adhere to the group's norms, they will conform and exhibit conduct consistent with the



group. Subjective norms are influenced not just by referents but also by the motivation to comply. Individuals who perceive that most referents will endorse their exhibition of specific behaviors, and who are inclined to adhere to those behaviors, will experience social pressure to comply. Conversely, persons who perceive that most referents disapprove of specific activities and lack the motivation to engage in those behaviors will develop a subjective norm that compels them to refrain from such actions (Ajzen, 1991). Subjective norms denote consumers' impressions of social normative influences, encompassing family, friends, colleagues, relatives, or other pertinent groups. These samples may induce stress in the individual. Subjective norms refer to the social pressure an individual experiences to either conform to or reject specific actions (Ajzen, 2015a).

If an individual observes that those in their vicinity significantly influence the purchase of halal food goods, social pressure will emerge to cultivate interest in acquiring items designated as halal. Conversely, when students believe that those around them exert minimal impact on the purchase of halal food goods, there is typically a lack of social pressure to cultivate interest in acquiring items designated as halal.

Subjective norms, a predictor of social factors, refer to the perceived social pressure to conform to expectations for participation in a behavior, which must affect the individual's decision to engage in or abstain from that conduct. If societal norms dictate that individuals ought to engage in the specified conduct, then they are likely to be more predisposed to do so. Conversely, if societal norms dictate that a behavior should not be exhibited, the individual is likely to feel compelled to engage in it. If the acquisition of halal food is perceived as a socially commendable action, influenced by the opinions of significant others, persons are more inclined to procure halal food. This study defines subjective norms as perceived social constraints that affect consumer decisions about the purchase of halal food (Alam & Sayuti, 2011). The findings of Bashir, Bayat, Olutuase, & Abdul Latiff (2019), Alam & Sayuti (2011), and Afendi, Azizan, & Darami (2014) demonstrate that subjective norms influence purchasing interest in halal items. The hypothesis of this research is derived from the aforementioned description.

*H2: Subjective norms have a positive effect on buying interest in halal products*

### **Perceived Behavioral Control**

Perceived behavioral control refers to an individual's assessment of the difficulties associated with executing specific activities. Perceived Behavioral Control refers to an individual's self-efficacy or capacity to execute an activity. Perceived Behavioral Control refers to an individual's assessment of their ability to regulate specific behaviors. Perceived Behavioral Control refers to the belief regarding the existence or lack of factors that enable or hinder persons from executing a behavior. Perceived Behavioral Control is influenced by an individual's prior experiences and their assessment of the difficulty or ease of executing an activity. A person's prior experience with a behavior can be shaped by knowledge acquired from others, such as the experiences of acquaintances, including relatives, spouses, and friends (Ajzen, 1991, 2005, 2008). Perceived Behavioral Control refers to an individual's view of the existence or lack of circumstances that facilitate or hinder the enactment of an action. The greater the number of supporting elements and the fewer the inhibitory factors perceived by an individual regarding a behavior, the stronger their sense of control over that activity. The more supportive reasons a someone possesses for purchasing halal-labeled food products, the stronger the intention to acquire such things.

Perceived behavioral control refers to an individual's belief in their ability to do a specific behavior. This encompasses two dimensions: the degree of control an individual possesses over their behavior and the level of confidence over their ability to perform that activity. The individual's conviction of the influence of situational and internal elements on behavior performance is decisive. A greater sense of control over the halal food purchasing process increases the likelihood of making such a purchase. In this study, perceived behavioral control refers to the capacity to purchase halal food (Afendi et al., 2014). Research conducted by Bashir, Bayat, Olutuase, & Abdul Latiff (2019), Alam & Sayuti (2011), and Afendi, Azizan, & Darami (2014) demonstrates that beliefs of behavioral control influence purchasing interest in halal items. The hypothesis of this research is derived from the aforementioned description.

*H3: Perception of behavior control has a positive effect on buying interest in halal products*

### **Purchase Intention**

Interest is regarded as a motivational element that affects conduct. Intention signifies the degree of effort an individual exerts in manifesting an activity. Generally, the greater a person's intention to engage in an action, the more likely he is to actually perform that conduct. Intent to act can only manifest as actual conduct if it is within the individual's control. Individuals possess the autonomy to determine specific activities or abstain entirely (Maghfiroh, 2015). Consumer purchase interest derives from individual attitudes and evaluations of a product, in addition to external elements associated with the product. Attitudes, evaluations, and other external determinants are crucial in forecasting consumer behavior. Purchase intention quantifies the likelihood of consumers acquiring a product; a higher purchase intention correlates with an increased propensity to purchase (Maghfiroh, 2015).

Purchase interest indicates customers' short-term behavior toward future purchase decisions (upcoming shopping plans). Purchase interest is the most suitable metric for forecasting consumer behavior. Purchase intention denotes the likelihood of consumers acquiring a product. Purchase intention refers to an individual's deliberate purpose to exert effort in acquiring a product (Listyoningrum & Albari, 2012). Purchasing interest denotes an individual's preparedness and inclination to acquire a specific product or service (Ajzen, 2005), and it can affect future consumer purchasing decisions. This can be seen as a cognitive behavioral mechanism influencing consumers' purchasing intentions for specific products (Bashir et al., 2019). Intentions can serve as a dependable indicator of conduct. Consumer purchasing behavior is derived from sufficient product awareness (Bashir et al., 2019). The hypothesis of this research is derived from the aforementioned description.

*H4: Purchasing intention has a positive effect on the buying behavior of halal products*

### **Halal Awareness**

Awareness refers to the knowledge or comprehension of a specific subject or situation, whereas in the context of halal, it denotes the understanding of what is permissible or beneficial for consumption and what is prohibited or detrimental for Muslims regarding the food they consume (Pramintasari & Fatmawati, 2017). Halal awareness refers to an individual's understanding of halal matters. Halal awareness is characterized by a Muslim's understanding of the concept of halal (Aziz & Chok, 2015). NAB Ahmad, Abaidah, & Yahya (2013) assert that halal awareness is determined by a Muslim's comprehension of halal principles, knowledge of the proper slaughtering method, and the preference for halal food in their diet. From the aforementioned understanding, it can be inferred that halal awareness constitutes a Muslim's comprehension of the halal idea and process, recognizing the significance of consuming halal food.

The knowledge of Muslims in Indonesia appears to be rising, as seen by MUI data indicating a rise in the number of products filed for halal certification. Consumers start to seek beneficial and practical products for their use. As individuals recognize the significance of consuming halal food, there will be a favorable effect on the demand for halal products. A higher level of understanding of halal among Muslims correlates with more favorable behavior toward halal-related matters. This also influences the purchasing preferences of Muslims for things that adhere to Islamic regulations. Consequently, awareness of halal enhances the favorable impact of attitudes on the inclination to purchase halal food products. The findings of Nurhasanah & Hariyani (2017), Hayat Muhammad, Ahmad, Siddiquei, & Haider (2013), and Bashir, Bayat, Olutuase, & Abdul Latiff (2019) demonstrate that halal awareness enhances both the interest in and the purchasing behavior of halal items. The hypothesis of this research is derived from the aforementioned description.

*H5: Halal awareness moderates the positive influence of interest in buying behavior of halal food products*

### **Research Conceptual Framework**

As stated by Sekaran and Bougie (2003), the theoretical framework serves as the foundation for all research endeavors. Hypotheses can be derived from the theoretical framework and tested to ascertain the validity of the formulated theory. Subsequently, it will be assessed using suitable statistical analysis. Previous theories and studies indicate a relationship among variables, including attitude, subjective norm, perceived behavioral control, purchasing intention, halal awareness, and purchase behavior. The author constructs a research model as outlined below:

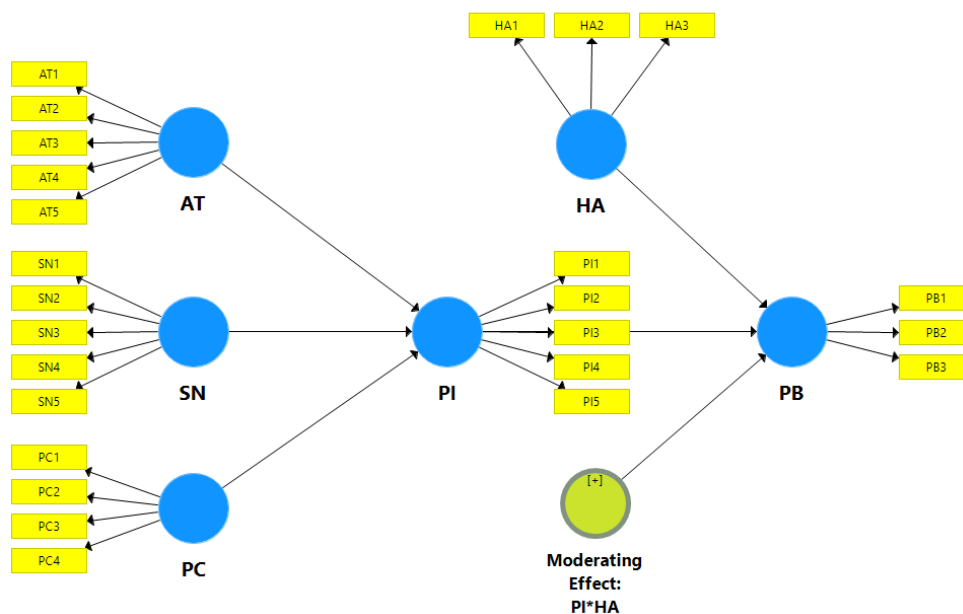


Figure 1. Research Model

## METHODS

### Definition of Operational Variable and Indicator

This research employs a quantitative methodology. Data collection was conducted by the distribution of questionnaires to 410 working students at a private university in Tangerang, Indonesia. The questionnaire employed to assess attitude was modified from (Abd-Rahman et al., 2015) utilizing five items (AT1-AT5). Subjective norms were derived from Rachbini (2018) utilizing five questions (SN1-SN5). Perceived behavioral control was modified from Rachbini (2018) utilizing four items (PC1-PC4). The purchase intention was modified from Abd-Rahman et al. (2015) utilizing five elements (PI1-PI5). Halal awareness was derived from the works of Aziz & Chok (2013) and Nurhasah et al. (2018) utilizing three items (HA1-HA3). Purchase behavior is derived from Ajzen (1991) utilizing three items (PB1-PB3). The questionnaire is predominantly closed, with the exception of questions/statements pertaining to the respondent's identity, which are presented in a semi-open format. Each closed question or statement item provides five response options: strongly agree (SS) with a score of 5, agree (S) with a score of 4, neutral (N) with a score of 3, disagree (TS) with a score of 2, and severely disagree (STS) with a score of 1. The data processing method employs PLS and utilizes SmartPLS version 3.0 as the software tool.

### Population and Sample

410 working students attending one of the private institutions in Tangerang, Indonesia, were members of the population that was investigated in this study. The distribution of the questionnaires was carried out using a straightforward random sampling method. The total number of valid samples that were obtained from the questionnaires that were returned was 211.

## RESULTS AND DISCUSSION

### Sample Description

Table 1. Sample Descriptive Information

Criteria		Total	%
Gender	Male	129	61%
	Female	82	39%

Criteria		Total	%
Age (per December 2023)	< 20 years old	54	26%
	20 - 25 years old	98	46%
	> 25 years old	59	28%
Working Period	< 1 year	75	36%
	1-5 years	102	48%
	> 5 years	33	16%

### Test Results of the Validity and Reliability of Research Indicators

Testing for convergent validity, discriminant validity, and other types of validity are included in the testing phase of the measurement model. During this time, the Cronbach's alpha value and the composite reliability were utilized in order to evaluate the construct's dependability. In the event that all of the indicators contained within the PLS model have been implemented in order to fulfill the standards of convergent validity, discriminant validity, and reliability test, then the results of the PLS analysis can be utilized to use in testing the study hypothesis.

### Convergent Validity Testing Convergent

In order to conduct validity tests, it is necessary to examine the value loading factor of each indicator in comparison to the concept. A factor weight of 0.5 or higher is deemed to have sufficiently good validation to explain latent constructs in the majority of references (Chin, 1998; Ghazali, 2014; Hair et al., 2010). This is the case in the majority of the references. For the purposes of this investigation, the minimum acceptable loading factor is 0.5, given that the average variance extracted (AVE) value of each construct is more than 0.5 (Ghozali, 2014). Each and every indicator has a value loading factor that is greater than 0.5, as determined by the outcomes of the SmartPLS 3.0 processing. Therefore, the prerequisites for the convergent validity of this study model have been considered satisfied. As can be seen in Table 2 below, the values of loadings, cronbach's alpha, composite dependability, and AVE for each entire construct are as follows:

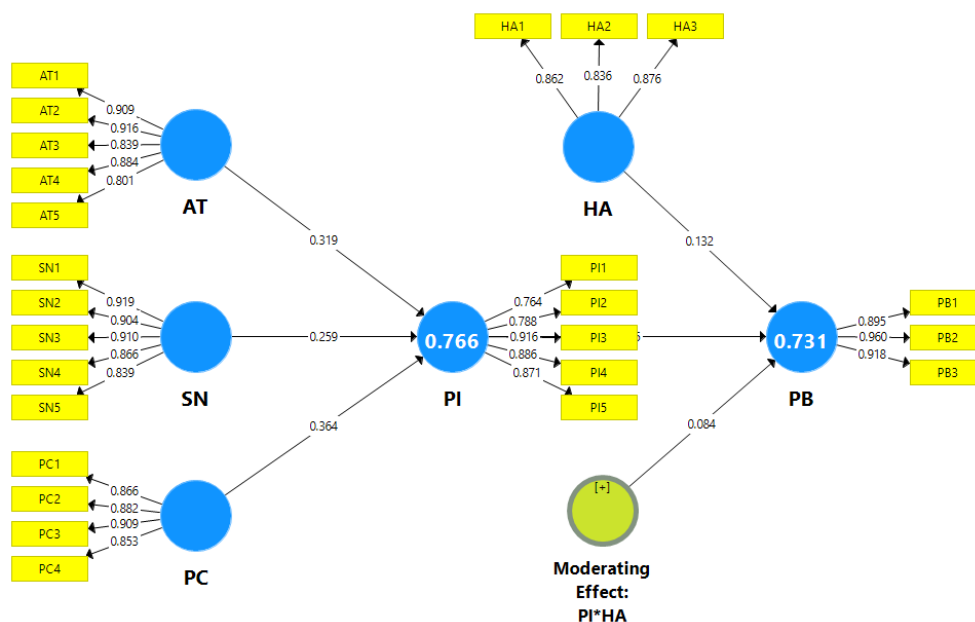


Table 2. Items Loadings, Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE)

Variables	Items	Loadings	Cronbach's Alpha	Composite Reliability	AVE
<i>Attitude</i>	AT1	0.909	0.920	0.940	0.758



Variables	Items	Loadings	Cronbach's Alpha	Composite Reliability	AVE
(AT)	AT2	0.916	0.933	0.949	0.789
	AT3	0.839			
	AT4	0.884			
	AT5	0.801			
Subjective Norm (SN)	SN1	0.919	0.900	0.927	0.717
	SN2	0.904			
	SN3	0.910			
	SN4	0.866			
	SN5	0.839			
<i>Perceived Control (PC)</i>	PC1	0.866	0.821	0.893	0.736
	PC2	0.882			
	PC3	0.909			
	PC4	0.853			
Purchase Intention (PI)	PI1	0.764	0.914	0.946	0.855
	PI2	0.788			
	PI3	0.916			
	PI4	0.886			
	PI5	0.871			
Halal Awareness (HA)	HA1	0.862	0.821	0.893	0.736
	HA2	0.836			
	HA3	0.876			
Purchase Behavior (PB)	PB1	0.895	0.914	0.946	0.855
	PB2	0.960			
	PB3	0.918			

### Discriminant Validity Testing

It is necessary to conduct discriminant validity in order to guarantee that every notion of every latent variable is distinct from the concepts of other latent variables. If the AVE square value of each exogenous construct (the value on the diagonal) is greater than the correlation between this construct and other constructs (values below the diagonal), then the model is considered to have excellent discriminant validity (Ghozali, 2014). Through the utilization of the AVE square value, specifically through the examination of the Fornell-Larcker Criterion Value (Fornell & Larcker, 1981b), the following outcomes were produced as a result of the assessment of discriminant validity:

Table 3. Discriminant Validity

Variables	AT	HA	PI*HA	PB	PC	PI	SN
Attitude	<b>0.871</b>						
Halal Awareness	0.687	<b>0.858</b>					
Moderating Effect: PI*HA	0.188	0.188	<b>1.000</b>				
Purchase Behavior	0.729	0.655	0.179	<b>0.924</b>			
Perceived Control	0.787	0.727	0.232	0.802	<b>0.878</b>		
Purchase Intention	0.815	0.679	0.085	0.843	0.818	<b>0.847</b>	
Subjective Norm	0.807	0.698	0.261	0.727	0.784	0.802	<b>0.888</b>

Table 4. Collinearity Statistics (VIF)

Variables	AT	HA	PI*HA	PB	PC	PI	SN
Attitude						3.480	
Halal Awareness				1.917			
Moderating Effect: PI*HA				1.040			

Variables	AT	HA	PI*HA	PB	PC	PI	SN
Purchase Behavior							
Perceived Control						3.151	
Purchase Intention				1.863			
Subjective Norm						3.449	

The results of the discriminant validity test in Table 3 above show that all constructs have a square root value of AVE above the correlation value with other latent constructs (through the Fornell-Larcker criteria). Likewise, the cross-loading value of all items from an indicator is greater than the other indicator items as mentioned in Table 4, so it can be concluded that the model has met the discriminant validity (Fornell & Larcker, 1981a).

Furthermore, a collinearity evaluation is carried out to determine whether there is collinearity in the model. To find collinearity, it is necessary to calculate the VIF of each construct. If the VIF score is higher than 5, then the model has collinearity (Hair et al., 2014). As shown in Table 4, all VIF scores are less than 5, meaning that this model has no collinearity.

### Testing of Construct Reliability

Construct reliability can be assessed from the Cronbach's alpha value and the composite reliability of each construct. The recommended values composite reliability and Cronbach alpha are more than 0.7 (Ghozali, 2014). The reliability test results in table 2 above show that all constructs have values of composite reliability and Cronbach alpha greater than 0.7 ( $> 0.7$ ). In conclusion, all constructs have met the required reliability.

### Hypothesis Testing

Hypothesis testing in PLS is also called the inner model test. This test includes a significance test for direct and indirect effects as well as measuring the magnitude of the influence of exogenous variables on endogenous variables. The effect test was performed using the t-statistic test in the analysis model partial least square (PLS) using the software SmartPLS 3.0. With the technique bootstrapping, the values for R Square and significance test values as shown in the table below:

Table 5. R Square Value

	R Square	R Square Adjusted
Purchase Behavior (PB)	0.731	0.727
Purchase Intention (PI)	0.766	0.763

Table 6. Hypothesis Testing

Hypotheses	Relationship	Beta	SE	T Statistics	P-Values	Decision
H1	AT -> PI	0.319	0.069	4.629	0.000	Supported
H2	SN -> PI	0.259	0.074	3.496	0.001	Supported
H3	PC -> PI	0.364	0.096	3.806	0.000	Supported
H4	PI -> PB	0.745	0.048	15.467	0.000	Supported

Hypotheses	Relationship	Beta	SE	T Statistics	P-Values	Decision
H5	PI*HA -> PB	0.084	0.039	2.132	0.033	Supported

Based on Table 5 above, the value of R Square Purchase intention (PI) is 0.766, which means that the variable purchase intention (PI) can be explained by the variable attitude (AT), subjective norm (SN) and perceived control (PI) of 76.6%, while the remaining 23.4% is explained by other variables not discussed in this study. Value of R Square Purchase behavior (PB) is 0.731, which means that the purchase behavior (PB) variable can be explained by the variable purchase intention (PI) and halal awareness (HA). 73.1%, while the remaining 26.9% is explained by other variables not discussed in this study. Meanwhile, Table 6 shows the T Statistics and P-Values which show the influence between the research variables that have been mentioned.

## Discussion

### The Effect of Attitudes on Purchase Intention for Halal Food Products

The findings of this research demonstrate that attitudes have a beneficial impact on the level of interest that consumers have in purchasing halal food products. The more positive the consumer's attitude is toward halal cuisine, the more likely it is that working students in Indonesia will be interested in purchasing halal food products. According to Azam (2016), attitude is one of the significant elements that influence the intention to purchase halal food products. This is due to the fact that consumers who have a favorable attitude toward halal products have a tendency to have very high intentions to purchase halal food products. Hasan and Suciarto (2020) and Abd-Rahman et al. (2015) conducted research that shown that attitudes had a beneficial effect on the intention to consume halal products. The findings of these studies are presented here. The findings of a study that was carried out by Syrotyuk et al. (2018) on the issue of attitudes toward the purchase of halal products reveal that attitudes, subjective norms, and behavioral control all have a substantial impact on the intention to purchase halal food. Research conducted by Syukur and Nimsai (2018) and Teng et al. (2018) demonstrated that attitudes have an impact on the level of interest that consumers have in purchasing halal items. These findings are in line with those findings.

### The Influence of Subjective Norms on Purchase Intention for Halal Food Products

The findings of this research demonstrate that subjective norms have a beneficial impact on the level of interest that consumers have in purchasing halal food products. There is a correlation between the level of effect that the reference group has on halal food and the level of interest in purchasing halal cuisine. The presence of normative beliefs and the desire to follow (also known as the urge to conform) are the factors that come together to form subjective norms. On the other hand, normative views are associated with the expectations that originate from referents or influential people and groups for individuals (significant others), such as the parents of a spouse, close friends, coworkers, or other individuals, depending on the conduct that is being discussed. Therefore, subjective norms are developed as a result of an individual's sense of the social pressure that is already there to exhibit or not exhibit a particular behavior. A number of people are under the impression that particular persons or groups will either accept or reject the acts that they take. When people have faith in the standards that are established by the group, they will conform to those standards and behave in a manner that is consistent with the group's expectations. Not only are referents responsible for determining subjective standards, but also the motivation to comply is a significant factor. In general, people who believe that the majority of referents will approve of them expressing certain behaviors and who are inclined to follow particular behaviors will experience social pressure to do so. This is because they believe that they will be able to follow certain behaviors. On the other side, people who have the belief that the majority of referents will not approve of them displaying particular behaviors, as well as those who lack the drive to follow such behaviors, may develop a subjective norm that puts pressure on themselves to refrain from engaging in these behaviors (Ajzen, 2008).

One type of social factor that can be used as a predictor is referred to as subjective norms. Subjective norms are the social pressure that an individual feels to satisfy expectations for involvement in an activity. This pressure must impact an individual's decision to engage in or abstain from that action. Individuals ought to be more willing to engage in the behavior in question if the societal

expectation is that people should perform in the conduct in question. On the other hand, if the social expectation among individuals is that they should not engage in a particular action, then the individual ought to be inclined to engage in that behavior. When it comes to this particular scenario, if the act of purchasing halal food is perceived as a socially desirable activity, based on the opinions of other significant individuals, then individuals are more inclined to acquire halal food. Subjective norms are perceived societal pressures that influence consumer decisions to purchase halal food, according to this study (Haro, 2016; Iranmanesh et al., 2019; Soon & Wallace, 2017). Subjective norms are a form of social perception. The findings of this study are in agreement with the findings of research conducted by Bashir et al., (2019), Latiff et al. (2019), Maichum et al. (2017), and Marmaya et al. (2019), which demonstrated that subjective norms have an impact on the level of interest that consumers have in purchasing halal items.

### **The Effect of Perception of Behavioral Control on Purchase Intention for Halal Food Products**

According to the findings of this research, the perceptions of behavior control have a favorable impact on the level of interest that consumers have in purchasing halal food products. The perception of behavioral control with regard to halal food is directly proportional to the level of interest in purchasing halal food and vice versa. The concept of perceived behavioral control refers to an individual's assessment of the degree of difficulty they experience when attempting to carry out particular behaviors. The concept of perceived behavioral control refers to an individual's perception of their own self-efficacy or their capacity to carry out a particular behavior. The term "perceived behavior control" refers to an individual's sense of the amount of control they have over particular behaviors. The concept of perceived behavior control refers to an individual's view regarding the existence or absence of circumstances that either encourage or discourage them from engaging in a particular action. The prior experiences of an individual, as well as the individual's estimation of how difficult or simple it is to carry out an action, are the two factors that define the individual's perceived level of behavior control. Information gained from other individuals, such as the experiences of known persons such as relatives, spouses, and friends, can have an effect on an individual's previous experience with a behavior (Ajzen, 1991, 2015c, 2015b, 2020; De Leeuw et al., 2015). This can be a significant factor in determining how an individual would behave in the future. When an individual has a greater sense of control over the decision to purchase halal food, the likelihood that they will do so increases. According to the findings of this research (Ali et al., 2017; Elseidi, 2018; Hong et al., 2019; Vanany et al., 2019), the ability to purchase halal food is considered to be a form of perceived behavioral control. These findings are in line with the findings of Bashir et al. (2019) and Effendi et al. (2020), which shown that perceptions of behavior control had an impact on shopping interest in halal products. These findings are congruent with the findings of these researchers.

### **The Influence of Purchase Intention for Halal Food Products on Purchasing Behavior of Halal Food Products**

According to the findings of this research, there is a correlation between a person's desire in purchasing halal food goods and their actual act of purchasing those products. There will be an increase in the purchasing behavior of halal food in proportion to the level of interest in purchasing halal food. Generally speaking, interest is considered to be a motivating factor that has an effect on behavior. The level of effort that a person is putting into expressing a behavior or how hard they are attempting to accomplish something is reflected in their intention. As a general rule, the more a person plans to engage in a particular conduct, the greater the likelihood that he will actually engage in that behavior. In order for the intention to behave to materialize into real behavior, it is necessary for the individual concerned to have control over the behavior in question. According to Mustafar et al. (2018), individuals have the ability to choose whether or not to engage in particular actions. According to Listyoningrum and Albari (2012), purchase interest is defined as an individual's deliberate deliberate plan to make an effort to purchase a thing. An individual's preparedness and willingness to purchase a specific product or service is referred to as their purchase intention (Ajzen, 2015b, 2015c, 2020). Purchase intention has the potential to affect the purchasing decisions that potential customers make in the future. Bashir et al. (2019) and Effendi et al. (2020) conducted research that demonstrates that curiosity is a reliable predictor of behavior in purchasing behavior of halal items. These results are consistent with the findings of those researchers.

## **The Effect of Halal Awareness in Moderating the Relationship between Purchasing Interest in Halal Food Products on Purchasing Behavior of Halal Food Products**

The findings of this research demonstrate that halal awareness acts as a moderator in the relationship between buying intention and subsequent purchasing behavior in relation to halal food goods. When there is a greater understanding of halal, there will be a greater correlation between the interest in purchasing halal food and the behavior of purchasing halal food. Awareness can be defined as the knowledge or comprehension of a particular topic or circumstance. In the context of halal, awareness refers to the comprehension or knowledge of information regarding what is good or permissible for consumption and what is prohibited or not good for Muslims in the food that we will consume (Aziz & Chok, 2013). According to the findings of Abdullah and Razak (2019) and Asif et al. (2018), which demonstrate that halal awareness moderates buying intention towards purchasing behavior of halal items, these findings are in agreement with the findings of the preceding research.

## **CONCLUSIONS**

There are a number of implications that can be derived from the findings of the research, which were discussed earlier. These include the fact that attitudes, subjective norms, and perceptions of behavioral control have a beneficial effect on the interest that consumers have in purchasing halal items. The results of this study demonstrate that halal awareness is able to moderate the influence of purchase intention on purchasing behavior with regard to halal food goods. Purchasing interest has a favorable effect on purchasing behavior, and this study demonstrates that halal awareness is able to do so. When there is a greater understanding of halal, there will be a greater correlation between the interest in purchasing halal food and the behavior of purchasing halal food. The findings of this study also demonstrate the significance of paying attention to halal awareness in the form of enhancing the connection between the desire to purchase halal food products and the actual act of purchasing them. This is necessary for halal food manufacturers to be able to improve the way in which every consumer perceives halal awareness.

### **Theoretical Implications**

This study significantly contributes to the development of the Theory of Planned Behavior (TPB) by introducing halal awareness as a moderating variable in the relationship between purchase intention and purchase behavior. The findings support TPB's premise that attitude, subjective norms, and perceived behavioral control are primary predictors of purchase intention. However, the inclusion of halal awareness provides new insights into how awareness of religious and ethical values strengthens the correlation between purchase intention and behavior, particularly in the context of halal products. This research also enriches the literature on Muslim consumer behavior, especially in the academic context in Indonesia, where empirical studies grounded in local characteristics are still relatively sparse.

### **Practical Implications**

From a practical perspective, this study offers valuable insights for halal product industry players. Producers can leverage the finding that a positive attitude toward halal products and supportive social norms significantly increase consumers' purchase intentions. Moreover, halal awareness can be utilized as a marketing tool to strengthen consumer loyalty to halal-certified products. Educational campaigns focusing on raising consumer awareness about the halal certification process and its benefits are relevant not only for Muslim consumers but also for non-Muslims concerned with health and ethical issues.

### **Managerial Implications**

From a managerial standpoint, this study highlights the importance of integrating religious values into marketing strategies. Managers in the halal product sector can adopt value-based marketing approaches emphasizing halal certification as a marker of quality and adherence to ethical principles. Additionally, administrators of private higher education institutions can use these findings as a basis for designing educational programs that promote halal awareness as part of student character development. This approach fosters an academic community that is more aware of the importance of halal not only in consumption but also in other aspects of life.

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