

AWARENESS OF CONSUMER: CONSUMER PURCHASE INTENTION AND PURCHASE BEHAVIOR TOWARDS HALAL PRODUCTS

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ABSTRACT

Objective: The study aims to examine the effect of halal awareness, halal logo, religiosity, and price on consumers' intention to buy food products with a halal logo. This study also examines the effect of purchase intention on consumer purchase behaviour of food products with the halal logo. **Research Design & Methods:** This study uses a quantitative method with 200 respondents who consume food products with the halal logo in West Sumatra. Data were analyzed using the PLS-SEM (Partial Least Square-Structural Equation Modeling) method. **Findings:** The results of the study show that the halal logo, religiosity, and price are significant for purchase intention. No significant effect was found on halal awareness and attitude towards purchase intention. Moreover, the study's results show that purchase intention significantly affects purchase behaviour. **Implications and Recommendations:** This research implies that consumers of food products labelled halal consider the halal logo on a product before consuming it, so food producers must try to sell products that have a halal logo. **Contribution & Value Added:** This study addresses the existing literature by modifying the research model regarding the purchase behaviour of halal products. In practical, companies in the halal food industry should focus on maintaining and enhancing product quality, obtaining halal certification, and establishing a trusted halal label to foster consumer purchase intention and behavior.

Keywords: halal awareness; halal logo; price; religiosity; purchase behavior; purchase intention.

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INTRODUCTION

The global Muslim population, projected to reach 2.2 billion by 2030, presents a strategic market segment characterized by continuous growth (Pew Research Center, 2011). This demographic shift has catalyzed an escalating demand for halal products, transcending Muslim-majority countries and penetrating Western nations with substantial Muslim communities. Moreover, halal products have garnered appeal among non-Muslim consumers who perceive them as more hygienic, of superior quality, and ethically produced (Jafari, 2012). This phenomenon underscores the paramount importance of comprehending consumer preferences and intentions toward halal products for multinational corporations seeking to adapt their marketing and product development strategies to align with local cultural values and preferences.

Indonesia has the most adherents of Islam in the world, with 237.53 million people as of 31 December 2021, a percentage of 86.9% of the 273.32 million Indonesian population (Ministry of Home Affairs RI, 2021). One of the provinces in Indonesia where the majority of the Muslim population is the province of West Sumatra. In 2021, West Sumatra Province has a population of 5.6 million. The majority of the Muslim population in West Sumatra consists of Minang people, with a percentage (97.6%) of a total of

5.46 million people ([Ministry of Home Affairs RI, 2021](#)). Muslims in Indonesia tend to pay attention to a product by looking at whether a product will be consumed is halal.

According to [Ambali & Bakar \(2014\)](#) awareness of halal means having a particular interest or experience of halal and knowing halal food, drinks and products. Based on the Theory of Planned Behavior or the theory of planned behaviour studied by [Ajzen \(2020\)](#) the planned behaviour of consumers in making a purchase is influenced by attitudes. Variables that influence purchase intentions are not only attitudes but are also influenced by halal awareness variables; halal awareness is the knowledge of Muslims to know or understand about halal products and how products are processed and stored. [Pujiyanto & Rokhmah \(2021\)](#) in his research, proved that awareness of halal has a positive and significant effect on purchase intention.

Halal awareness can be seen based on whether or not a Muslim understands what halal is, knows the correct slaughtering process, and prioritizes halal food for their consumption ([Ahmad et al., 2013](#)). Halal awareness of a Muslim significantly affects consumer purchase intentions for a product ([Yunus et al., 2014](#)). Especially in Indonesia, where most of the population is Muslim, as well as in West Sumatra Province, knowing whether or not a food is halal seems essential. The halal logo that is included is a particular indicator for Muslims that the food can be consumed ([Yunus et al., 2014](#)). Muslim consumers can see the halal label as a signal that can provide relevant information to assist in making decisions on halal food products. The people of West Sumatra Province consider the halal logo necessary for Muslims to decide to buy a product.

In several research topics on halal, attitudes have been essential in influencing the intention to buy products ([Briliana & Mursito, 2017](#)). Studying a person's attitude is the best way to understand why consumers take specific actions. In addition, a person's attitude results from an evaluation that describes a person's feelings of liking or disliking an object. By knowing and studying the evaluation results of an object, we can find out how much someone's purchasing power is. According to [Dwipayani & Rahyuda \(2016\)](#) attitudes can affect a person's behaviour towards an object. Consumer attitudes are essential in purchasing decisions, and attitude as a reaction or feeling towards a stimulus ([Iwan, 2013](#)). The people of West Sumatra Province consider that a person's attitude towards the goods to be purchased is critical.

Religiosity is the extent to which an individual is committed to his religion and where that religion is reflected in a person's attitudes and behaviour. Religion plays one of the most influential roles in shaping food choices in many societies; the impact on food consumption depends on the religion itself and the extent to which individuals interpret and follow its teachings ([Bonne et al., 2007](#); [Briliana & Mursito, 2017](#)). Religiosity refers to the extent to which an individual is committed to the religion he adheres to and its teachings so that individual attitudes and behaviour reflect this commitment ([Johnson et al., 2001](#); [Rizkitysha & Hananto, 2022](#)). Religiosity has a direct effect on purchase intention. This finding implies that a person's religious commitment can motivate him to buy detergent labelled halal directly ([Rizkitysha & Hananto, 2022](#)). According to [Nora & Minarti \(2016\)](#) religiosity influences consumer purchase intention as a determinant of purchase intention for Muslim fashion trends. Price is the amount or other aspect, including the specific use or use from which the product can be obtained. Price is the amount consumers owe to pay for products and services to meet their needs or wants ([Kotler & Armstrong, 2021](#)). Price is the money needed to buy a product ([Swani & Yoo, 2010](#)).

Therefore, a business needs to pay more attention to what things can increase the intention to buy the product that the business produces. [Mutmainah \(2017\)](#) argues that halal awareness positively and significantly affects consumer purchase intentions for halal food. [Ghadikolaei \(2016\)](#) argues that the halal logo positively influences consumer purchase intentions among Muslim and non-Muslim consumers. According to [Listyoningrum & Albari \(2012\)](#) in his research, attitude positively influences consumer buying interest in halal food; this shows that the better the attitude, the more the consumer's buying interest in halal food will increase. According to the results of research conducted by ([Rois, 2016](#)) religiosity positively and significantly influences the intention to buy food products labelled halal. Price has a positive and significant influence on purchase intention ([Palma & Andjarwati, 2016](#)). Purchase intention is when consumers form their choices among several brands incorporated into the choice set ([Asif et al., 2018](#)). Purchase intention is a subjective assessment of what consumers will have

in the future for a product, an evaluation and consumer attitude towards a product by looking at external factors to impact consumer willingness to buy products or services at certain brands (Hartini, 2012).

There have been limited studies concerned with halal awareness toward purchase intention. Hence, this research focuses on halal awareness, halal logo, religiosity, and price on purchase intentions and consumer behaviour.

LITERATURE REVIEW

Halal Awareness and Consumer Purchase Intentions

Halal awareness provides insight and information about certain things (Aziz & Chok, 2013). Awareness is a variable in deciding interest in buying (Bansal et al., 2024). Halal awareness is known based on whether or not a Muslim understands what halal is, knows the correct slaughtering process, and prioritizes halal food for their consumption (Ahmad et al., 2013). Consciousness is the ability to perceive, feel, and be aware of events and objects. Consciousness implies understanding and perceiving events or subjects (Aziz & Chok, 2013).

Halal awareness encompasses Muslim knowledge regarding the interpretation of halal, the halal process, and the significance of halal food consumption (Setyaningsih & Marwansyah, 2019). Halal awareness is how Muslims understand issues related to halal (Nofianti & Rofiqoh, 2019). Halal awareness is a consumer's knowledge, specifically Muslim understanding of the existence of a halal concept and halal procedures. It assumes that all consumed items must adhere to halal standards, which holds great importance for Muslims (Izzuddin, 2018).

Bashir et al. (2018) show a significant relationship between awareness and purchase intention because consumers know the importance of halal food products. This may be due to adequate knowledge and knowledge about halal and the benefits of consuming halal food products. Previous research conducted by Faturohman (2019) stated that awareness positively and significantly affects purchase intention. The government can organize halal events to increase the awareness level of Indonesian consumers; this can be a way to attract Muslim and non-Muslim consumers. Furthermore, this event can also help food manufacturers provide information about their products. Apart from that, companies must also include exciting information in their products regarding the feasibility of the product for consumption.

Hanifasari et al. (2024) concluded that halal awareness has a positive and substantially impacts consumers' purchase intentions for halal food products. In addition, consumer awareness of halal influences the decision to buy halal food products. Likewise, Hamdan et al. (2013) revealed that awareness is the most influential factor in the choice of Muslim consumers to buy halal food. Other research (Bashir et al., 2018; Krishnan et al., 2017; Ya et al., 2017) found that awareness positively affects consumer intentions. Thus, the findings of previous studies confirm that awareness of halal food positively influences consumer purchase intentions. Thus, the hypothesis is proposed as follows:

H1. Consumer halal awareness positively and significantly affects purchase intentions in purchasing food products with the halal logo.

Halal Logo and Consumer Purchase Intention

The halal logo is an essential element representing the legitimacy of a product, trade and material factors (Hussain et al., 2016). The halal logo is an essential source of information that eliminates uncertainty in the minds of consumers (Borzooei & Asgari, 2016). The halal logo determines the "halal" of food products, which are generally invisible to consumers (Marzuki et al., 2012). A certified and labelled product with a halal logo is mandatory in halal food production, trade and regulation because product halalness is only easy to verify with a halal logo (Fischer, 2019).

Meanwhile, the halal logo can signify "trust and quality" for halal food consumers (Mostafa, 2018). For Muslims, halal-certified products with the halal logo bring peace because it is the main sign to distinguish between halal and non-halal products. In addition, the halal logo states Islamic criteria, which are permitted by Islamic law, whereas for non-Muslims, halal-certified products with the halal logo confirm the safety, hygiene and quality of food (Aziz & Chok, 2013; Haque et al., 2015). The simplest

way Muslim consumers choose halal products is to buy packaged food products with a halal logo ([Awan et al., 2015](#); [Shafie & Othman, 2006](#)). The halal logo serves as a crucial identifier, distinguishing between healthy and unhealthy products, as well as safe and unsafe products. Consequently, numerous studies have been dedicated to the analysis and significance of halal logos. ([Bonne & Verbeke, 2008](#); [Borzooei & Asgari, 2016](#); [Hussain et al., 2016](#); [Shafie & Othman, 2006](#); [Supriani et al., 2025](#); [Wibowo & Ahmad, 2016](#)).

A study by [Hanifasari et al. \(2024\)](#) found that the halal logo positively influences consumer purchase intentions among Muslim and non-Muslim consumers. Halal logos are considered by consumers during their halal decision-making process ([Abdul et al., 2009](#); [Ismail et al., 2016](#)). According to previous literature, it can be proposed Hypothesis 2, namely:

H2. The halal logo has a positive and significant effect on consumer purchase intentions when purchasing food products with the halal logo.

Attitudes and Purchase Intentions of Consumers

His beliefs and evaluation results determine a person's attitude towards an object. The motivation to buy back comes from a highly positive attitude toward purchasing an item or service ([Maima & Widiyanto, 2012](#)). [Dwipayani & Rahyuda \(2016\)](#) found that attitude can influence a person's behaviour towards an object. [Supriani et al. \(2025\)](#) asserts that consumer attitudes are pivotal in determining purchasing decisions. Attitude refers to a learned predisposition to consistently respond favorably or unfavorably to an object or a group of objects.

Attitude as a reaction or feeling towards a stimulus ([Dwipayani & Rahyuda, 2016](#)). Attitude is a behaviour or movement that is clear and shown in interactions with the social environment. Beneficial or unfavourable from the behaviour in question, it shows the performance of individual behavioural intentions is assessed positively or negatively ([Ajzen, 2020](#)). Attitudes are formed by trust, individual belief in the consequences of showing a behaviour of behavioural beliefs.

According to previous research, attitude significantly and positively influences purchase intention. Based on the results above, the better the attitude shown by respondents, the intention to buy halal food increases. Research by [Listyoningrum & Albari \(2012\)](#) shows that an attitude positively influences consumer buying interest in halal food; the better the attitude, the more consumer buying interest in halal food will increase. [Khan & Azam \(2016\)](#) found that attitude is the most significant in predicting the intention to buy halal-certified products. Likewise, [Golnaz et al. \(2010\)](#) showed that consumer attitudes towards halal food significantly predict intention. Attitudes towards halal food are related to the intention to consume halal food ([Afendi et al., 2014](#); [Lada et al., 2009](#)). Other studies have consistently demonstrated that consumer attitudes towards halal food have a substantial and positive impact on their purchase intentions ([Abd Rahman et al., 2015](#); [Bashir et al., 2018](#); [Hasan et al., 2024](#); [Mukhtar & Butt, 2013](#); [Shah Alam & Sayuti, 2011](#)). According to previous literature, it can be proposed Hypothesis 3, namely:

H3. Consumer attitudes positively and significantly affect consumer purchase intentions in purchasing food products with the halal logo.

Religiosity and Consumer Purchase Intentions

Religiosity as belief in God, which is complemented by a commitment to adhere to God's established principles. Religiosity functions as a principle that determines the ideals of life, which are reflected in the values and attitudes of society, which in turn shape the behaviour and practices of society and various institutions that are influenced by religion ([Rizkitysha & Hananto, 2022](#)). According to [Abd Rahman et al. \(2015\)](#) the results of their research, namely religiosity and attitude, positively influence the intention to buy products in halal cosmetics. According to [Koc et al. \(2024\)](#) halal labelling has a positive and significant impact on consumers' intention to purchase products. [Rohmatun & Dewi \(2017\)](#) found that religiosity significantly affects product purchase intentions. Based on the statement above, it can be proposed Hypothesis 4, namely:

H4. Religiosity positively and significantly influences consumers' intentions to purchase food products

with the halal logo.

Price and Purchase Intention

Darma (2019) state that price is the amount of money charged for an item or service or the amount of money exchanged by consumers for the benefits of owning or using the product or service. Price has two leading roles in marketing, namely the role of allocation, which helps buyers to decide the best way to obtain the expected benefits by their abilities—purchasing power (Tjiptono, 2015). Price is a trigger to improve marketing performance, where at high prices, consumers usually think that the product provided is of good quality and if the price offered is cheap, consumers still doubt the quality of the product and also amount of money charged for a product or service or the value consumers exchange for the benefits of owning or using the product or service (Ferdinand, 2014; Kotler & Armstrong, 2021).

Sulistiyari & Yoestini (2012) shows that price positively and significantly affects purchase intention. Because it generates sales receipts, prices affect the level of sales volume, profit levels, and market share that can be achieved by the company (Umar, 2002). Pricing is an important matter to be considered by consumers when consumers compare products with other similar products (Indriyati et al., 2018).

Price significantly influences demand, other studies consider price a core issue of customer purchase intention and important in creating value and deciding customer purchase intentions (Cakici & Tekeli, 2022; Malviya et al., 2013; Min et al., 2012; Palma & Andjarwati, 2016; Tran & Ashraf, 2018). According to previous study, Hypothesis 5 can be proposed, namely:

H5. Product prices positively and significantly affect consumer purchase intentions in purchasing food products labelled halal.

Purchase Intention and Consumer Purchase Behavior

Buying behaviour is the decisions and actions of people involved in buying and using products, including social and mental processes (Kotler & Armstrong, 2021). Consumer buying behaviour is fundamental to study, especially for those in the marketing division of a company or organization, to benefit from understanding consumers and gaining their loyalty. Consumer buying behaviour is how individuals, groups, and organizations select, buy, use and dispose of products, services, ideas or experiences to meet consumer demands.

Khan et al. (2023) found that consumer purchase intentions significantly influence their buying behaviour towards purchases. Halal food products; this is because consumers with high purchase intentions will increase consumer buying behaviour towards purchasing halal food products. A positive relationship exists between consumer purchase intentions and purchasing behaviour towards halal food products. In addition, consumers' purchase intentions can influence their purchasing decisions towards halal food products (Bashir et al., 2018). According to previous literature, Hypothesis 6 can be proposed, namely:

H6. Consumer purchase intention positively and significantly affects consumer buying behaviour in food products labelled halal.

METHODS

Research Design

This study uses a management science approach focused on behavioural science marketing management. This type of research is descriptive and explanatory. This research will determine the clarity of the relationship of a variable (testing the hypothesis) through data collection in the field. The research method used was a survey method, namely an explanatory survey and a descriptive survey, in which this research took samples from the population using a questionnaire as its primary data collection tool. The type of investigation (investigation type) is a type of causality that aims to explain the relationship between variables. At the same time, the time horizon is cross-sectional, which reflects a picture of a situation at a particular moment in 2023. The unit of analysis is consumers of food products labelled halal in West Sumatra. Employing a quantitative approach through a closed questionnaire

precludes a comprehensive exploration of consumers' subjective perceptions and motivations. Furthermore, data collection via the self-report method (respondents' responses to the questionnaire) may be susceptible to social desirability bias, wherein respondents provide answers deemed socially acceptable, particularly in relation to matters of religiosity or halal observance.

Then formed a conceptual framework, as illustrated in Figure 1.

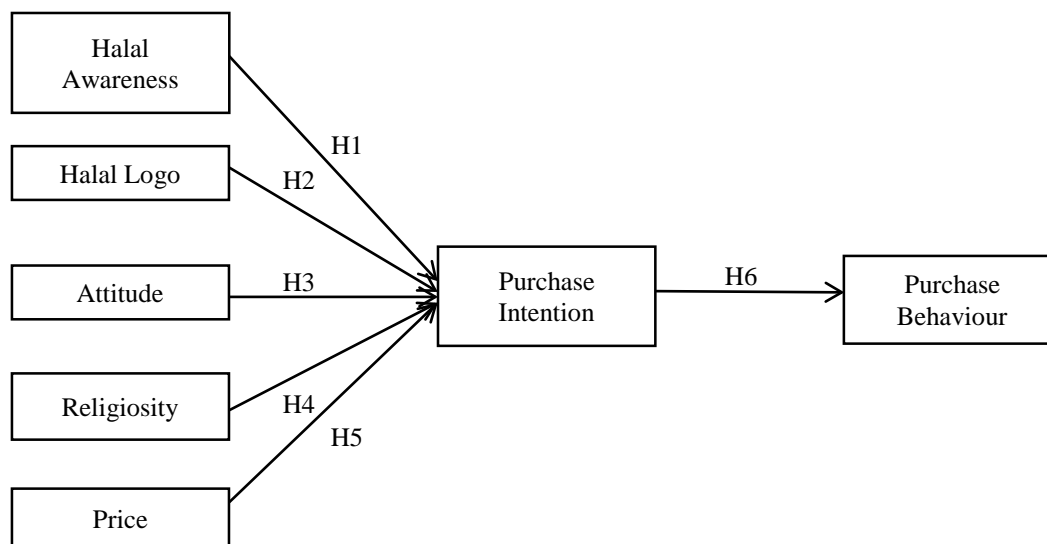


Figure 1. Conceptual Framework

Source: Created by Authors

Participants/Sample Selection and Data Sources

The data used in this research is primary data. Primary data, namely data obtained from consumers with a collection technique using a questionnaire prepared with respondents who represent the population. The questionnaire was prepared using a scale that was guided by a Likert scale. The population in this study are consumers of food products labelled halal in West Sumatra. The sampling technique used in this study was purposive sampling. The researchers selected individuals according to the specified criteria, namely individuals or consumers of food labelled halal in West Sumatra. According to Cohen (2013) the sample size is determined based on a comparison table for the number of independent variables with a significance level of 5% and a minimum R square (R^2) of 0.01 (Hair et al., 2021). The sample size in this study uses the maximum number of arrows leading to construction, namely three arrows, so the minimum sample size is 137. So, the researchers decided that the number of samples in this study was 200 respondents.

Instrumentation/Data Collection

The operationalization of research variables is illustrated in Table A1.

Data Analysis/Estimating Model/Variable Measurement

The data that has been collected is analyzed by the following steps: 1) Make preparations by collecting and checking the completeness of the questionnaire sheets and checking the correctness of filling them in. 2) The questionnaire results are tabulated and graded according to a predetermined scoring system. 3) The tabulated data are analyzed according to the stated research objectives. This study analyzed data using structural equation modelling (SEM) with the Partial Least Square (PLS) approach with SmartPLS 3.0. Thus, the aim of this research can be considered as a form of theory development, which according to Hair et al. (2021) is one situation where the use of PLS is appropriate.

FINDINGS

This section reports on the characteristics of the respondents, measurement model results, and structural model results using PLS-SEM developed by Hair et al. (2021) to test the hypothesis. Table 1 shows that

most respondents are male (55.5%), age range 21-25 years, as students/students/students. In addition, most respondents have an income ranging from IDR1.000.0000 to IDR 3.000.000 and 74% pay attention to the halal label on products.

Table 1. Demographic Profiles

Characteristic Description	Group	Q	%
Gender	Man	111	55.5
	Woman	89	44.5
Age	16–20 years	32	16
	21–25 years	118	59
	26–30 years	36	18
	31–35 years	9	4.5
	36– 40 years	2	1
	41– 45 years	2	1
	> 45 years	1	0.5
Work	Student/student/student	93	46.5
	Labourer/craftsman/farmer	13	6.5
	PNS / ASN	7	3.5
	BUMN employee	2	1
	TNI/Polri		
	Self-employed	32	16
	Retired	1	0.5
	Housewife	6	3
	Private sector employee	45	22.5
	Culinary business	1	0.5
Income	< IDR500.000,-	72	36
	IDR500.000,- to IDR1000.000,-	13	6.5
	IDR1.000.000, - up to IDR3.000.000	93	46.5
	IDR3.000.000, - up to IDR5.000.000	20	10
	> IDR5.000.000,-	2	1
Level of education	SD equivalent		
	Junior High School	7	3.5
	Senior High School	97	48.5
	Diplomas 1, 2, 3 and 4	22	11
	Undergraduate (S1)	71	35.5
	Master Degree (S2)	3	1.5
	Doctoral Degree (S3)		
Pay attention to the halal label on the product	Always	50	25
	Sometimes	148	74
	There are not any	2	1

Source: Data processed by Authors

Result Measurement Model

Internal Consistency Reliability

Composite Reliability (CR) is used to assess the reliability of the construct used in this study. [Table 2](#) shows the results of the reliability test. All constructs in this study have a CR value above 0.7 so that internal consistency reliability meets.

Convergent Validity

Convergent validity is carried out as a form of construct validity to ensure the accuracy of the measurement data. The outer loading and AVE values are used to determine the validity of the convergent instrument. [Table 2](#) shows the results of statistical analysis for outer loading and AVE. According to [Hair et al. \(2021\)](#), the outer loading is above 0.7; AVE is above 0.5. The statistical analysis results in [Table 2-](#) are in accordance with the existing criteria. Where P3, HA3, and Att3 were not included in the following analysis because they had outer loading values below the criteria.

Discriminant Validity

Discriminant Validity is carried out to ensure that each concept from each latent model is different from other variables. AVE root test on the Fornell-Larcker criterion and the heterotrait-monotrait ratio (HTMT) was used to perform the discriminant analysis test. The AVE root test on the Fornell-Larcker criterion already has an indicator correlation value to a variable greater than other variables' correlation (Table 3). At the same time, the threshold value of HTMT is <0.90. Based on Table 4, it already has a small HTMT value of 0.90. So based on the Fornell-Larcker criterion and HTMT, the discriminant validity requirements have been met.

Table 2. Statistical Analysis (N=200)

Construct	Items	Outer Loading	CR	AVE
Price	P1	0.861	0.840	0.726
	P2	0.798		
Halal Awareness	HA1	0.818	0.765	0.620
	HA3	0.707		
Halal Logo	HL1	0.825	0.864	0.614
	HL2	0.796		
	HL3	0.742		
	HL4	0.769		
Purchase Intentions	PI1	0.847	0.847	0.649
	PI2	0.753		
	PI3	0.815		
Purchase Behavior	PB1	0.809	0.868	0.687
	PB2	0.811		
	PB3	0.866		
Religiosity	Rlg1	0.802	0.874	0.634
	Rlg2	0.852		
	Rlg3	0.743		
	Rlg4	0.784		
attitude	Att1	0.793	0.882	0.653
	Att2	0.816		
	Att4	0.739		
	Att5	0.846		

Note: Composite Reliability (CR), AVE (Average Variance Extracted), Price (P), Halal Awareness (HA), Halal Logo (HL), Purchase Intention (PI), Purchase Behavior (PB), Religiosity (Rlg), and Attitude (Att).

Source: Data processed by Authors

Table 3. Discriminant Validity (Fornell-Larcker Criterion)

Construct	Att	HA	HL	P	PB	PI	Rlg
Att	0.808						
HA	0.485	0.787					
HL	0.536	0.499	0.784				
P	0.379	0.348	0.259	0.852			
PB	0.555	0.442	0.364	0.627	0.829		
PI	0.539	0.390	0.364	0.633	0.721	0.806	
Rlg	0.744	0.496	0.496	0.529	0.737	0.664	0.796

Note: Diagonal values (bolded) are the square root of AVE, off-diagonal values are correlation coefficients

Source: Data processed by Authors

Table 4. Discriminant Validity (HTMT)

Construct	Att	HA	HL	P	PB	PI	Rlg
Att							
HA	0.794						
HL	0.633	0.870					
P	0.528	0.676	0.309				
PB	0.775	0.785	0.490	0.835			
PI	0.538	0.626	0.529	0.535	0.620		
Rlg	0.818	0.863	0.787	0.537	0.856	0.694	

Source: Data processed by Authors

Structural Model Results

Furthermore, testing is carried out to test the structural model (inner model). In testing this structural model, what is seen is the value of the collinearity statistic (VIF) (see Table 5), indicating no collinearity in each exogenous variable.

Table 5. Collinearity Statistics (VIF)

	Att	HA	HL	P	PB	PI	Rlg
Att						1933	
HA						1.473	
HL						1822	
P						1.258	
PB							
PI					1.000		
Rlg						2.246	

Source: Data processed by Authors

Table 6. Adjusted R² and Effect Size f²

Construct	Effect Size f ²							Adjusted R ²
	Att	HA	HL	P	PB	PI	Rlg	
Att						0.011		
HA						0.002		
HL						0.019		
P						0.064		
PB								0.255
PI					0.350			0.425
Rlg						0.095		

Source: Data processed by Authors

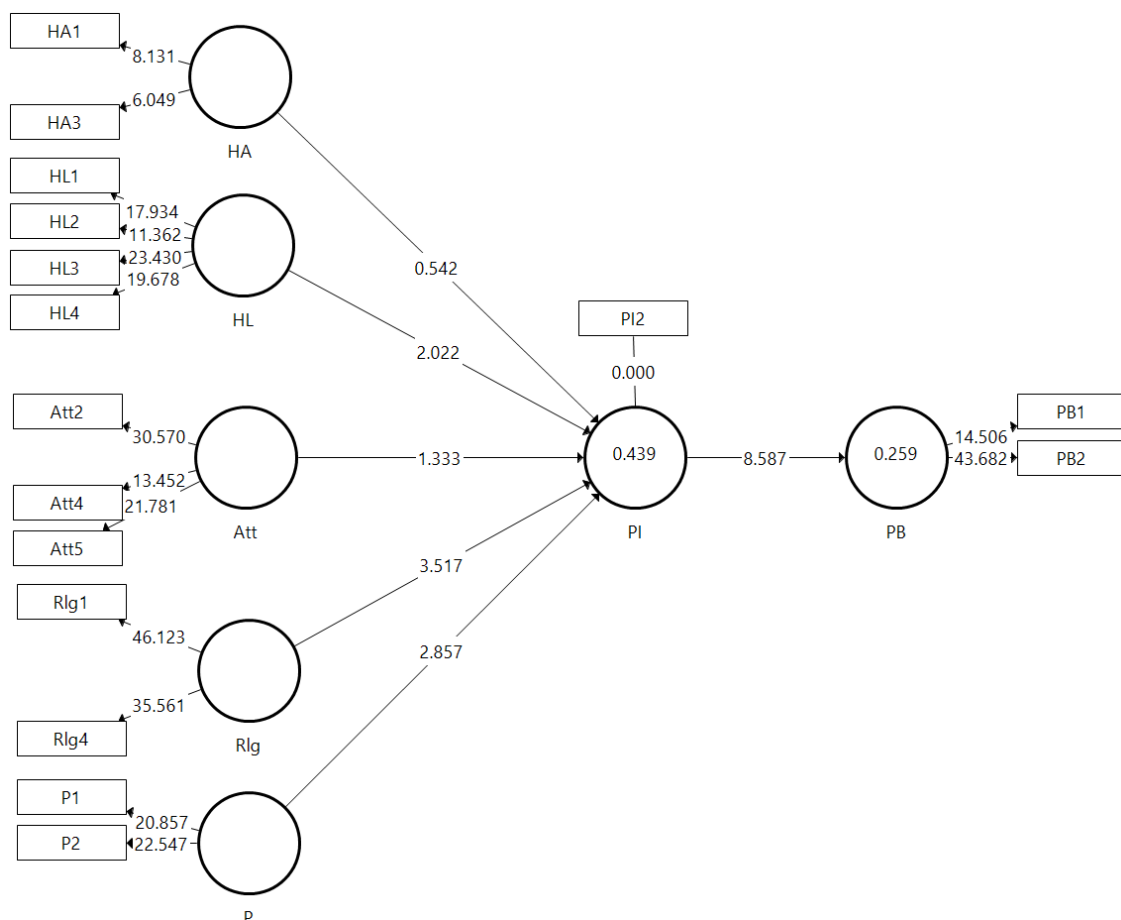


Figure 2. PLS Bootstrapping Model

Source: Data processed by Authors

PLS-SEM aims to maximize the R^2 value of endogenous latent variables in the path model. A high R^2 value indicates that the model fits the data well (R^2 for PB is 0.255, and PI is 0.425). Meanwhile, f^2 values of 0.02, 0.15, and 0.35 indicate a predictor construct's small, medium, or significant effect on an endogenous construct. Each variable in this study has a different and appropriate effect size f^2 value (see Table 6). Figure 2 shows the results of the structural-bootstrapping model.

Table 7. Structural Model

Hypothesis	Relationships	Path Coefficients	SE	t-values	p-values	95% Confidence Intervals	Decision
H1	HA -> PI	0.040	0.076	0.518	0.302	[-0.089, 0.153]	Not supported
H2	HL -> PI	0.140	0.073	1906	0.029*	[0.005, 0.254]	Supported
H3	Att -> PI	0.110	0.088	1,245	0.107	[-0.026, 0.265]	Not supported
H4	Rlg -> PI	0.347	0.101	3,417	0.000***	[0.185, 0.527]	Supported
H5	P -> PI	0.213	0.076	2,792	0.003*	[0.092, 0.343]	Supported
H6	PI -> PB	0.509	0.062	8,242	0.000***	[0.405, 0.611]	Supported

* $p < 0.05$; *** $p < 0.001$ (one tail)

Source: Data processed by Authors

Table 7 shows the results of the structural model. The results of this study indicate that HL (SE= 0.073, $p < 0.05$), Rlg (SE= 0.101, $p < 0.001$), and P (SE = 0.076, $p < 0.05$) have a significant positive effect on PI, so that H2, H4, and H5 is accepted. Meanwhile, HA (SE= 0.076, $p > 0.5$) and Att (SE= 0.088, $p > 0.5$) did not have a significant effect on PI. Therefore, H1 and H3 were rejected. The results also show that PI (SE=0.062, $p < 0.01$) significantly affects PB, so H6 is accepted.

DISCUSSION

The results of the study show that the halal logo, religiosity, and price are significant for purchase intention. In line with research conducted by Ghadikolaei (2016) in his research, he found that the halal logo has a positive and significant influence on consumer purchase intentions among Muslim and non-Muslim consumers. Abd Rahman et al. (2015) and Rois (2016) agree with the results of their research, which found that religiosity has a significant influence on the intention to buy food products labelled halal. Religiosity significantly affects consumers' purchase intention of food products labelled halal in West Sumatra. This means that consumers in West Sumatra consider religiosity before buying halal food products to encourage consumer purchase intentions towards it. Furthermore, Sulistyari & Yoestini (2012) found that the value of money has a significant relationship and positively affects purchase intentions. This indicates that consumers in West Sumatra consider prices before buying halal food products, thereby encouraging consumer purchase intentions for halal food products.

No significant effect was found on halal awareness and attitude towards purchase intention (Ikhsan & Sukardi, 2020). This happens because of adequate knowledge and knowledge about halal and the benefits of consuming halal food products. Consumers are already cognizant of halal products, their advantages, and their significance. Nevertheless, the absence of additional incentives or compelling reasons does not translate into a substantial surge in their purchase intentions. In addition, the attitude shown by the respondents increases the intention to buy halal food (Maghfiroh, 2015). Meanwhile, in their research, Bashir et al. (2018) show a significant relationship between awareness and purchase intention because consumers are aware of the importance of halal food products. The study's results also show that purchase intention has a significant positive effect on purchase behaviour. According to research by Bashir et al. (2018), consumer purchase intentions significantly influence purchasing behaviour, so that consumer purchase intentions can influence their purchasing decisions towards halal food products. Thus, consumers in West Sumatra have purchase intentions which lead to purchasing behaviour on halal food products. This finding can be used for companies to maintain the quality of their products so that consumers' intention to buy halal food products can continue to increase.

This study implies that the substantial impact of purchase intention on purchasing behavior. Consequently, companies must devise marketing strategies that foster and sustain consumer purchase

intention, particularly in the halal food industry. This can be achieved by maintaining and enhancing product quality. The study's findings reveal that halal product quality is a crucial factor that enhances purchase intention and purchasing behavior. Therefore, companies must adhere to strict quality standards, ensure cleanliness, and obtain halal certification. Furthermore, the presence of a halal label can enhance consumer trust. The establishment of a trusted halal label will reinforce consumer perception and encourage purchase intention.

CONCLUSION

This study aimed to determine the effect of halal awareness, halal logo, attitude, religiosity and price on purchase intention in halal food products. This study also aims to examine the effect of purchase intention on purchase behaviour. Quantitative analysis was used, and the data analysis method in the form of PLS-SEM, with a sample size of 200, was used to answer this research question. The results of the study show that the halal logo, religiosity, and price are significant for purchase intention. No significant effect was found on halal awareness and attitude towards purchase intention.

In addition to the findings, the study also reveals a substantial impact of purchase intention on purchasing behavior. However, it is important to acknowledge several limitations. Firstly, the study primarily focuses on the influence of halal awareness, halal logos, attitudes, religiosity, and prices on purchase intentions and the reciprocal influence of purchase intentions on purchasing behavior. Secondly, it omits the description and explanation of other factors that can potentially impact consumer and respondent purchase intentions, particularly in the context of West Sumatra Province. Thirdly, the study suggests that further research can be conducted by incorporating additional variables such as consumer reviews, loyalty, and others to enhance the antecedents of halal consumer behavior. Furthermore, it proposes the inclusion of moderating variables, such as regulations governing halal products, to determine consumer behavior. Lastly, subsequent research can broaden the demographic background of religious respondents, moving beyond Muslim consumers as the primary focus to include individuals from other religions. This approach would provide a fresh perspective on whether non-Muslim consumers exhibit similar behaviors when using halal products.

CONFLICT OF INTEREST STATEMENT

No conflict of interest.

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APPENDIX

Table A1. Variable Operationalization

Variable	Variable Definitions	Indicator	Scale	Source
Halal Awareness	Halal awareness is the knowledge of a Muslim regarding understanding the meaning of halal, the halal process and understanding that something is crucial for him if he consumes halal food	<ol style="list-style-type: none"> 1. Cleanliness and product safety are equally important. 2. Only buy Halal products if the seller maintains cleanliness. 3. Will not buy the product if the product is sold next to non-Halal products. 	Likert	Hamzah et al. (2020)
Halal logo	The halal logo is an important source of information that eliminates uncertainty in the minds of consumers	<ol style="list-style-type: none"> 1. The existence of a halal label helps consumers decide to buy which brand or package to buy. 2. The existence of a halal label helps consumers reduce their overall shopping time. 3. The existence of a halal label reduces consumer anxiety about the haram content in the product to be purchased. 4. The existence of a halal label makes consumers' lives easier because consumers do not have to spend too much time reading the ingredients. 	Likert	Rizkitysha & Hananto (2022)
Attitude	Religiosity is the extent to which a person is committed to his religion and the extent to which religion is displayed in his behaviour	<ol style="list-style-type: none"> 1. Consumers consume halal-certified food. 2. Consuming food that is labelled halal is important. 3. Consumers will feel a loss if they do not consume food that is labelled halal. 4. Consumers follow Islamic religious rules, namely, to consume food labelled halal. 	Likert	Pradana et al. (2022)
Religiosity	Religiosity is the extent to which a person is committed to his religion and the extent to which religion is displayed in his behaviour	<ol style="list-style-type: none"> 1. Consumers consume halal-certified food. 2. Consuming food that is labelled halal is important. 3. Consumers will feel a loss if they do not consume food that is labelled halal. 4. Consumers follow Islamic religious rules, namely, to consume food labelled halal. 	Likert	Amalia et al. (2020)
Price	Price is the amount of money consumers owe to pay for products and services to meet their needs or wants	<ol style="list-style-type: none"> 1. Willing to buy branded products even if the price is higher. 2. I prefer buying products during price-cut periods only. 3. I was comparing the prices of other brands before I chose one. 	Likert	Min et al. (2012); Trivedi & Raval (2016)
Purchase Intention	Intention buying is something procedure For studying And predicting the behaviour of consumers against their willingness to buy something product	<ol style="list-style-type: none"> 1. Consumers agree to pay more when consuming food labelled halal 2. If available, consumers intend to buy food labelled as halal. 3. Consuming food labelled halal for daily consumption. There is transportation 4. Destination residents are friendly 5. Destination residents are kind and friendly towards tourists 	Likert	Amalia et al. (2020)
Purchasing Behavior	Purchasing behaviour studies how individuals, groups, and organizations select, buy, use and use goods, services, ideas or experiences to satisfy their needs and desires	<ol style="list-style-type: none"> 1. Consumers buy Halal products regularly. 2. Consumers have the behaviour in buying halal products 3. Consumers have bought halal products for the last six months 	Likert	Tuhin et al. (2022)

Source: Data processed by Authors