



How Do Halal Component and Marketing Drive Muslim Consumers?

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ABSTRACT

This research addresses a specific issue within halal marketing, emphasizing its novelty. Despite widespread recognition in marketing literature of the roles played by various halal components and strategies in influencing consumer purchase intentions, there is a distinct research gap in the lack of studies focusing on specific categories. This study aims to fill that gap by examining the relationship between halal awareness, certification, and other marketing elements in shaping the halal purchase intentions of Mixue consumers in Indonesia. Structural equation model analysis of data from 156 Mixue consumers revealed positive correlations between halal awareness, certification, and brand with purchase intentions, while food quality and promotion showed negative and non-significant relationships. Theoretically, the research strives to advance a conceptual model of halal purchase intentions by integrating halal components with marketing elements, contributing to marketing literature with a specific focus on Mixue and its consumers in Indonesia. The practical implications involve a deeper understanding of factors influencing halal product purchase intentions, aiding marketing decision-making and business strategies in this rapidly growing market.

Introduction

In recent years, the demand for halal products has been increasing in Indonesia. This is due

to the growing awareness and need of Muslim consumers to consume products that adhere to halal principles. As the country with the largest Muslim population in the world, Indonesia has a huge market potential for

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halal products (Adinugraha & Sartika, 2019). State of the Global Islamic Economy (SGIE) report 2022 estimates that Muslim spend on food increased by 6.9% in 2021, from \$1.19 trillion to \$1.27 trillion, and is expected to grow by 7% in 2022 and reach \$1.67 trillion in 2025. The consumption of goods and services in Indonesia is recorded at USD 146.7 billion, ranking first in the on OIC (Organization of Islamic Cooperation) in terms of total halal expenditure of USD 200 trillion. The Global Islamic Economy Report states that Indonesia is among the leading consumers of halal products globally, with a significant consumption value. Data from BPS (Statistics Indonesia) show that the number of halal consumers in Indonesia is predicted to reach 262.733 million people in the period of 2025-2030 and even reach 267.038 million people in the period of 2040-2045 (Haque, 2023).

In the context of sustainable GDP growth, the per capita consumption rate is also increasing, with people focusing not only on food establishments but also on better taste, higher style, and more popular restaurants (Sun & Jiang, 2022). Recently, Mixue Ice Cream and Tea brand has become a trend in Indonesia, especially after the company obtained halal certification (Megasari Manik & Siregar, 2022). Mixue is one of the companies operating in the food and beverage sector in Indonesia, with a significant development as a halal-oriented company (Darmadi et al., 2022). The extensive opening of Mixue outlets has made it a hot topic of discussion among netizens. Mixue is considered a viral product and is easily recognized by many people due to its use of social media marketing platforms such as Instagram, TikTok, and others. One issue that has arisen is the lack of a halal certificate for Mixue, as 90% of the raw

materials are directly imported from China (katadata.co.id, 2023). Currently, Mixue is undergoing various development processes, including halal certification, safety regulations from the Indonesian Food and Drug Authority (BPOM), and the implementation of marketing strategies to reach its target market. As of now, Mixue has expanded its store chains to 300 branches in Indonesia (Azhar et al., 2023). According to Momentum Works, Mixue ranks fifth in terms of the highest number of fast-food restaurant outlets in 2021, with 21,582 outlets. McDonald's holds the first position with 40,030 outlets, followed by Subway with 37,000 outlets. Starbucks ranks third with 33,833 outlets, and KFC ranks fourth with 26,934 outlets (Megasari Manik & Siregar, 2022). Therefore, it is important to explore how marketing strategies and halal certification influence the demand for Mixue products in Indonesia.

This research aims to examine the role of halal components and marketing in determining the halal purchase intention among consumers in Indonesia, using the case study of Mixue company. The halal components include halal awareness, halal certification, and marketing components (food quality, marketing promotion, and brand) in influencing consumers' halal purchase behavior. Previous studies on halal have focused on Muslim perceptions of food products (Azam, 2016). Additionally, Aziz & Chok (2013) aimed to explore the relationship between halal awareness, halal certification, food quality, marketing promotion, and brand with the intention to purchase halal products among non-Muslim communities in Malaysia. Similarly, other studies have focused on increasing knowledge about halal awareness and intention to choose halal products

(Nurhayati & Hendar, 2020) and factors influencing the halal purchase intention among consumers in selected supermarkets around Perlis, indicating that attitude, subjective norms, and perceived behavioral control have a positive impact on the intention to purchase halal products (Afendi et al., 2014).

However, there is still a research gap in this context. Despite the increasing demand for Mixue products as a trending brand in Indonesia (Megasari Manik & Siregar, 2022), there has been no research that examines to what extent halal components and marketing strategies play a role in determining consumer decisions to purchase Mixue products. Previous studies have primarily focused on broader perceptions of Muslim consumers about food products or have concentrated on different geographical locations such as Malaysia (Azam, 2016; Aziz & Chok, 2013; Nurhayati & Hendar, 2020; Afendi et al., 2014). In revealing this gap, it is important to note that Mixue has for some time now faced challenges regarding halal certification, given that most of the raw materials are directly imported from China. This creates an urgent need to understand the extent to which these factors influence consumer perceptions and decisions in the highly developed Indonesian market.

The urgency of this research becomes even more apparent with the rapid growth of the halal market in Indonesia, which is at the center of global attention. By exploring the relationship between halal components, marketing strategies, and consumer purchase intentions towards Mixue products, this study can provide valuable insights for similar companies who want to better understand the halal market in Indonesia. The contribution

of this research is expected not only to complement the existing literature on consumer behavior towards halal products, but also to provide practical direction for companies in facing challenges and opportunities in a rapidly growing market.

The objectives of this study include: Exploring the influence of halal awareness and halal certification on the purchase intention of Mixue consumers. Analyzing the role of food quality, marketing promotion, and brand image in consumer purchasing decisions. Understand the factors that influence consumers in choosing halal products from Mixue.

Literature Review

Theory of Planned Behaviour

This research is based on the Theory of Planned Behavior (TPB) as the foundation used to examine the relationship between the halal concept and marketing strategies towards customers' purchase intention. The Theory of Planned Behavior has been widely recognized and applied in studies related to food (Tarkiainen & Sundqvist, 2005) and halal food studies (Shah Alam & Mohamed Sayuti, 2011). Similarly, previous research on halal purchase intention has applied TPB as its theoretical basis (see, for example, Aziz & Chok, 2013; Awan et al., 2015; Garg & Joshi, 2018, etc.). According to the Theory of Planned Behavior, there are three main components that influence human attitudes towards behavior, namely attitude, subjective norms, and perceived behavioral control. Through these three main components, TPB provides guidance for predicting human social behavior (Siqueira et al., 2022).

In the context of this research, human

behavior is expected to align with the framework proposed by Ajzen (1991) when purchasing halal food. The proposed framework for this study may not directly translate TPB, but it can help explain how individual beliefs or perceptions are determined or influenced by the desire to engage in that behavior. The most relevant component of TPB in this study is attitude towards the behavior, which stems from collective behavior beliefs such as the belief that the product is halal and can lead to favorable attitudes, such as having the intention to purchase. Subjective norms are another part of belief, which is considered as social pressure involved in a specific behavior. However, in the context of this research, subjective norms and perceived behavioral control are deemed less relevant as this study integrates several fundamental marketing assumptions by examining the relationship between three key variables to understand consumer behavior, and this is considered important in understanding the halal concept related to purchase intention.

Recently, Mixue has obtained halal certification from LPPOM MUI. Mixue was established in August 1997 by a student named Zhang Hongchao from the Henan Institute of Finance and Economics. Mixue is a franchise that focuses on fresh ice cream and tea beverages, committed to providing high-quality and affordable, healthy, and fresh products to consumers. In April 2008, Mixue was officially registered as Zhengzhou Mixue. Mixue aims to build the first brand of fresh ice cream and tea beverages in China (Sun & Jiang, 2022).

Halal Concept

Halal is everything permitted by Sharia law to be consumed or used (Adinugraha et al.,

2018). Etymologically, the word "halal" originates from Arabic words "Halla - Yahullu - Hallan wa Halalan" which means to be permitted or allowed. When associated with a product, it means it is permissible to consume or use. However, when associated with a place, it means to stop, stay, or dwell (Ridwan, 2019). In terminological understanding, it means everything permitted by Sharia to be performed or done (Baharuddin, 2010). In Islamic teachings, halal is a significant matter and considered as the core of the religion because every Muslim who intends to engage in or consume something is required to ensure its halal status according to religious guidelines. If it is halal, they are allowed to engage in, use, or consume it. However, if it is clearly haram, it should be avoided by a Muslim. The position of halal and haram is so crucial that some scholars state, "Islamic law (fiqh) is the knowledge of halal and haram" (Rahmadani, 2015).

Muslims are strongly commanded to consume halal food. In the Quran, the word "halal" is mentioned 48 times and appears in 20 Surahs, each with different meanings or implications (Ridwan, 2019). Among the Quranic verses that touch on the concept of halal are QS. Al-Baqarah (2): 168, QS. Al-Ma'idah (5): 88, QS. Al-Anfal (8): 69, and QS. An-Nahl (16). The Quran states in QS Al-Ma'idah (5): 88, "...eat of what Allah has provided for you, which is lawful and good. And fear Allah, in whom you are believers." For Muslims, halal food and beverages are a necessity as their consumption represents obedience to the Creator.

The concept of halal emphasizes cleanliness, safety, virtue, purity, manufacturing, production, processes, honesty, truth, and food services, as well as other financial and social activities that align with Islamic

principles (Hussein et al., 2016). Muslim consumers demand products that meet the requirements and healthy Shariah criteria (Zubaid, 2019). Halal also ensures a healthy life for individuals (Ambali and Bakar, 2013). Food safety is an important attribute for purchasing food products (Hussain et al., 2016). From an Islamic perspective, under Sharia law, food safety meets the requirements of being halal and thayyib (wholesome). The concept of halal also refers to how goods and services are produced and delivered consistently with Islamic or Shariah law. This is to avoid practices and products that are prohibited by Islamic teachings. While halal is most commonly associated with food production and processing industries, it highlights the importance of having proof and assurance that the product is halal for use, such as through halal certification (Slamet Rusydiana & Marlina, 2020). Then, trend toward healthy halal food continued to grow throughout the pandemic, and the halal product market maintained a good performance (Izza et al., 2022).

Khalek's study (2014) suggests that to enhance positive attitudes among Muslim consumers, relevant bodies and media should increase the promotion and publicity of halal certification issued by halal certification institutions to raise awareness among young Muslim consumers in Malaysia. Religious beliefs, exposure, certification logos, and health reasons are potential sources of Muslim awareness regarding halal consumption. Awan et al. (2015) also conducted a study on halal, and their findings showed that most customers rely on halal marketing, personal and societal perceptions, halal certification, and product branding. Muslim consumers are even willing to put in significant effort and money to purchase halal food.

Halal Awareness

The relationship between halal awareness and halal purchase intention is consistently reported as positive in several studies. For instance, a study on the influence of halal awareness, halal certificate, and subjective norms revealed that religiosity, subjective norms, and halal awareness significantly impact buying intention for halal foods and beverages (Muslichah et al., 2020). Another study found a significant and positive relationship between halal brand awareness and purchase intention, indicating that consumers' attitudes significantly influence their intentions to use halal products or services (Pratama et al., 2023). Additionally, research has shown that halal awareness, halal certification, and halal marketing have a significant influence on the purchase of halal products (Aslan, 2023). These findings collectively support the positive relationship between halal awareness and halal purchase intention (H1)

Halal Certification

Several studies have reported a positive relationship between halal certification and halal purchase intention. For instance, a study found that halal certification has a significant impact on customers' purchase intention for halal products (Zakaria et al., 2018). Another study concluded that halal awareness and halal certification have a significant impact on brand image and purchase intention (Saputro et al., 2021). Additionally, research has shown that halal certification is one of the major determinants affecting purchase intention of halal products (Oktavia Fatmi et al., 2022). These findings collectively support the positive relationship between halal certification and halal purchase intention (H2)

Food Quality

Several studies have demonstrated a positive relationship between food quality and halal purchase intention. For instance, a study found that preference for halal certified food is the most important factor explaining the intention to purchase halal products, indicating the significance of food quality in influencing purchase intention (Varinli et al., 2016). Additionally, research has shown that halal awareness, halal certification, and food ingredients have a significantly positive effect on the purchase intention of halal food product (Mutmainah, 2018). These findings highlight the importance of food quality, as indicated by halal certification and awareness, in shaping consumers' intention to purchase halal products (H3).

Marketing

Marketing is an important discipline in the business world that focuses on identifying, satisfying, and retaining the needs and desires of consumers. In marketing literature, various concepts, theories, and strategies are used to achieve marketing goals (Anderson, 1982). Based on the bibliometric study of Priantina & Sopian (2021) that the most field related to food is on marketing. In a study by Li et al. (2022), it is stated that the brand Mixue Ice Cream and Tea has experienced significant growth and gained attention from the public. Mixue Ice Cream & Tea utilizes social media as a strategy to increase brand awareness, and its sales reached a peak in June 2022.

Mixue Ice Cream & Tea was founded in 1997 but only gained popularity in 2021. This can be attributed to the strategies they implemented in 2021, particularly through the use of social media platforms. Mixue Ice Cream & Tea made a strong impression on its

customers through the creation of their own influencers. The mascot serves as one of the strategies to promote their brand. Therefore, there is a greater possibility for Mixue Ice Cream & Tea to continue developing its brand by exploring this field and creating more content related to its mascot. This study demonstrates the positive impact of social media as a strategy on brand awareness and purchasing decisions (Zhao, 2022).

Promotion

The provided sources offer insights into the relationship between marketing promotion and purchase intention, particularly in the context of halal products. The research findings indicate that various marketing-related factors, such as halal brand awareness, halal certification, halal marketing, and sales promotions, have a significant influence on consumers' intention to purchase halal products. For instance, a study on the effect of halal awareness, halal certification, and halal marketing indicated that these factors have a significant influence on halal purchase intention among Muslim millennials (Malik et al., 2019). Moreover, a study on the sales promotions of halal certified food demonstrated a positive effect on consumers' halal certified food purchase intention, further supporting the relationship between marketing promotions and purchase intention (Varinli et al., 2016). Then, social media have significant influence on consumer behaviour (Priantina, A., & Sopian, S. M. (2022). Furthermore, the role of sales promotion in influencing purchase intention was also highlighted, with findings indicating that sales promotion has a positive effect on purchase intentions, suggesting a link between promotional activities and purchase intention (Rusmardiana et al., 2020). Promotion, in

follows:

Cluster 1, shown in red, includes 32 items. Studies have devoted significant attention to the influence of halal purchase intention, which is one of the most important instruments in the halal industry to impact the business world. Related items in this cluster include awareness, brand image, business, decision, halal certification, quality, value, perception, positive effect, and others.

Cluster 2, shown in green, consists of 20 items. It includes halal purchase intention and its correlations with other items. Publications within this cluster are related to consumer purchase intention, Muslim consumers, subjective norms, self, square, model, marketer, behavioral control, addition, and others.

Cluster 3, shown in blue, consists of 5 items dedicated to exploring other perspectives or objects related to halal purchase intention. Publications within this cluster are related to food, food products, halal food products, halal logos, and religion.

Method, Data, and Analysis

The demand for Mixue products, as a trending brand, cannot be solely assessed based on literary perceptions. An instrument is needed to gauge consumer demand for Mixue products. Therefore, the quantitative approach was chosen due to its alignment with the research objectives, allowing for a systematic examination of the relationships between various factors, such as halal components and marketing strategies, and their influence on the halal purchase intentions of Mixue consumers in Indonesia. Furthermore, the selection of Structural Equation Modeling - Partial Least Squares

(SEM-PLS) complements this quantitative approach as it is specifically designed to test complex models with diverse variables and their interrelationships (Sarstedt et al., 2014). The method's ability in predictive analysis, particularly in the fields of marketing and finance, further reinforces its suitability for this research (Memon et al., 2021).

Sources and Methods of Data Collection

The data used in this study is based on primary data. Data was collected through an online questionnaire distributed via Google Forms to Mixue customers or consumers. A five-point Likert scale was used to answer each question in the research questionnaire, ranging from one (strongly disagree) to five (strongly agree). The Likert scale is a type of scale used to collect information for understanding or measuring qualitative and quantitative information. It is used to gather views, perceptions, or attitudes of individuals towards an event. In addition, the SEM-PLS method was applied in this study, utilizing the SmartPLS 3 software. The data was collected using random sampling, which involves randomly selecting participants from Mixue Muslim consumers in Indonesia. Random sampling is an approach commonly used in research and surveys. The minimum required number of valid respondents for SEM-PLS research is 100 individuals (Kock & Hadaya, 2018).

General Description of Structural Equation Model

SEM-PLS (Structural Equation Modeling - Partial Least Squares) is a multivariate statistical method used to test relationships between variables in measurement and structural models (Leguina, 2015). This method is used to test complex models with multiple variables and their interrelationships.

In SEM-PLS, the relationships between variables are measured using the correlations between these variables, followed by dimension reduction using the principal component analysis, which identifies the main factors explaining the variability in the data. The measurement model is then tested using partial regression, and finally, the structural model is tested to examine the causal relationships between variables. SEM-PLS also has the ability to test more flexible models and handle non-normal data. Additionally, this method can be used in predictive analysis, such as in the fields of marketing and finance.

According to Henseler et al. (2015), SEM-PLS is one of the most commonly used methods for analyzing complex data with diverse variables.

Model and Hypotesis

The exogenous latent variables in this study consist of: Halal Awareness (ϵ_1), Halal Certification (ϵ_2), Quality (ϵ_3), Promotion (ϵ_4), Merk (ϵ_5), and the endogenous latent variable is Halal Purchase Intention (η).

The research framework for this study is as follows, using the SEM-PLS model.

Figure 2.

Research Framework

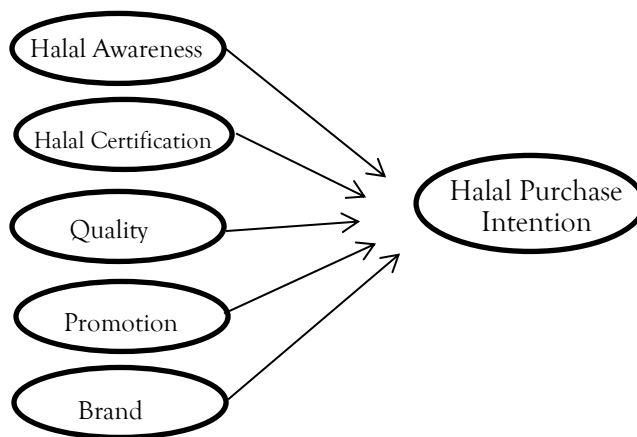


Table 1.

Variable, Indicator and Questionare Study

Variable	Indicator	Source
Halal Awareness	I will always be cautious in selecting products and ensuring their halal logo (HA1).	(Vizano et al., 2021), (Septiani & Ridlwan, 2020)
	I will only purchase products if all production processes adhere to Islamic regulations (HA2).	
	I will ensure that the products I purchase are halal certified before buying them (HA3).	
Halal Certification	Halal certification is crucial to ensure when buying food products (HC1).	(Zakaria et al., 2017), (Vizano et al., 2021).
	I am confident that the halal certification process follows strict regulations (HC2).	

	It is important for companies to obtain halal certification for their products (HC3).	
Quality	The quality of products offered by Mixue is superior to similar competing products (Q1).	(Erkan & Evans, 2016), (Rosillo et al., 2020)
	Mixue offers advantages that are not provided by competing products (Q2).	
	I am satisfied with the quality of Mixue products (Q3).	
Promotion	Mixue company strives to maintain the quality of its products (Q4).	(Awan, 2015),(Maharan & Ali, 2019) (Sukoco & Hartawan, 2011), (Froudi et al., 2018) (Lada et al., 2009), (Hanjani & Widodo, 2019)
	I will purchase Mixue during sales promotions (P1).	
	I will buy Mixue when there is a discount offered (P2).	
	Mixue company often provides discounts and promotional sales (P3).	
Brand	Halal brand reflects good product quality (M1).	(Sukoco & Hartawan, 2011), (Froudi et al., 2018) (Lada et al., 2009), (Hanjani & Widodo, 2019)
	Halal brand is highly popular nowadays (M2).	
	Halal brand is a trusted product (M3).	
Purchase Intention	Choosing halal products is a good idea (N1).	(Lada et al., 2009), (Hanjani & Widodo, 2019)
	My friends also agree that I should choose halal products (N2).	
	Most of my close people prefer to buy halal products (N3).	
	My family members prefer halal products (N4).	
	I enjoy selecting halal food (N4).	
	I will recommend my friends to buy halal products (N5).	

Here are the research hypotheses:

- H1: Halal awareness has a positive and significant impact on consumers' halal purchase intention.
- H2: Halal certification has a positive and significant impact on consumers' halal purchase intention.
- H3: Quality has a positive and significant impact on consumers' halal purchase intention.
- H4: Promotion has a positive and significant impact on consumers' halal purchase intention.
- H5: Brand has a positive and significant impact on consumers' halal purchase intention.

Table 2.

Demographic

Demographic Variables	N	%
Gender		
Female	98	63
Male	58	37
Age		
18-20 Years Old	35	22
21-30 Years Old	107	69
> 30 Years Old	14	9

Area		
Jawa	85	54
Sumatera	63	40
Sulawesi	3	2
Kalimantan	3	2
Maluku	1	1
Bali	1	1
Job		
Student	126	81
Employee	13	8
Self-employed	13	8
Lecturer	4	3

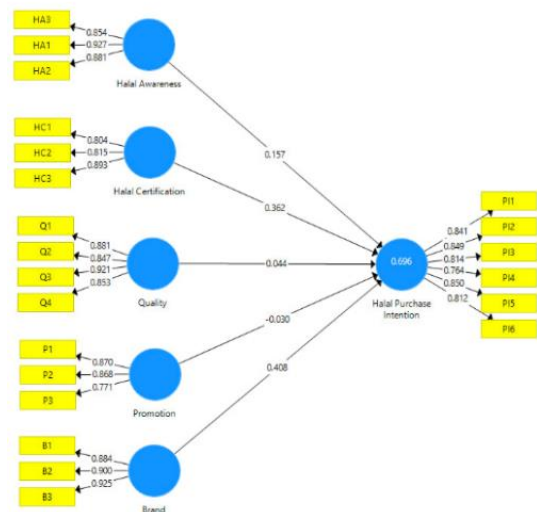
Result and Discussion

A total of 156 people participated in this study using random sampling. The main objective was to ensure that the sample taken represents the entire population in an objective and unbiased manner. In this method, every member of the population has an equal chance of being selected as part of the sample (Van Hoeven et al., 2015). Male respondents accounted for 37% of the total, while female respondents accounted for 63%. The dominant islands among the respondents were Java and Sumatra, as most Mixue outlets in Indonesia are located on Java Island, followed by Sumatra, while other islands have limited Mixue outlets (Maghfiroh, 2023). Therefore, the respondents used in this study are sufficient to represent the consumer behavior of Mixue in Indonesia. The characteristics of the respondents can be seen in Table 2. After the overall measurement model was found to be acceptable, a structural equation model was conducted to test the relationships between the constructs. It was tested with the entire sample. The results of the inner model analysis are depicted in Figure 3. The model fit indices are summarized in Table 3. The initial

structural model indicates that the data fit the model fairly well.

Figure 3.

Inner Model



Validity and Reliability Test

Convergent and discriminant validity are two types of statistical validity tests. Generally, to determine convergent validity, the values used are Average Variance Extracted (AVE) and Loading Factor. If an item has an AVE value

greater than 0.5 for each variable and a Loading Factor greater than 0.5, it is free from convergent validity defects. On the other hand, to determine discriminant validity, the values used are Cross-Loading and Square Roots AVE. The square roots AVE value should be higher than the correlation value of all variables. Cross-loading values are another method that can be used to pass the discriminant test, where cross-loading values should be greater than the values of other constructs (Hair et al., 2011).

Next is the reliability test, which indicates the internal consistency of the measurement

instrument used. This is done by examining the composite reliability value and Cronbach's Alpha, where according to Cooper, the value should be > 0.7 . The reliability test is conducted to assess the internal consistency of the measurement instrument by considering the composite reliability value and Cronbach's Alpha. Higher values indicate greater consistency of each item in measuring the latent variable reliability (CR) and Cronbach's Alpha scores above 0.70 indicate that the test reliability is considered reliable (Hair et al., 2014).

Table 3.

Convergence validity and construct reliability

Items	Loadings	AVE	Alpha	CR
Halal Awareness		0.788	0.865	0.918
HA1	(0.927)			
HA2	(0.881)			
HA3	(0.854)			
Halal Certification		0.703	0.789	0.876
HC1	(0.804)			
HC3	(0.815)			
HC4	(0.893)			
Promotion		0.702	786	0.876
P1	(0.870)			
P2	(0.868)			
P3	(0.771)			
Quality		0.767	0.899	0.930
Q1	(0.881)			
Q2	(0.847)			
Q3	(0.921)			
Q4	(0.853)			
Brand		0.815	0.887	0.930
B1	(0.884)			
B2	(0.900)			
B3	(0.925)			
Purchase Intention		0.676	0.904	0.926
N1	(0.841)			
N2	(0.849)			

N3	(0.814)
N4	(0.764)
N5	(0.850)
N6	(0.812)

Table 4.

Ordinary Linear Regression

Regression Statistic	
R-Square	0.696
R-Square Adjusted	0.689
SRMR	0.061
Chi-Square	529.555
NFI	0.795

The R-Square value of 0.696 or 69.6% describes the magnitude of the influence that independent variables have on the dependent variable. Referring to Henseler et al. (2015), a value of 0.696 indicates a substantive (high) influence. Next, the SRMR value is a measure that reflects the difference or discrepancy between the

correlation matrix of the data and the correlation matrix of the estimated results. According to Hu & Bentler (1999), a good SRMR value is less than 0.08. In this study, the SRMR value is 0.061, which is less than 0.08. This means that the model used fits the empirical data.

Table 5.

Hypothesis Result

Path	Path C	PValue	Remark
Halal Awareness → Purchase Intention	0.157	0.023*	Supported
Halal Certification → Purchase Intention	0.362	<0.000*	Supported
Quality → Purchase Intention	0.044	0.449 ^{ns}	Unsupported
Promotion → Purchase Intention	-0.030	0.649 ^{ns}	Unsupported
Merk → Purchase Intention	0.408	<0.000*	Supported

Notes: *P-value<0,05 (signicant); ^{ns}= not significant

The influence of halal awareness on the intention of Indonesian Mixue consumers for halal purchase is indicated by the findings of statistical tests (p-value = 0.023), implying that H1 is supported. Meanwhile, halal certification influences Indonesian Mixue consumers for halal purchase (p-value = 0.000), and H2 is also supported. The variables of perceived quality and promotion

are found to have no significant effect on the intention of Indonesian Mixue consumers to purchase halal, with statistical results for each variable (p-value = 0.449) and (p-value = 0.649). Furthermore, the findings show that the halal purchase intention of Indonesian Mixue consumers is influenced by the brand (p-value = 0.000), supporting H5. Table 5 explains the results of hypothesis testing in the

model.

Discussion

The focus of this research is to investigate consumer behavior using the Theory of Planned Behavior (TPB) as its theoretical foundation to determine the halal purchase intention. This study develops a structural model by constructing the elements of halal (i.e., halal awareness, halal certification) and marketing components (i.e., food quality, marketing promotion, and brand) towards the intention to purchase halal. The structural relationships between all research variables are tested using data obtained from an online survey questionnaire among Mixue consumers in Indonesia. The results provide valuable insights into the importance of the halal concept in predicting consumer purchase intention. Out of the five proposed hypotheses, three hypotheses are supported.

The analysis of the structural relationships shows that halal awareness has an influence on purchase intention. It can be said that people's attitudes towards buying intention are determined by their level of awareness of the halal product concept. This is in line with the TPB theory (Ajzen, 1991) and other empirical studies on halal food purchasing (Elseidi, 2017). Thus, attitude in the context of awareness of halal product has a direct relationship with behavioral intention as postulated by TPB. This finding is consistent with the research conducted by Bashir (2019), stating that consumer attitudes and halal awareness have a significant influence on the intention to purchase halal products.

This study also states that halal certification has a positive and significant relationship with the intention to purchase halal products. This means that halal certification gains

recognition and can provide quality assurance to Mixue consumers regarding the certified halal products. This finding is interesting, as the consumption of halal goods and services cannot be separated from halal certification activities (Muhamad, 2020). According to the argument by Ramli et al. (2023), certified halal products are not only embraced by Muslim consumers but also accepted by non-Muslim consumers. Consuming halal food is a primary need for Muslims; therefore, companies must obtain halal certification to provide halal food for the needs of Muslims (Mutmainah, 2018). Halal certification has become a requirement for food producers if they want to compete on the global stage. Halal certification is also considered as a new marketing paradigm that marketers can use to differentiate their products and services in the current competitive environment (Bashir, 2019).

Therefore, food producers who have not yet obtained halal certification should immediately apply for halal certification to attract the interest of both Muslim and non-Muslim consumers. This also indicates that halal certification has provided good quality assurance for food products and has raised awareness for a healthier lifestyle. Thus, halal certification plays an important role in influencing the purchase intention of Mixue consumers in Indonesia. This finding also reveals that Indonesian Mixue consumers have a significant level of awareness towards halal products. It can be interpreted that Indonesian Mixue consumers have adopted halal food as part of their choices and lifestyle. It is important for food producers to increase awareness levels of product halalness by providing sufficient and interesting information, particularly about halal certification. Therefore, producers should seize the opportunity to conduct intensive

promotion to attract more consumers to consider their products.

Furthermore, there are some inconsistencies in this study. The empirical results show insignificant relationships between food quality and promotion for purchasing halal food. These findings contradict the findings of Dwiyanti & Jati (2019), who stated that product quality has a positive and significant effect on consumer repurchase intention. One possible explanation we can provide is that the halal certification variable used in this study is sufficient to represent product quality, as halal certification always represents good product quality (Shariff & Lah, 2014). This may indicate that aspects of cleanliness, health, and safety are already reflected through halal certification (Noordin et al., 2009). It may also be because this study did not include food safety indicators as part of the food quality construct.

Thus, the absence of food safety in food quality measurement may also diminish the strength of the food quality construct. This is important because food safety is considered the most fundamental aspect of food quality and is a prominent aspect of public interest, and food quality and safety are central issues in today's food economy (Grunert, 2005). This study also indicates that promotion does not have a significant effect on purchase intention. This also contradicts the research conducted by Awan et al. (2015), which stated that customers are influenced by Halal Marketing and branding practices of food products as they are influenced by sales promotions and celebrity endorsements. One explanation we can give for this possible occurrence is that we have included the brand variable, which is also part of promotion. It could also be that the indicators we provided do not fully capture the

marketing strategies carried out by Mixue, and the last possibility is that Mixue recently obtained halal certification, so their halal marketing promotion strategies have not reached all their customers comprehensively.

Another important finding in this research is the significant relationship between the product brand and the intention to purchase halal. Thus, this research provides evidence that the brand is an important determinant for the intention to purchase halal. It is clear that consumers' perception of the brand influences their purchase intention (Cobb-Walgren et al., 1995). Similarly, it is crucial for food producers to maintain the reputation of their brand products because the brand is another factor that influences the intention to purchase halal, as presented in this research. The results imply that halal food producers and marketers must significantly consider the brand, food quality, and promotion when trying to market their products because these marketing-related strategies can help increase halal sales and market share.

This study has several important contributions. Theoretically, this research is an effort to develop and empirically test a comprehensive model of halal purchase intention by integrating halal components with other marketing-related constructs for a specific product category. Previous studies on halal have focused on Muslim perceptions of food products (Azam, 2016). Likewise, other studies have concentrated only on enhancing knowledge about awareness and intention to choose halal products (Nurhayati & Hendar, 2020) and Muslim consumer perceptions of halal food products (Elseidi, 2017). The study of consumer behavior in the context of halal purchase intention is the starting point of any effort to understand continuous and evolving

consumer behavior. These various relationships may serve.

Conclusion

In conclusion, this empirical research, grounded in the Theory of Planned Behavior (TPB) and marketing-related factors, establishes significant relationships between halal awareness, halal certification, brand, and the intention to purchase halal products among Mixue consumers in Indonesia. The findings have theoretical and practical implications for various stakeholders. The study underscores the pivotal roles of halal awareness and certification as key determinants influencing the intention to purchase halal products, contributing to the theoretical understanding of consumer behavior in the context of halal consumption. Moreover, the recognition of the substantial impact of the brand on the intention to purchase halal products adds a marketing perspective to the TPB model, extending theoretical insights into the interplay of psychological factors and marketing-related elements in shaping consumer intentions. The tested model, based on TPB and marketing-related factors, proves useful for understanding and predicting consumer behavior in the halal industry, contributing to the broader field of consumer behavior theories and their application in specific contexts.

Practically, halal producers can leverage the insights provided by the study to refine their marketing strategies, emphasizing halal awareness, obtaining halal certification, and building a strong brand image as crucial components for influencing consumer intentions. Marketing practitioners can use the proposed model as a guide for developing

strategic marketing practices in the halal industry, enhancing the effectiveness of campaigns. Policymakers in the halal industry can utilize the study's conceptualization as a foundation for shaping policies that support the development and growth of the halal sector. The study contributes empirical evidence of halal awareness among Mixue consumers in Indonesia, filling a gap in understanding consumer perceptions and attitudes towards halal products. Additionally, the effectiveness of the TPB model in examining consumer purchase intentions in the halal food context is validated, reinforcing the applicability of psychological theories in explaining consumer behavior. The research extends knowledge regarding halal food consumption in developing and multicultural countries, providing a basis for further exploration in diverse global contexts.

Suggestion

While the study has limitations, including a focus on specific variables and a restricted sample, it provides valuable directions for future research. Suggestions for further exploration include incorporating additional marketing elements, expanding the study to diverse global contexts, and conducting in-depth investigations into previously identified insignificant variables. In summary, this study advances theoretical and practical knowledge in halal consumer behavior, offering valuable insights for industry stakeholders and paving the way for continued research in this evolving field.

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