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How Halal Awareness and Health Reason can Influence Halal Food Purchasing Decision Among University Students?

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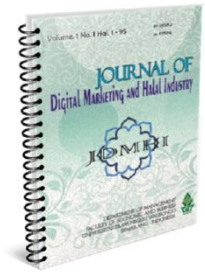

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ABSTRACT

A List of the 500 Most Powerful Muslims in the World: The Muslim 500 reports that 240 million people, or approximately 86.7% of Indonesia's population, identify as Muslims according to data collected by The Royal Islamic Strategic Studies Centre (RISSC) in 2024. With this, Indonesia surpasses all other countries in terms of the number of Muslims. At the moment, halal is not just a religious but also a worldwide issue. Contrarily, a large number of MSEs in Indonesia have yet to formally apply for halal certification. This research involved 125 first-year students from Brawijaya University using an accidental sampling-based non-probability sampling technique. Data were collected via a web-based survey and analyzed using scoring analysis, descriptive statistics, and SEM-PLS. Variables in this study include familiarity with halal certification, health concerns, purchase intention, and purchase decision. The results show that intention to purchase halal food items is significantly impacted by health concerns and halal knowledge. In addition, health concerns and purchase intention positively and significantly affect the decision to purchase halal food items.

Introduction

Among the world's major religions, Islam has the second-highest number of adherents, right behind Christianity. The 2019 State of the Global Islamic Economy Report by the Pew Research Center's Forum on Religion & Public Life predicts a growth rate of 1.5% for Muslims and 0.7%

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for non-Muslims. According to Yasid et al. (2016), Muslims will make up around 26.4% of the world's population by 2035, and they also anticipate a 35% increase in the Muslim population. This is a challenge for the food industry to maintain the halalness of its products. Islamic Sharia pays very high attention in determining the status of halal, forbidden, or doubt related to food (M. Ali, 2016). Furthermore, five policy measures are outlined by the Ministry of Religious Affairs to ensure that food, medicine, and cosmetics are halal. These measures include: 1) a material, whether it be raw or finished; 2) manufacturing procedure, to guarantee that it is free of dirt and grime; 3) storage by avoiding unclean contamination; 4) distribution, both equipment and people involved in distribution, must be free from unclean contamination; and 5) presentation or display so as not to be contaminated with unclean

Globally, Muslim increased their food spending bu 6.9% in 2021. According to Global Islamic Economy, this figure is expected to reach 1.67 trillion USD in 2025 (Sari et al., 2023). The head of the Halal Product Guarantee Agency (BPJPH), Mastuki (2021), claims that halal products are already part of the global business landscape and have tremendous potential for people of all faiths and none. The Global Islamic Economy Report for 2019/2020 states that Indonesia ranks among the countries with a relatively high consumption value of halal products. According to the Komite Nasional Keuangan Syariah (2020), the total value of halal food consumption in Indonesia reached 173 billion US dollars.

Rising halal product demand in Indonesia and halal food exports from Indonesia to OIC member nations are major factors in this increase. More specifically, the halal food, pharmaceutical, and cosmetic industries all saw substantial growth after the passage of Halal Product Guarantee Law No.13/2014 in October 2019, which mandated halal certification for all halal products. It is anticipated that this upward trend in halal product sales will persist. Having said that, Indonesia has not yet emerged as a major player in the international halal industry, merely a large market.

Shari'ah regulations that strictly regulate consumption patterns make Muslim communities not only permissive consumers. Muslim consumer behavior is influenced by consumer preferences for halal products, so that this kind of consumption pattern forms a potential market segment that can be achieved by producers if they can provide guarantees of product halalness. Ambali & Bakar, (2014) state that people choose halal products for two reasons: first, because it's the right thing to do, and second, due to the fact that it aids companies in maintaining high food standards. Consequently, legislation such as Law Number 33 of 2014 concerning Halal Product Guarantee has prompted businesses to ensure their products are halal and has helped bring more attention to halal issues.

The term "halal awareness" describes to

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which shoppers are cognisant of the significance of purchasing goods that adhere to Islamic law and the positive effects on one's health that do so. Public interest in halal products reflects a significant increase in awareness, especially among Muslims regarding the need for products that meet halal standards. This increase is shown in the halal awareness survey in 2016, where 98% of Muslim travelers are very aware of halal products around them.

Health is one of the most valuable things that every individual has. In general, health is greatly influenced by the food and drinks consumed daily. For Muslims, consuming halal food and beverages is an obligation because halal products contain essential nutrients that support body functions and allow consumers to carry out activities optimally (Ambali & Bakar, 2014).

In addition to religious and health motivations, the digital environment also shapes halal food purchasing behavior among university students. As many transactions now occur through Business-to-Consumer (B2C) and Consumer-to-Consumer (C2C) platforms, understanding these models is vital for ensuring that halal food products are presented in a way that is transparent, responsive, and trustworthy (Rizqa Amelia Zunaidi et al., 2024).

Students as learners in higher education are in the early adult stage, which is a transitional phase between the adolescent and adult phases. In this phase, students are able to solve complex problems with the ability to think abstractly, logically, and rationally and can determine what is good and bad for their lives (Iswati, 2019). With the wealth of information at their fingertips, students are increasingly cognisant of the significance of meeting their individual dietary needs. Students are also a significant consumer segment because they have higher knowledge and awareness of health issues and product halalness (Purnasari et al., 2023).

Although previous studies have examined halal consumer behavior, few have focused specifically on university students in Indonesia. The combined influence of halal awareness and health reasons on purchasing decisions remains underexplored, despite these factors becoming more relevant among young, educated consumers. This study aims to fill that gap by analyzing how both aspects shape halal food choices among university students.

As an educated young generation, students are a good representation in studying consumer behavior towards halal food products. Therefore, this study focused on active students of university with the sample of Universitas Brawijaya as research subjects. The selection of students as respondents is based on Brawijaya University, which is one of the state universities with the largest number of students. In addition, the majority of Brawijaya University students are Muslim and come from all regions in Indonesia.

With that said context in mind, studies on "How Halal Awareness and Health Reasons Can Influence Halal Food Purchasing Decisions Among University Students?" is necessary to find out what motivates active

students at Universitas Brawijaya to buy halal food and what variables influence their purchasing decisions.

Literature Review

Theory of Reasoned Action

Theory of Reasoned Action (TRA) is a concept in the field of social psychology proposed by Sheppard et al in 1988. In the realm of social psychology research, TRA focuses attention on factors that determine behavior, namely attitude toward behavior and subjective norm. These two factors originated from Fishbein and Ajzen's theory in 1960 and continued to develop until 1980. The goal-directed behaviour of an individual is the primary emphasis of TRA. According to Purwanto et al. (2020), this theory can shed light on the elements that impact people's actions and explain the connection between one's views, attitudes, subjective standards, intentions, and behaviour.

The growing number of halal-certified products including food, medicine, cosmetics, consumer goods, and services provides numerous benefits such as ensuring product safety, offering a unique selling proposition, promoting peace of mind among consumers, supporting local industries against global competition, improving company documentation systems, and granting access to international markets (Warto & Samsuri, 2020). Nordin et al. (2016) found that halal-certified food and beverage companies in Malaysia reported improved financial performance due to higher customer satisfaction, driven by the perception that halal products meet superior quality standards. In the Indonesian context, this highlights the important role of PPH (Halal Product Process) assistants in educating and guiding business actors through the halal certification process. However, identifying and addressing the challenges faced by these assistants is crucial to ensure a more efficient and accessible certification process for all.

In understanding what influences halal food purchasing decisions among university students, the Theory of Reasoned Action (TRA) provides a useful framework. TRA posits that behavioral intentions are shaped by two key factors: attitudes toward the behavior and subjective norms. Halal awareness, which refers to one's understanding of halal principles and certification, significantly shapes a positive attitude toward halal food, as students perceive it as not only religiously appropriate but also safer and healthier (Ali et al., 2018). Additionally, health reasons such as beliefs about cleanliness, hygiene, and the absence of harmful substances—enhance the attractiveness of halal food even among non-Muslims. Subjective norms, including peer influence and campus culture, also encourage halal consumption. Therefore, halal awareness and health motivations, through the lens of TRA, play a critical role in shaping students' intentions and decisions when purchasing halal food (Windy Rizkaprilisa et al., 2024).

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Global Halal Standard

The successful development and implementation of halal standards is widely regarded as a key factor in advancing the halal food industry on a national and global scale. In the context of Southeast Asia, efforts to universalize halal standards through the ASEAN Halal Food Guidelines aim to create a cohesive regional framework. However, research indicates that these efforts have not yet resulted in full harmonization, as challenges such as the lack of mutual recognition between certification bodies and the absence of joint halal labeling systems continue to hinder progress. On a broader scale, a study involving 300 food manufacturers across the Organisation of Islamic Cooperation (OIC) explored the motivations behind adopting the Malaysian Halal Certification one of the most recognized global halal standards. The findings revealed that elements of perceived behavioural control—such as the affordability of processing fees, the availability of information, and the presence of government incentives—played a significant role in shaping manufacturers' willingness to pursue certification. These factors increased awareness of the benefits of halal certification, such as market competitiveness, consumer trust, and global access. Thus, the global halal standard is not only shaped by formal regulations but also influenced by practical and behavioral factors that affect stakeholders' decisions to participate in the halal ecosystem (Moh. Fathoni Hakim & Ridha Amaliyah, 2024).

Hypothesis Development

The Influence of Halal Awareness on Purchase Intention and Purchase Decision

To be aware is to be able to perceive, know, and comprehend something. With regard to halal, Authors Usmandani & Darwanto, (2021) define awareness as a state of individuals in a conscious, semi-conscious or unconscious position that can understand the halal aspects allowed by Allah SWT. Muslims who are halal-aware understand what halal means, how halal products are made, and why it's important for them to use these products (Afendi, 2020). According to Faturohman (2019), if you want to eat halal food, you should be aware of the halal process and what it entails. Aslan, (2023) found that exposure to information about halal food products influences consumers' intentions to purchase such products. Dewantara (2023) also showed that being aware of halal food options had a positive but small impact on customers' decisions to buy food at McDonald's Gresik City Bar.

As a result, here is our working hypothesis:

H1: Halal awareness has a positive and significant influence on purchase intention.

H2: Halal awareness has a positive and significant influence on purchase decision

The Influence of Health Reason on Purchase Intention and Purchase Decision

The reason for health is one of the valuable things owned by every individual. In essence, every human being needs a healthy

life to support their survival Sulistiarini, (2018), one of the important aspects that can support health is hygiene and sanitation. This is in accordance with the Islamic principle of hygiene. Ambali & Bakar, (2014), one of the main tenets of the halal concept is the importance of cleanliness in preventing disease through products like food and drink. Nurhasah et al., (2018) found that health-related halal awareness significantly increases the likelihood that consumers will buy halal processed food items. Organic food purchases are heavily influenced by concerns about food safety and health, according to (Karthika & Senthilkumar, 2021).

Therefore, we hypothesize:

H3: Health reason has a positive and significant influence on purchase intention

H4: Health reason has a positive and significant influence on purchase decision

The Influence of Purchase Intention and Purchase Decision

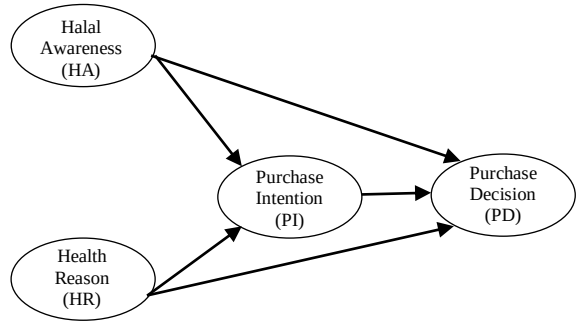
The desire or plan to acquire a service or good by a particular date is known as a purchase intention. At this stage of the decision-making process, clients have settled on purchasing the company's wares. A customer's intentions to buy are a solid predictor of their future purchasing behaviour. As a key indicator for predicting consumer behaviour, purchase intention is a measure of how likely consumers are to make a purchase. A consumer's intent to buy can have a substantial and beneficial effect on their subsequent purchasing behaviour, according to studies by Saputri & Guritno, (2021) and (Usmandani & Darwanto, 2021). Therefore, we propose a hypothesis:

H5: Purchase intention has a positive and significant influence on purchase decision

H6: Halal awareness indirectly has a positive and significant influence on purchase intention through purchase decision.

H7: Health reason indirectly has a positive and significant influence on purchase intention throught purchase decision.

Figure 1.
Conceptual Framework



Method, Data, and Analysis

Population and Sample

The sample population consisted of students from Brawijaya University. The sample accurately reflects the population in terms of both size and quality. The researchers in this study used an accidental sampling technique based non-probability sampling strategy. The Rule of Thumb formula, which recommends a sample size that is 5-10 times the indicators used, was used to determine the sample size for this

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study. Based on the calculations done so far, it is recommended to use at least 75 samples. The researchers increased the sample size to 125 samples in order to prevent mistakes or incomplete questionnaires. For SEM estimation, Hair et al., (2021) state that 100 samples is the bare minimum.

Data Analysis

Structural Equation Modelling with Partial Least Squares (SEM-PLS) was used for data analysis. Combining several approaches, (SEM) integrates factor analysis, structural models, and path analyses to provide a multivariate analysis (Harahap, 2018). (PLS) is a subset of (SEM). Problems with missing values, small samples, and multicollinearity in multiple regression were the inspiration for PLS, which is based on variance. Hamid & Anwar (2019) stated that SEM-PLS aims to test the relationship or predictive influence between variables by looking at the interactions that exist in these variables.

Measurement

In this study, the level of agreement and evaluation of respondents was measured using a Likert scale with 4 scales. Halal knowledge, health concerns, intention to buy, and actual purchase of halal food are the factors examined. Type of religion, residence, age, and semester were also recorded in the respondent profiles of this study. This study's variables, along with their operational definitions and measurements, are as follows:

Table 1.
Variable Measurement

Variable	Item Code	Questionnaire Items	Sources
Halal Awareness	HA1	I ensure that the food I consume is processed from halal ingredients	(Basri & Kurniawati, 2019)
	HA2	I always make sure that the food I will consume is halal	
	HA3	I ensure that the food I consume is processed or produced through a halal process	
	HA4	I pay attention to the halal label on the food I consume	
Health Reason	HR1	I believe that the nutrients contained in halal food can fulfill my nutritional needs	(Febriandika *et al.*, 2023)
	HR2	I believe that halal food is good for my body and mental health	
	HR3	I think that my health depends on the halalness of the food I consume	
Purchase Intention	PI1	I have a desire to find information about halal food	(Usmandani & Darwanto, 2021)
	PI2	I have a desire to try halal food	
	PI3	I have a desire to buy halal food	

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	PI4	I have a desire to own/consume halal food	
Purchase Decision	PD1	I buy halal food based on its quality	(Simbolon, 2019; Syahnur & Bahari, 2023)
	PD2	I buy halal food based on the diversity of its variants	
	PD3	I buy halal food according to my needs	
	PD4	I buy halal food to fulfill my daily needs	

Result and Discussion

Result

Demographic Characteristics

Individuals who purchase halal food items are the subjects of this research. Respondents are Universitas Brawijaya students who are actively involved in campus life and who have bought and eaten halal food. Gathering information about the respondents' demographics will help researchers better understand their motivations for seeking out halal food options. Overall, the study's respondents had the following traits.

Table 2.

Recapitulation of Respondent Characteristics

Characteristics	Number (Person)	Percentage (%)
Religion		
Muslim	119	95,2
Non-Muslim	6	4,8
Age		
18 years	11	8,8
19 years	21	16,8
20 years	18	14,4
21 years	48	38,4
22 years	22	17,6
23 years old	3	2,4
24 years old	2	1,6
Domicile		
Malang	65	52
Outside Malang	60	48
Semester (Education Level)		
2	15	12
4	22	17,6
6	27	21,6
8	56	44,8
10	1	0,8
12	2	1,6
14	1	0,8

Source: Primary Data Processed (2024)

Table 2 shows that the characteristics of the respondents utilised in this study include religion, age, domicile, and semester or level of education. Of the 119 participants surveyed (or 95.2% of the total), the vast majority identified as Muslims. As part of their religious obligation, Muslim consumers seek out and select products that have been certified as halal. The assurance of quality and safety offered by halal products may entice non-Muslim consumers as well (Goni, 2022). More people are likely to buy halal products that have received the certification that indicates they are safe and of high quality (Majid et al., 2021).

With 48 participants (or 38.4% of the total)

falling into this age bracket, the majority of respondents were 21 years old. Furthermore, 22 respondents, or 17.6%, were 22 years old or younger. Of the total respondents, 21 (or 16.8%) were under the age of 19. Religious convictions and health concerns will likely lead individuals to prioritise halal food choices as they become older and gain more knowledge about halal standards and certification (Aliet al., 2020). There were a total of 65 respondents, or 52% of the total, who were from Malang; the remaining 60, or 48%, were from locations other than Malang. The proximity of students to their homes or neighborhoods is known to have easier and more direct access to halal food products. This leads to purchasing decisions that are less influenced by changes in the environment. Junior Ladeira *et al.*, (2022) mentioned that individual familiarity with a product can create a sense of trust and reliability in purchasing decisions, because individuals tend to consider familiar brands or locations to be the choice of food to be consumed.

Most of the respondents were students who were in semester 8, namely 56 respondents (44.8%). While respondents who were in semester 6 ranked second, namely 27 respondents (22%). Respondents who were in semester 4 were 22 respondents (17.6%). A person's perspective on halal food can be influenced by their level of education. According to Musa and Hashim (2022), people's perceptions of the significance of halal certification in their daily food consumption increase as they obtain higher education, as their understanding of the halal concept deepens.

Outer Model Evaluation

Verifying the accuracy and precision of research tools is intrinsically linked to assessing the external model (Solimun et al., 2017). In order to determine whether a variable is discriminantly valid, researchers look at its loading factors in comparison to other variables' cross loading factors. As per Solimun et al. (2017), indicators are deemed to possess strong discriminant validity when the loading factor value exceeds the cross loading factor value.

Table 3.
Descriminant Validity Test

	Halal Awareness	Health Reason	Purchase Intention	Purchase Decision
HA1	**(0.909)**	0.042	-0.168	0.058
HA2	**(0.875)**	-0.144	0.016	0.102
HA3	**(0.841)**	0.338	-0.016	-0.249
HA4	**(0.741)**	-0.265	0.206	0.091
HR1	0.027	**(0.868)**	-0.180	0.165
HR2	-0.256	**(0.831)**	-0.031	0.066
HR3	0.226	**(0.836)**	0.217	-0.236
PI1	0.135	-0.049	**(0.696)**	0.246

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	Halal Awareness	Health Reason	Purchase Intention	Purchase Decision
PI2	-0.119	0.144	**(0.829)**	-0.243
PI3	0.055	0.022	**(0.909)**	-0.089
PI4	-0.049	-0.112	**(0.934)**	0.119
PD1	0.060	-0.192	0.205	**(0.871)**
PD2	-0.052	-0.196	0.423	**(0.847)**
PD3	0.216	0.015	-0.379	**(0.769)**
PD4	-0.240	0.440	-0.338	**(0.728)**

Source: Primary Data Processed (2024)

Indicators' degree of relatedness to latent variables can be measured by a loading factor. According to King et al. (2019), a higher loading factor value indicates that the indicator has a stronger impact on the latent variable. Each latent variable's indicators have a loading factor value greater than its cross loading factor value, as shown in Table 18. This means that the indicators are good for these latent variables and have met discriminant validity.

After that, we'll use composite reliability, Cronbach's alpha, and average variance extracted (AVE) to assess the instrument's dependability. This will help you figure out if the items really represent the construct. The requirements that need to be fulfilled are an AVE value >0.50, a Cronbach alpha (CA) value <0.60, and a composite reliability (CR) value < 0.70.

Table 4.
Reliability Test Based on Cronbach's Alpha, Composite Reability and AVE

Construct	Indicators	CA	CR	AVE	Result
Halal Awareness (HA)	Ensure products come from halal ingredients Ensure that the food consumed is halal Ensure products go through a halal process Ensure the presence of halal labels on products	0,863	0,908	0,844	Reliable
Health Reason (HR)	The product contains nutrients Good for health Health depends on the halalness of the product	0,800	0,882	0,845	Reliable
Purchase Intention	Desire to find product information Desire to try the product	0,864	0,909	0,847	Reliabli

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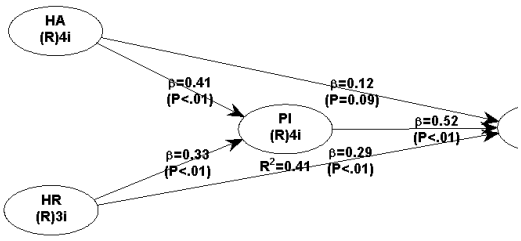
Construct	Indicators	CA	CR	AVE	Result
(PI)	Desire to buy the product The desire to own/consume the product				
Purchase Decision (PD)	Choose products that are guaranteed to be halal Prefer halal products over other products Choose quality products Buy halal products to meet your needs	0,818	0,881	0,806	Reliable

Source: Primary Data Processed (2024)

Each variable was found to be acceptable in the reliability test, which is displayed in Table 4. Composite Reliability, Average Variance, and Cronbach's Alpha are all part of the test. Since the CA, CR, and AVE values are greater than the required threshold, it is evident that all indicators evaluate all constructs in all variables.

Inner Model Evaluation
R-squared
Figure 2.
R-square (R2) Test Results



(Primary Data Processed, 2024)

The R-squared (R2) values of two latent variables can be used to determine the extent to which one variable influences the other. For the purchase intention variable, the study found an R-squared value of 0.41. The results show that the study's model adequately accounts for 41% of the variance in consumers' intentions to buy halal food items. Put simply, halal awareness and health reasons account for 41% of purchase intention, while other factors account for the remaining 59%. An R-squared value of 0.66, or 66%, indicates that this research model can shed light on the decision-making process surrounding halal food purchases. Research by Hair et al., (2021) classifies R-square (R2) values into three levels: (1) moderate (R-square = 0.25), (2) moderate (R-square = 0.50), (3) substantial (R-square = 0.75). The halal food purchase intention variable falls into the weak category according to these categories. One variable that falls into the moderate category is the choice to purchase halal food.

Full Collinearity VIF
Table 5.
Full Collinearity VIF

	Variabel	Criteria	Full Collinearity VIF
HA	Halal	<5	1,409

HR	Awareness Health Reasons	<5	1,752
PI	Purchase Intention	<5	2,254
PD	Purchase Decision	<5	2,919

Source: Primary Data Processed (2024)

Hair *et al.* (2021) set a VIF value limit of more than 5. Each of the study's variables has a VIF value below 5, as shown in Table 9. This proves that the research model is free of collinearity issues.

F2 Effect Size

Table 6.
F2 Effect Size

No.	Variabel	Effect Size	Information
	Direct Influence Effects		
1.	Halal Awareness – Purchase Intention	0,232	Medium
2.	Halal Awareness – Purchasing Decisions	0,068	Medium
3.	Health Reasons – Purchase Intention	0,176	Medium
4.	Health Reasons – Purchase Decision	0,195	Medium
5.	Purchase Intention – Purchase Decision	0,397	Large
	Indirect Influence Effects		
6.	Halal Awareness – Purchase Intention – Purchase Decision	0,121	Medium
7.	Health Reasons – Purchase Intention – Purchase Decision	0,115	Medium

Source: Primary Data Processed (2024)

The F2 effect size value is classified as small (0.02), medium (0.15), or large (0.35), according to the criteria outlined by Hair et al., (2021). According to Table 10's analysis, the purchase intention variable (which includes halal food purchasing decisions) has the largest effect, with a value of 0.397. It is clear from this that increasing consumer purchase intention is the main strategy for improving halal food product purchase decisions. When it comes to both direct and indirect effects on purchase intention and consumer decisions, halal awareness is by far the most influential variable. If we want more people to intend to buy and actually buy halal food products, we need to raise their level of halal awareness.

Q-squared

Table 7.
Q-squared

Variabel		Criteria	Nilai Q-Squared
Z	Purchase Intent	>0	0,415
Y1	Purchase Decision	>0	0,667

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Source: Primary Data Processed (2024)

A Q-Squared value greater than zero for the predictor variable is required to show that the selected reflective endogenous construct is predictively relevant (Solimun et al., 2017). According to Table 7, every single Q-Squared value in the study is higher than zero. This demonstrates that the model developed for the study can be applied to forecast the value of reflective endogenous constructs in the future.

Goodness of Fit

Table 8.
Goodness of Fit

No.	Model Fit dan Quality Indices	Fit Criteria	GoF Analysis Results	Information
1.	Average path coefficient (APC)	p < 0.005	<0,001	Good
2.	Average R-squared (ARS)	p < 0.005	<0,001	Good
3.	Average Adjusted R squared (AARS)	p < 0.005	<0,001	Good
4.	Average block VIF (AVIF)	Acceptable if ≤ 5, ideal ≤ 3.3	1.528	Ideal
5.	Average full collinearity VIF (AFVIF)	Acceptable if ≤ 5, ideal ≤ 3.3	2.084	Ideal
6.	Tenenhaus GoF (GoF)	Small >= 0.1	0,611	Big
7.	Sympson's paradox ration (SPR)	Medium >= 0.25	1.000	Ideal
8.	R-squared contribution ration (RSCR)	Large >= 0.36	1.000	Ideal
9.	Statictical suppression ratio (SSR)	Accepted if >= 0.7, ideal= 1	1.000	Accepted
10.	Nonlinear bivariate causality direction ratio (NLBCDR)	Accepted if >= 0.9,	1.000	Accepted

Source: Primary Data Processed (2024)

Table 8's Goodness of Fit (GoF) results show that the model used in this study satisfies all the Model Fit and Quality Indices criteria. This ensures that the analysis is of high quality and reliable. This is indicated by several indicators, namely the APC, ARS, AARS values that meet the criteria, namely p < 0.005 with each having p < 0.001. In addition, this research model also has a Tenenhaus GoF value of 0.611 which is in the large category. This shows that the SEM-PLS model used is valid for analyzing the relationship between variables and has good predictive ability.

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Hypothesis Test

Table 9.
Hypothesis Test

No.	Variabel	Path Coefficient	P-value	Information	
		Direct Influence Effects			
H1	Halal Awareness – Purchase Intention	0,409	<0,001	Positive & Significant	Accepted
H2	Halal Awareness – Purchasing Decisions	0,119	0,086	Not Significant	Rejected
H3	Health Reasons – Purchase Intention	0,333	<0,001	Positive & Significant	Accepted
H4	Health Reasons – Purchase Decision	0,295	<0,001	Positive & Significant	Accepted
H5	Purchase Intention – Purchase Decision	0,521	<0,001	Positive & Significant	Accepted
		Indirect Influence Effects			
H6	Halal Awareness – Purchase Intention – Purchase Decision	0,213	<0,001	Positive & Significant	Accepted (Mediation)
H7	Health Reasons – Purchase Intention – Purchase Decision	0,174	0,002	Positive & Significant	Accepted (Mediation)

Source: Primary Data Processed (2024)

Table 9 shows that six hypotheses were accepted and one was rejected. Among the variables that were tested, halal awareness had the highest path coefficient value so it was the one that affected consumers' propensity to buy the most. the variables that significantly impact halal food product purchases, the one with the highest path coefficient value is the purchase intention variable. A person's level of halal knowledge does not correlate with their propensity to purchase halal cuisine. With respect to influencing purchase decisions through purchase intention, the halal awareness variable performs better than all other variables in the indirect relationship.

Discussion

Influence of Halal Awareness on Purchase Intention and Purchase Decision

This study found a positive and statistically significant correlation between the halal awareness variable and consumers' intentions to purchase halal food items. Halal food items are more likely to be planned purchases by consumers who are more educated. According to Aslan, (2023), consumers who are aware of which foods are considered halal are more likely to buy

them. Since the majority of the participants are students who identify as Muslim, the results might be biassed. Muslims greatly value halal products. According to Xiong and Chia (2024), halal products are crucial for Muslims to meet their religious obligations, which include eating only food that has been certified as halal. Reason being, halal knowledge is positively correlated with the intention to buy halal food among both Muslims and non-Muslims (Usman, 2021). This suggests that knowledge of halal principles can impact consumer behaviour across different demographics.

The level of halal awareness does not influence consumers' propensity to purchase halal food items. Even though many people are aware of and care about a product's halal status, it does not necessarily translate into a purchase. Consistent with the results of Dewantara (2023), this study, they contradict those of Usmandani & Darwanto, (2021), who discovered that halal awareness significantly influenced consumers' choice to buy. Despite the significance of halal awareness, numerous other factors can impact students' choices when it comes to purchasing halal food. According to Awan et al. (2015), halal awareness is no longer openly considered in every purchase by consumers who are used to buying halal products on a daily basis. One possible explanation for the lack of impact of halal awareness on student respondents' purchasing decisions is that the majority of them are Muslims. Additionally, this research demonstrates that halal awareness influences buying choices indirectly via intent to buy. This data reveals that when people are more knowledgeable about the significance of halalness in food, they are more inclined to buy halal food products. The results of the study by Usmandani & Darwanto, (2021) indicate that halal awareness does not have a substantial impact on purchasing decisions, even when considering purchase intention as an indirect effect. But this study disproves that conclusion. While this study found that consumers' awareness of halal food products does not necessarily lead to actual purchases, it does have a significant impact on their intentions to buy halal food products. Consumers' intent to purchase halal food options is influenced by their level of knowledge about these options, which in turn affects their purchasing behaviour. Maximising purchase decisions requires marketing strategies for halal products to focus on raising halal awareness and strengthening consumer purchase intentions.

Influence of Health Reasons on Purchase Intention and Purchase Decision

According to the results, health-related factors have a positive and statistically significant influence on consumers' intent to buy. The fact that the production process is closely watched to ensure cleanliness and halalness demonstrates that people generally think halal food is better for them. Health concerns have a positive and substantial effect on consumers' intentions to purchase halal food products, according to research by (Nurhasanah & Hariyani, 2018). This research suggests that Muslims are religiously obligated to eat halal food, which is also beneficial for your health. Syahlani et al., (2024) states that consumers

purchase halal food with the belief that it promotes health. It follows that everyone, including university students, is cognisant of the health benefits of consuming halal food.

This study discovered that health concerns have an impact on purchasing behaviour, both directly and indirectly. Based on these numbers, it seems reasonable to assume that people who are very worried about their health are more likely to buy halal food products. Customers who are knowledgeable about the health benefits of halal food are more inclined to buy these items because they trust them to be fresh, safe, and of high quality. Halal regulations ensure that all steps of production, including ingredient sourcing, butchering, and processing, adhere to the strictest standards of cleanliness and safety (Bux et al., 2022). According to Triansyah (2023), halal food's strong focus on cleanliness, safety, and quality aligns with consumer preferences for healthier food options. Feedback on the value of halal food was also influenced by respondents, particularly health-conscious students. The belief that halal diets are beneficial to one's health is further supported by Muhamad et al., (2023), who state that halal certification on food packaging is seen as an indicator of high-quality halal products. Such perceptions are very relevant for university students who prioritize health-conscious choices and look for products that suit their preferences and beliefs. That being said, health concerns might influence whether or not consumers opt for halal food products. Both direct and indirect health concerns significantly impact halal food product purchase intentions and decisions, according to this study. People are more likely to purchase halal food items when they have a strong belief in the product's safety and health benefits. As a result, halal food product marketing strategies can benefit from highlighting health benefits as a means of attracting customers.

Influence of Purchase Intention on Purchasing Decision

A correlation of 0.521 and a p-value below 0.001 indicate that the purchase intention variable does, in fact, impact purchasing decisions. The findings of this study demonstrate the significance of consumers' intentions when buying halal food products. Accordingly, the probability that a consumer will actually purchase halal food products is directly proportional to the intensity of their intention or desire to do so. This study backs up earlier findings that show how much of an impact consumers' intent to buy has on their actions while shopping. Usmandani & Darwanto, (2021). In this study, purchase intention was found to have the most direct impact on purchasing decisions compared to the other variables. Dan & Ngoc, (2023) state that understanding intentions is an important way to be able to predict customer decisions. That is because greater intentions generally lead to a higher ability to make purchase and use decisions. These findings carry important implications when viewed in the context of Indonesia's global halal trade strategy, particularly following the ratification of SMIIC standards. According to (Moh. Fathoni Hakim &

http://journal.walisongo.ac.id/index.php/JDMHI/index
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Ridha Amaliyah, 2024), Indonesia has faced several challenges in harmonizing local halal standards with global frameworks due to religious, regulatory, and geopolitical complexities. In response, Indonesia has employed Mutual Recognition Arrangements (MRAs) as a localization strategy to enhance its halal food exports to OIC countries. In this context, increasing consumer purchase intention driven by trust in halal certification and clarity in global-local standards—can serve as a critical catalyst for export growth. By ensuring that Indonesia's halal standards are recognized and trusted internationally through MRAs, the likelihood of purchase by foreign consumers—who, like local university students, are guided by intention and perception of halal integrity can be significantly increased. Thus, integrating consumer behavioral insights with policy strategies can enhance both domestic market penetration and global halal trade performance.

Conclusion

The findings from the published studies allow us to draw the conclusion when people are well-informed & case about their health, and they are more inclined to purchase halal food product. Consumers' intentions to buy and their actual purchases of halal food products are positively and significantly correlated. Sales of halal food products are greatly affected by people's concerns about their health. Halal awareness and health concerns have a positive and substantial indirect effect on the desire to purchase halal food items. Several recommendations can be made to the government, food producers (particularly those dealing with halal food), and groups involved in halal food, whether for-profit or not-for-profit, based on the results and subsequent discussion. . It is believed that this research suggestion will contribute to a rise in the desire to buy and the actual purchase of halal food items.

Recommendation

Recommendations are provided for scholars who intend to carry out additional investigations into pertinent subjects. First, by focusing on purchase intentions and health reasons, the number of halal food product purchases can potentially be increased. A customer's intention to buy is one of the most critical factors influencing their final decision. To strengthen this intention, halal food producers should pay attention to various consumer desires, such as the desire to own, try, buy, or seek information about products. This can be supported by adding more detailed information on packaging, including halal certification, nutritional content, product composition, and quality assurance certificates such as BPOM. Providing this information can help increase consumer interest, trust, and confidence in the products. Second, future research should consider including additional factors that influence both the desire and the actual behavior of purchasing halal food. It is also recommended to apply this research to different populations or research objects to gain more comprehensive insights.

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