

# How Does the Religiosity and Halal Certification Influence Consumer Purchase Decision on Halal Food in Java, Indonesia

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## Abstract

*Rapid economic growth in several Muslim-majority countries that uphold Islamic values can encourage the growth of Islamic businesses and lifestyles, including Indonesia, which has the largest Muslim population in the world. Rapid economic growth spread to the non-Muslim consumer segment. Java Island is one of the islands in Indonesia with the largest adherents of Islam. This research aims to find out how religiosity and halal certification can influence halal awareness and purchase intention which can increase consumer purchase decision for halal food products. It's using 100 respondents spread across Java Island. The analytical method used is Partial Least Squares – Structural Equation Modeling (PLS-SEM). The research results show that religiosity and halal certification have a positive and significant effect on halal awareness and purchase intention. Then halal awareness and consumer purchasing intentions have a positive and significant influence on halal food purchasing decisions on the island of Java, Indonesia.*

**Keywords:** Religiosity, Halal Certification, Halal Awareness, Purchase Intention, Purchase Decision.

## INTRODUCTION

In the modern era, the halal food industry is experiencing significant growth in the global market with an annual growth rate of 7%. This growth is largely influenced by the increase in the global Muslim population which grows on average by 1.8% every year (Anggraini & Dewanti, 2020). Indonesia itself is a country with the world's largest Muslim population. In 2024, the Muslim population in Indonesia will be recorded at 231 million people, around 86.7% of the total population of Indonesia and almost 13% of the total Muslim population in the world (World Population Review, 2024). This data influences the value of people's food and drink spending in the halal sector. Reports from State of the Global Islamic Economic Report (2024), Indonesia naik menjadi posisi ketiga berdasarkan kinerja ekonomi islam. Salah satu Pulau di Indonesia yang mayoritasnya adalah penduduk beragama muslim ialah Pulau Jawa. Indonesia rose to third place based on Islamic economic performance. One of the islands in Indonesia where the majority of the population is Muslim is Java. Based on data recorded by the Ministry of Religion of the Republic of Indonesia, the population on the island of Java in 2022 who are Muslim will be 149,593,727 people.

Apart from that, the growth of the halal food industry is also influenced by people who care about health. Rachmawati et al., (2022) stated that in recent years, consumers from various religious backgrounds have increasingly paid attention to the food products they consume. Both Muslims and non-Muslims tend to choose halal products for consumption. Halal food is categorized as food that meets hygiene, health standards and is safe for consumption (Aslan, 2023). However, there are still many food products that have not received halal certification or have not reached the established standards. According to Badan Penyelenggara Jaminan Produk Halal in 2024, around 1,618,906 products are in the registration process, while 25,779 products are in the process of obtaining certificates. Meanwhile, on the island of Java, the number of food and beverage products applying for halal certification registration in 2022 will be 71,918 products (Kementerian Agama Republik Indonesia, 2023). The role of halal certificates is considered very important as a form of validation of product quality, cleanliness and safety and can instill a sense of awareness in consumers when making purchases. Apart from that, a person's level of religiosity can also increase awareness of halal food. Khan et al., (2022) state that

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religiosity is defined as a person's level of commitment to their religion, describing the extent of the individual's belief in practicing their religion.

Halal awareness has an important role in determining intentions to choose certain products (Bashir, 2019). If consumers have a deeper understanding of the halal concept, their purchase intention and consistency in purchase halal products will be higher (Muslichah et al., 2020; Mutmainah, 2018). According to Datucali & A. Sali, (2020) found that halal awareness can be the main determinant in the decision process for purchase halal food. Apart from that, purchase intention can also be a mediator variable between halal certificates and purchase decision (Slamet, 2023). Based on this background description, this research aims to determine the influence of religiosity and halal certificates on halal awareness and purchase decision for halal food.

## **LITERATURE REVIEW**

### **Purchase Decision**

A decision is a way of choosing between two or more alternatives. The purchase decision is a process in which consumers make a product purchase. According to Wu (2024) explained that the purchase decision is a choice made by the consumer to purchase a product or to refrain from making the purchase. While Afendi, (2020) explained that the purchase decision is a consumer approach to solving problems in an effort to fulfill their desires and needs. The approach to understanding the purchase decision process includes five levels: identification of needs, information search, alternative evaluation, purchase decision, and post-purchase behavior. This shows that the purchase process begins long before the actual purchase and continues after (Kotler & Armstrong, 2018; Svend Hollensen, 2018).

### **The Influence of Religiosity on Halal Awareness and Purchase Intention**

Religion is often associated with morality, diet and insight into life. It can also be understood that a person must practice his religion passionately and engage with his beliefs about what is consumed (Khan et al., 2022). Thus, a person's belief in their religion can increase their awareness of what they believe. Pramintasari & Fatmawati, (2020) stated that a person's religious beliefs are an important factor that influences the level of halal awareness when choosing or consuming products. The stronger the religious belief, the higher the halal awareness the individual has. On the other hand, consumers are more inclined to choose food that is in line with religious principles. This reflects their loyalty to their religious beliefs when choosing food products (Bukhari et al., 2023). Apart from that, El Ashfahany et al., (2024) found that religiosity can also directly or indirectly influence the intention to buy halal food. Basically, consumers who are religious tend to choose to buy halal food and not engage in activities that conflict with religious teachings. Based on this description, this research has the following hypothesis.

*H1: Religiosity has a positive effect on halal awareness.*

*H2: Religiosity has a positive effect on purchase intention.*

### **The Influence of Halal Certificates on Halal Awareness and Purchase Intention**

Halal certification, especially through the appearance of the halal logo, plays an important role in influencing a person's awareness of Halal food or products. The existence of Halal certification is a guarantee that all stages of raw material procurement, production, distribution and marketing are carried out in a clean and safe environment (Pratama et al., 2023). According to Aslan, (2023) states that a halal certificate confirms that production is carried out in accordance with halal standards. The existence of halal certification on food products can increase consumers' sense of trust. So halal certification has a positive influence on halal awareness. (Pramintasari & Fatmawati, 2020; Usman et al., 2023). Other research from Setyaningsih & Marwansyah, (2019) states that providing certification is an effective communication tool that facilitates consumers in identifying halal food products more easily. Based on this description, this research has the following hypothesis.

*H3: Halal certification has a positive effect on halal awareness.*

*H4: Halal certification has a positive effect on purchase intention.*

## **The Influence of Halal Awareness on Purchase Decision**

Awareness is the initial stage in the purchasing chain where consumers who may not have been familiar with a product initially become familiar with it. This means that awareness includes understanding or knowledge about a particular topic or situation. In the context of halal, consumer awareness of halal will influence decisions in choosing which food products to buy. Bashir (2019) explains that halal awareness refers to consumers' knowledge and understanding of the halal concept, especially those related to halal food products. Halal awareness also has a positive influence on purchase decision (Afendi, 2020; Amalia & Rozza, 2022; Datucali & A. Sali, 2020; Muslichah et al., 2020). Based on this description, this research has the following hypothesis.

*H5: Halal awareness has a positive effect on purchase decision*

## **The Influence of Purchase Intentions on Purchase Decisions**

Consumer purchasing behavior includes market behavior, preferences, intentions and consumer decisions when purchasing both products and services (Kelmendi et al., 2024). Buying interest is something related to the customer's intention to buy a certain product as well as the number of units of the product needed in a certain period of time (Kamilah, 2017). In the context of halal food, the intention shows individual confidence in buying halal food products (Budiman, 2019). Therefore, buying interest is an important factor that encourages consumers to buy a halal food product. Usman et al. (2023), Vongurai (2022) found that purchase intention has a significant influence on the decision to purchase halal food products.

*H6: Purchase intention has a positive effect on purchase decision*

## **METHODS**

### **Research Design**

This research uses a quantitative approach, because it relies on objective measurements and statistical analysis techniques on data samples which are analyzed through the results of observations, questionnaires and interviews with the aim of testing the hypotheses proposed in the research. Neuman (2023) quantitative measurement has a special terminology and set of techniques because the aim is to describe precisely empirical social matters and express what is found in the form of numbers.

### **Primary and Secondary Data Sources**

This research uses primary and secondary data. Primary data was obtained directly from respondents, namely consumers who choose, buy, consume halal food on the island of Java. Meanwhile, secondary data was obtained through the Central Statistics Agency, previous research and scientific articles related to research.

### **Research Instrument**

The data collection techniques used in this research are observation, interviews and documentation. Apart from that, data collection can be done using a questionnaire in the form of a Google Form which is distributed to respondents online. The questionnaire contains a number of questions adapted to the research variable indicators. Each question instrument on the questionnaire is presented with alternative answers using a Likert scale. Alabi & Jelili, (2023) explain that the likert scale is a series of statements related to a certain reference, which focuses on an attitude to be measured.

### **Data Analysis Techniques**

This analysis model tests several latent variables including religiosity, health reasons, halal certificate, food safety, halal awareness, purchase intention and purchase decision. Meanwhile, the analysis technique used is Structural Equation Modeling-Partial Least Square (SEM-PLS) analysis using 100 consumer respondents which was carried out in February – March 2024. Structural Equation Modeling-Partial Least Square (SEM-PLS) analysis is a multivariate analysis technique that tests variables together, both the relationship between independent and dependent constructs and the relationship between indicators and dependent constructs. Operationally, this analysis technique aims to test the relationship between variable constructs, whether there

is a relationship or influence between these variables (Hair et al., 2021). This analysis also explains measurement errors in the observed variables, so that we can obtain precise measurements of the observed theoretical concepts. This analysis technique consists of two tests, namely, Outer Model and Inner Model testing (Hair et al., 2020; Isaskar et al., 2019). The following describes the structural model in the research.

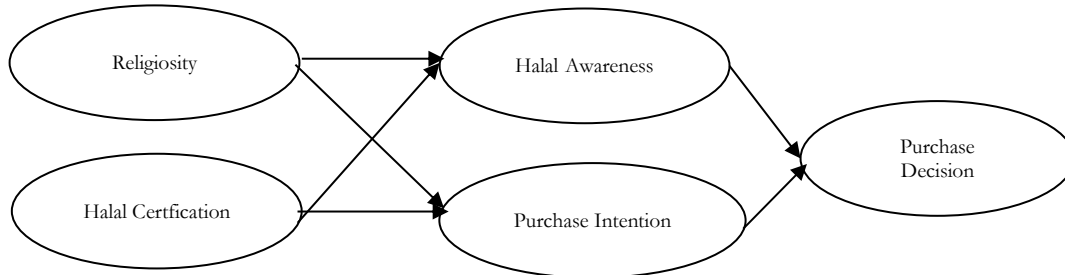


Figure 1. Research Structural Model

Table 1. Variables and Indicators in Research

Variables	Indicators	Code
Religiosity	I get annoyed when I don't find products that match my beliefs.	RG1
	I consume halal food because of my religious beliefs.	RG2
	I carry out my worship according to religious orders.	RG3
	I enjoy spending time gathering with religious communities.	RG4
	I will only buy products that are not produced by manufacturers that support the Zionist movement and genocide.	RG5
	I avoid purchasing products that are considered makruh/haram (acts that should not be done).	RG6
Halal Certification	Halal certification provides a guarantee that the food is halal.	HC1
	I will ensure the halal certification logo before purchasing the product.	HC2
	I recognize the halal certification logo from MUI.	HC3
	I only eat food that is halal certified.	HC4
	The halal logo is important in my product selection.	HC5
Halal Awareness	I ensure that the food ingredients processed are sourced from halal ingredients.	HA1
	I pay attention to the halal label when consuming a product.	HA2
	I will only buy products that are not produced by manufacturers that support the Zionist movement and genocide.	HA3
Purchase Intention	I have a desire to find information about halal food products.	PI1
	I have a desire to try halal food products.	PI2
	I have a great desire to buy halal food products.	PI3
	I have a desire to own/consume halal food products.	PI4
Purchase Decision	I buy food that is guaranteed to be halal.	PD1
	I prefer to buy halal food compared to other food	PD2

## RESULTS AND DISCUSSION

### Respondents Characteristic

Table 2. The Result of Characteristics Respondents

Characteristics		Frequency
Gender	Male	38
	Female	62
Age	<20 years	27
	20-24 years	65
	>24 years	8
Income	<Rp500.000	20
	Rp500.000- Rp1.500.000	38
	Rp1.500.000- Rp 3.000.000	35
	>3.000.000	7
Religion	Muslim	91
	Non-Muslim	9

Source : Primary Data Processed (2024)

Based on the data presented above, it is the result of the characteristics of respondents from a total of 100 people. Regarding gender characteristics, it was found that the respondents were dominated by 62 female respondents. The age of the respondents was dominated by the age group in the 20-24 year range with 65 respondents, income in the range of IDR 500,000 - IDR. 300,000 as many as 73 people and in this study it was found that the majority of respondents were Muslim, namely 91 people.

**Outer Model**

Testing of the outer model can be seen based on several tests carried out, including convergent validity tests and also discriminant validity and reliability tests. Convergent validity testing is measured through the Avarage Variance Extract (AVE) value which must meet the criteria of > 0.5 and the size of the loading factor shows that the standard value must be at least > 0.5 or ideally > 0.7 (Cheung et al., 2023; Hair et al., 2017).

**Table 2. The results of factors loading**

<i>Indicators</i>	<i>Factor loading</i>	<i>P values</i>
RG1	0.634	0.000
RG2	0.845	0.000
RG3	0.920	0.000
RG4	0.765	0.000
RG5	0.776	0.000
RG6	0.722	0.000
HC1	0.835	0.000
HC2	0.938	0.000
HC3	0.905	0.000
HC4	0.923	0.000
HC5	0.948	0.000
HA1	0.951	0.000
HA2	0.884	0.000
HA3	0.865	0.000
PI1	0.877	0.000
PI2	0.961	0.000
PI3	0.985	0.000
PI4	0.961	0.000
PD1	0.988	0.000
PD2	0.986	0.000

Source : Primary Data Processed (2024)

The table shows the factor loading values of all indicators on the latent variables used in the research. It is known that all indicators have factor values showing results > 0.70. This means that all the indicators used in the research are valid. Apart from that, the AVE value results were also obtained as follows.

**Table 3. AVE results from convergent validity**

<i>Variables</i>	<i>Avarage Variance Extracted</i>
Religiusity	0.612
Halal Certification	0.829
Halal Awareness	0.811
Purchase Intention	0.897
Purchase Decision	0.974

Source : Primary Data Processed (2024)

Based on the results of the convergent test, an AVE value of more than 0.5 indicates that on average the construct used can explain more than half of the indicator variance, but if the opposite is true then this indicates that there are more errors in the items than the variance explained. The next test in the outer model is the reliability test which can be seen through composite reliability and Cronbach alpha. Composite reliability and Cronbarch alpha tests are said to be good if they show a value of >0.70 (Hair et al., 2020). The following is a table showing the results of composite reliability and Cronbach alpha testing.

**Table 4. The Results of Composite reliability and alpha Cronbach**

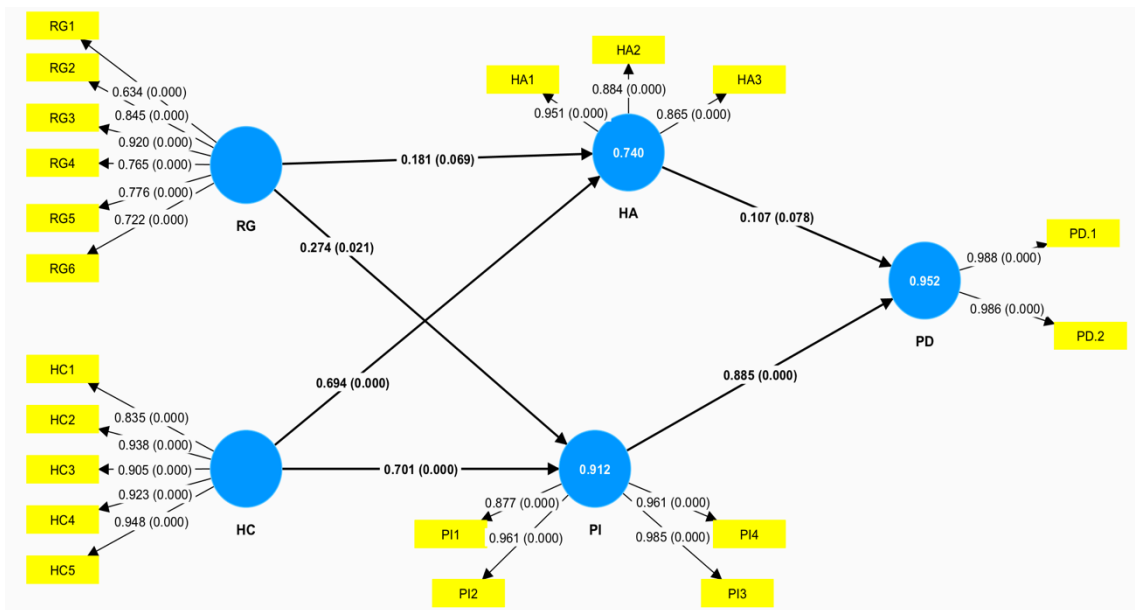
Variables	Composite reliability (rho_a)	Composite reliability (rho_c)	Alpha cronbach
Religiosity	0.915	0.903	0.872
Halal Certification	0.952	0.960	0.948
Halal Awareness	0.891	0.928	0.883
Purchase Intention	0.968	0.972	0.961
Purchase Decision	0.975	0.987	0.973

Source : Primary Data Processed (2024)

Based on the data obtained in table 5, all composite reliability results show a value of > 0.70, as do the Cronbach alpha results that all latent variables show a value of > 0.70. So it can be interpreted that all latent variables used in the research meet the outer model reliability test in SEM-PLS analysis.

**Inner Model**

**Path Coefficient**



**Figure 2.** Path Coefficient value in Structural Model

The first inner model evaluation is seen through the path coefficient value which shows the numbers -1 to 1, if the path coefficient value is close to 1 then this shows a positive and significant relationship (Hair et al., 2020). Based on the results of the inner model in the figure above, it is known that the path coefficient value of most of the relationships between latent variables has a value close to 1, which means they have a positive and significant relationship.

**R-Squares**

Apart from that, inner model testing can be seen based on the R-Square value, where the R-squares value ranges from 0 to 1, the higher the value, the higher the level of prediction accuracy. The R-Square results show that the latent variable Halal Awareness is 0.74, meaning that the Halal Awareness variable is influenced by the Religiosity variable, and Halal Certification is 0.74, then the remainder is influenced by variables outside the model. The Purchase Intention variable shows an R-Square value of 0.91, meaning that Purchase Intention is influenced by the Religiosity and Halal Certification variables by 91% and the rest is influenced by variables outside the model, likewise the Purchase Decision variable shows an R-Square of 0.95, which means it is influenced by Halal Awareness and Purchase Intention are 65% and the rest is influenced by variables outside the model.

## Hypothesis

The alpha significance level for hypothesis testing uses categories if the p-value < 0.10 then it is categorized as weakly significant, if the p-value < 0.05 then it is categorized as significant, and if the p-value < 0.01 then it is categorized as highly significant (Solimun et al., 2017). The following are the results of the operational hypothesis which are presented in table 6 below :

**Table 5. The results of Research Hypothesis**

Hypothesis	Coefficient	p-value	Result
H1 : Religiosity has a positive and significant influence on Halal Awareness.	0.181	0.069	Weakly significant
H2 : Religiosity has a positive and significant influence on Purchase Intention.	0.274	0.021	Signifiant
H3 : Halal certification has a positive and significant effect on Halal Awareness.	0.694	0.000	Highly significant
H4 : Halal certification has a positive and significant effect on Purchase Intention.	0.701	0.000	Highly significant
H5 : Halal awareness has a positive and significant effect on Purchase Decision.	0,107	0.078	Weakly significant
H6 : Purchase intention has a positive and significant influence on Purchase Decision.	0,885	0.000	Highly significant

**Source :** Primary Data Processed (2024)

Based on this table, it is known that hypothesis 1, namely Religiosity, has a positive and significant influence on Halal Awareness and hypothesis 5, namely that halal awareness has a positive and significant influence on Purchase Decision. The results show that H1 has a p value of 0.069 and H5 has a p value of 0.078, which means it has a positive but weakly significant relationship or  $p < 0.10$ . Then the results of hypothesis 2 are that religiosity has a positive and significant influence on Purchase Intention as indicated by the result of a p value of 0.021 which is significant at the  $p < 0.05$  level. The results of hypothesis 3, namely that Religiosity has a positive and significant influence on Purchase Intention and hypothesis 4, namely that Halal Certification has a positive and significant influence on Purchase Intention, both hypotheses are categorized as positive and highly significant because they show a p value of 0.000 or  $p < 0.01$ . In this research, it was found that religiosity can have a positive and significant influence on halal awareness. Religiosity functions as a permanent source of basic values for consumer behavior, which can lead a person to form consumption motives, even at a subconscious level (Mathras et al., 2016). Therefore, religious consumers tend to be more careful in choosing the halal food they consume, so it can be concluded that if there is an increase in religiosity then awareness of halal food will increase (Albra et al., 2023).

Apart from that, it was also found that religiosity had a positive and significant effect on purchase intention. The influence of religiosity on purchase intentions produces mixed responses (Abror et al., 2019; Memon et al., 2020). Further analysis of religiosity is very necessary, especially in countries where products with halal status are still very rare and where the Muslim population is a minority. Religiosity is considered very important because most religions require a person to follow a certain lifestyle and influence their beliefs and values, including clothing habits, eating patterns and economic affairs (Khan et al., 2022; Nora & Minarti, 2016). This can also be said to be a form of their loyalty to their religious beliefs when choosing food products (Bukhari et al., 2023). So it can be concluded that religiosity can influence consumers' purchase intention towards halal products or services (El Ashfahany et al., 2024).

Meanwhile, halal certification has a positive and significant effect on halal awareness. Basically, consumers of halal food and beverage products do not only consist of Muslim consumers but also non-Muslim consumers. Therefore, certification aims to protect Muslim and non-Muslim consumers who want to ensure that the products they consume are guaranteed to be clean, healthy, of good quality and safe to use (Hasibuan et al., 2021). Halal certification is generally marked by the provision of halal labels and logos on products which function as important indicators in influencing the awareness and decision-making process of Muslim consumers to buy or consume halal products, so that halal certification has a positive influence on halal awareness (Usman et al., 2023). In addition, halal certification has a significant influence on consumer purchase

intentions because it can create consumer trust with the presence of the halal logo. (Mutmainah, 2018; Permata & Kaban, 2022; Usmandani & Darwanto, 2021).

Halal awareness is related to the level of knowledge of Muslim consumers in understanding things in accordance with religious law (Mutmainah, 2018). When individuals realize the importance of consuming halal food, this will have a positive impact on interest in purchasing halal products. The greater the level of understanding a Muslim has regarding halal aspects, the more positive a Muslim's behavior will be towards issues related to halal. This also influences a Muslim's decision to buy and consume products that comply with Islamic rules. Therefore, halal awareness has a positive influence on purchasing halal food products (Muslichah et al., 2020).

The purchase decision itself is defined as an action to consider whether or not to buy the product offered by the company (Simbolon, 2019). Apart from being influenced by halal awareness, consumer purchase intention can influence purchase decision on halal products. This is because the intention shows their confidence in buying halal food products (Budiman, 2019). Consumers' intention to buy appears before consumers make a decision to buy halal food and beverage products. When consumers have strong intentions, their purchase decision behavior for halal food and beverage products will increase (Bashir, 2019). So it can be concluded that purchase intention is an important factor that can influence consumer purchase decision (Usman et al., 2023; Vongurai, 2022).

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