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Factors Influencing Muslim Consumer Behavior and Purchase Intention as a Mediating Variable toward Halal Food Products in Indonesia

Raden Bambang Budhijana*

Management Department, Indonesia Banking School, 12730 Indonesia

* Corresponding author: r.bambang.budhijana@ibs.ac.id

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Abstract: Indonesia boasts the largest Muslim population globally, which has sparked interest in the halal industry among countries worldwide. Halal-certified food has gained international acceptance. This study investigates the influence of halal certification, halal awareness, price perception, and healthy lifestyle on the purchase intention and buying behavior of Muslim consumers toward halal food products in Indonesia. The study's target was the customers of halal food products at the national level, and the data collection method was an online survey conducted using Google Form questionnaires with the SmartPLS application tool. This study offers novel insights into the growth of the halal food industry in different cultural environments in Indonesia. It provides new academic and innovative perspectives on halal certification, price perception, healthy lifestyle, purchase intention, and buying behavior among consumers.

Keywords: halal awareness, halal certification, price perception, healthy lifestyle, purchase intention, buying behavior.

影响印度尼西亚穆斯林消费者行为和购买意向的因素作为对清真食品的中介变量

摘要：印度尼西亚拥有全球最大的穆斯林人口，这引起了世界各国对清真产业的兴趣。清真认证食品已获得国际认可。本研究调查了清真认证、清真意识、价格感知和健康生活方式对印度尼西亚穆斯林消费者对清真食品的购买意愿和购买行为的影响。该研究的目标是全国范围内的清真食品客户，数据收集方法是使用智能偏最小二乘法应用工具的谷歌表单问卷进行的在线调查。本研究为印度尼西亚不同文化环境中的清真食品产业的发展提供了新颖的见解。它为消费者的清真认证、价格感知、健康生活方式、购买意愿和购买行为提供了新的学术和创新视角。

关键词：清真意识、清真认证、价格感知、健康生活方式、购买意向、购买行为。

1. Introduction

According to Global Religions Futures data, Indonesia boasts the largest Muslim population globally, comprising 239.89 million individuals. This demographic advantage positions Indonesia as a global hub for the halal industry, which also fuels the growing demand for halal food products. The expansion of the Muslim population worldwide has reached 2.1 million

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people, while the global halal market continues to expand at an annual rate of approximately USD 2.1 trillion [26, 27].

The halal food industry has experienced a significant transformation in the way it operates due to changes in lifestyle, increased awareness about halal products, and altered perceptions of price, purchase intention, and buying preferences. This shift is driven by the growing demand for high-quality, nutritious, and comfortable food products that cater to the needs of consumers, particularly Muslims. As a result, there is an increasing awareness among both Muslim and non-Muslim customers about the halal products they consume, which is influenced by religious beliefs and personal preferences. In research, the concept of halal has evolved to become a perception that halal-certified products are healthy and suitable for purchase intention and buying behavior. This view is supported by Islamic law, which permits only foods that are "allowed" to be consumed, as defined by the word "halal" in Arabic. For Muslims, the consumption of halal food is a religious obligation, as stated in Al Quran on Al Baqarah:168. It is understood that halal products should not contain pork or alcohol and that livestock should be slaughtered in accordance with Islamic law [2-8].

In terms of purchasing intent, Muslim consumers in different religious groups are more aware and sensitive to the halal and haram than Muslim-majority countries, where everything is considered halal. This has become an established fact, with countries scrambling to seize a golden opportunity in the halal industry. According to the Central Bureau of Statistics [9], the highest growth was observed in the restaurant and hotel sectors. This has made companies operating in the food sector in Indonesia attractive in the context of halal business [10-13].

Food procurement and sales transactions are now facilitated by the public due to the support of applications and features that are continually updated and innovated at a rapid pace. From home-cooked meals, restaurant food, street food, snacks, contemporary snacks, ready-to-eat items, and instant beverages, all of these can now be easily accessed and traded. Given the hectic nature of people's lives, including work and school, instant food has become a popular choice for consumption. As a result, numerous business entities are increasingly vying to produce instant food ingredients to cater to consumers' demands [14-17].

In addition to considering the halal aspect of a product, consumers' purchase intentions are also shaped by their personal perceptions and social environment, commonly known as customer perception. A person's social environment can influence their lifestyle and affect their perceptions and product usage. Moreover, in addition to customer perception, the marketing strategies of producers who prioritize halal as their core and target Muslim consumers also play a significant role in shaping purchasing intentions. It is important for marketers to take into account the religious elements and healthy lifestyle promotion when promoting halal products. Given the increasing demand for halal products and services and the profitability of the halal market, research conducted by the Muslim community on halal food consumption patterns and preferences is highly desirable [5, 7, 8, 18].

This study is motivated by the growing prominence of the halal food industry in various cultural settings within Indonesia. Theoretically, it is significant because it sheds light on consumers' increasing awareness of halal certification, halal awareness, price perception, healthy lifestyle, purchase intention, and buying behavior. To achieve this, a survey method was employed using a questionnaire. The study aimed to investigate the causal relationship between these variables, specifically examining the influence factors of Muslim buying behavior with purchase intention as a mediating variable toward halal food products in Indonesia.

2. Methods

The focus of this study was on customers of halal food products, and the intended participants were located in Indonesian territory. The data collection technique employed in this research was an online survey, utilizing a Google Form questionnaire in conjunction with the SmartPLS application tool.

The analysis of the impact of influence factors on the purchasing intention and indirectly on the use of halal food products utilizes a structural equation model (SEM) with a partial least squares (PLS) approach. The PLS approach is a variant-based structural equation model that is powerful because it does not rely on assumptions. Therefore, the data does not have to follow a standard distribution, and the sample size does not have to be large [7, 8, 19]. In SEM analysis with PLS, two prerequisites must be satisfied:

2.1. Evaluation of the Outer Model

There are three criteria used to evaluate the outer model: convergent, discriminant, and composite validity. The assessment of convergent validity is based on the correlation between the item or component scores, which is calculated using the PLS method. The evaluation of the outer model with formative indicators is based on its substantive content by comparing the statistical significance of the estimated weight value. Unlike convergent validity and composite reliability, formative indicators cannot be analyzed by observing their values. Instead, statistical values that match the bootstrapping calculation are used to evaluate formative indicators.

2.2. Evaluation of the Inner Model

The evaluation of the internal or structural model aimed to establish the connection between the constructs, the significance value, and the R-square of the study model. The structural model was assessed using the R-square for dependent constructs, the Stone-Geisser Q-square test for predictive relevance, the t-test, and the significance of the structural coefficients. Based on the study model between variables, the following hypotheses were proposed:

H1: Halal awareness affects purchase intention.
H2: Halal certification affects purchase intention.
H3: Price perception affects purchase intention.
H4: Healthy lifestyle affects purchase intention.
H5: Purchase intention affects buying behavior.

3. Results

The present research amassed data through a survey from a sample of 170 individuals who were employed in the halal food products industry. The data used in this research were obtained from a digital questionnaire that was completed by respondents at the national level. A descriptive analysis of the respondent data was conducted to present the demographic profiles of the respondents based on gender, age, highest level of education, and their experience as buyers in the halal food products industry. This was followed by a statistical analysis using PLS-SEM. The questionnaire also contained screening questions, the purpose of which was to identify respondents who had some level of awareness of the causes of halal food market behavior (HFMB) in their workplace. Table 1 presents the screening question regarding awareness of halal certification, price perception, healthy lifestyle, purchase intention, and buying behavior. The results on the screening question revealed that 90.8% of respondents were aware of the HFMB conducted in their workplace. Consequently, only those who answered "yes" to the screening question were processed further. As a result, not all respondents met the criteria, and out of the 170 respondents, only 155 questionnaires were completed according to the criteria and were processed to the next stage.

Table 1 Screening and demographic characteristics (The author)

Questions	Answer	Percentage
Screening		
Are you aware of the causes of halal food market behavior (HFMB) in the covered area?	Yes	90.8%
	No	9.2%
Demographic Profile		
Gender	Female: 127 respondents	81.9%
	Male: 28 respondents	18.1%
Age	17-25 years old: 141 respondents	91%
	26-30 years old: 7 respondents	4.5%
	31-40 years old: 1 respondent	0.6%
	> 40 years old: 4 respondents	2.6%
Residence Cities		
Jakarta	80 respondents	51.6%
Bogor	11 respondents	7.1%
Depok	21 respondents	13.5%
Tangerang	30 respondents	19.4%
Bekasi	13 respondents	8.4%
Education	Bachelor: 152 respondents	98%
	Higher Degree: 3 respondents	2%
Work Experience	< 1 year: 115 respondents	74.2%
	1-3 years: 9 respondents	5.8%
	3-6 years: 24 respondents	15.5%
	6-9 years: 1 respondent	0.6%
	> 9 years: 6 respondents	3.6%
Buying Frequency		
Freq. 1	< 3 : 42 respondents	27.1%
Freq. 2	3-5: 57 respondents	36.8%
Freq. 3	> 5: 56 respondents	36.1%

The next stage involved providing a description of the respondent data according to gender, age, education, occupation, and buying frequency, as shown in Table 1. The results were as follows:

1. Female respondents made up 81.9% of the sample, while male respondents comprised 18.1%. Female respondents were thus the dominant group in this study.

2. The age distribution of respondents showed that 141 individuals were aged 17-25, 7 were aged 26-35, 2 were aged 31-35, 1 was aged 36-40, and 4 were aged > 40 years. The majority of respondents were in the 17-25 age group.

3. The geographic distribution of respondents revealed that 80 were from Jakarta, 11 from Bogor, 21 from Depok, 30 from Tangerang, and 13 from Bekasi. The largest number of respondents were from Jakarta, followed by Tangerang.

4. The educational attainment of respondents showed that 152 had a bachelor's degree and 3 had a

postgraduate education. The majority of respondents had a bachelor's degree.

5. The occupational distribution of respondents indicated that 115 were students, 9 were entrepreneurs, 24 were (private) employees, 1 was a civil servant, and 6 were in other occupations not listed. The remaining respondents were housewives, fresh graduates, and job seekers.

6. The frequency of respondents' purchases of halal products showed that 42 purchased products 2 times, 57 purchased them 3-5 times, and 56 purchased them more than 5 times during the period.

This research employs structural equation modeling (SEM) to ascertain the structure and magnitude of employee performance as independent latent constructs (endogenous) through system quality, information quality, system use, and user satisfaction as dependent latent constructs (endogenous). The method was analyzed using PLS, which was processed using the SmartPLS v.3.2 software. The results of the analysis are illustrated in Fig. 1. Following the establishment of the model with SmartPLS, a model feasibility test is conducted in two phases: the outer and inner model.

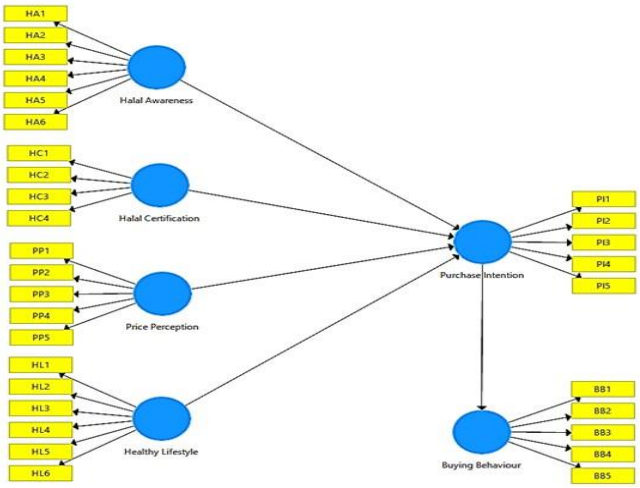


Fig. 1 Model effect of halal foods (Primary data processed, 2023)

3.1. Evaluation of the Outer Model

The standards and guidelines for assessing the outer model's worth are detailed in Table 2.

Table 2 Criteria and standardization of the evaluation of the outer model (The author)

Criteria	Standard	Remark
Convergent validity	Loading value > 0.50	Used to assess the indicators in reflecting the latent constructs. If the value is < 0.50, the indicator should be removed [1].
Discriminant validity	The rated cross-correlation indicates that the loading of latent constructs is greater than that of other latent constructs.	Measuring accuracy of the reflection model
Composite reliability	$\rho c > 0.6$	Stability and internal consistency of a good indicator

3.1.1. Convergent Validity

The metric of convergent validity is employed to evaluate the extent of association between the indicators and their respective reflections. The reliability indicator is reflected by the loading factor, which reflects the strength of the interrelation between the construct and its indicators.

Fig. 2 depicts multiple indicators, each possessing a loading factor value of 0.5 or greater. As per Chin [1], a loading factor exceeding 0.5 is indispensable to the model. However, the validity average value (AVE) can provide insight into whether an indicator ought to be retained or eliminated. As demonstrated in Table 3, the AVE values for halal awareness, halal certification, price perception, healthy lifestyle, purchasing intention, and buying behavior variables surpass 0.5. Consequently, the loading factor indicator for these variables does not fail the convergent validity criteria. The accompanying figure indicates that the overall loading factor indicators align with the convergent validity criteria.

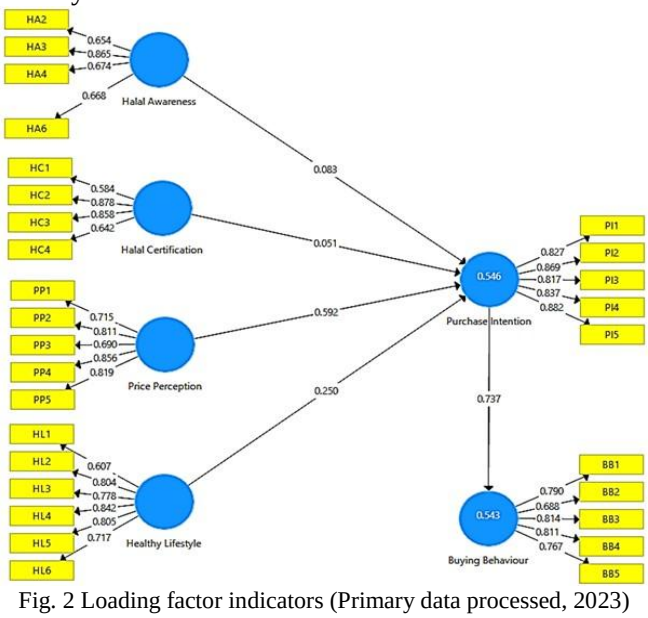


Fig. 2 Loading factor indicators (Primary data processed, 2023)

Table 3 Cross-loading values (The author)

	Buying Behavior	Halal Awareness	Halal Certification	Healthy Lifestyle	Price Perception	Purchase Intention
BB1	0,790	0,331	0,438	0,406	0,556	0,540
BB2	0,688	0,247	0,419	0,421	0,467	0,447
BB3	0,814	0,189	0,358	0,558	0,506	0,608

Continuation of Table 3

BB4	0,811	0,176	0,296	0,493	0,472	0,586
BB5	0,767	0,263	0,233	0,447	0,649	0,644
HA2	0,135	0,654	0,630	0,169	0,175	0,085
HA3	0,253	0,865	0,397	0,166	0,355	0,248
HA4	0,277	0,674	0,426	0,246	0,313	0,124
HA6	0,208	0,668	0,584	0,136	0,200	0,143
HC1	0,208	0,668	0,584	0,136	0,200	0,143
HC2	0,409	0,536	0,878	0,346	0,301	0,266
HC3	0,368	0,449	0,858	0,339	0,292	0,280
HC4	0,296	0,385	0,642	0,376	0,264	0,217
HL1	0,346	0,315	0,332	0,607	0,339	0,315
HL2	0,404	0,096	0,267	0,804	0,392	0,414
HL3	0,422	0,117	0,249	0,778	0,277	0,375
HL4	0,454	0,145	0,327	0,842	0,372	0,432
HL5	0,568	0,179	0,382	0,805	0,424	0,485
HL6	0,525	0,257	0,331	0,717	0,400	0,414
PP1	0,608	0,259	0,301	0,412	0,569	0,449
PP2	0,661	0,239	0,295	0,460	0,608	0,609
PP3	0,629	0,155	0,234	0,429	0,588	0,428
PP4	0,567	0,158	0,232	0,461	0,560	0,567
PP5	0,649	0,175	0,255	0,513	0,634	0,636
PI1	0,458	0,351	0,310	0,278	0,715	0,827
PI2	0,514	0,319	0,313	0,345	0,811	0,869
PI3	0,491	0,209	0,230	0,379	0,690	0,817
PI4	0,578	0,261	0,237	0,396	0,856	0,837
PI5	0,626	0,334	0,298	0,478	0,819	0,882

3.1.2. Discriminant Validity

The use of discriminant validity in conjunction with a cross-loading factor serves to assess the distinctiveness of a construct by evaluating the degree to which it differs from other constructs. This is achieved by comparing the loading value of the construct in question with the loading values of other constructs. To establish the validity of the construct in question, the correlation indicators within the construct should exhibit a higher value than those of other constructs. Additionally, if the indicators used reflect the buying behavior of consumers, the correlation values within the construct should be greater than those of other latent variables.

The analysis results in Table 3 demonstrate that the indicators that reflect the constructs in this study are valid.

3.1.3. Composite Reliability

The composite reliability index indicates the reliability of a measure tool.

In Table 4, the composite reliability values for each indicator in the study have values greater than 0.60, indicating stability and consistency. The reliability test can be enhanced by observing the value of Cronbach's alpha. The expected value is greater than 0.60. Based on Table 4, the composite reliability and Cronbach's alpha values meet the model's criteria, indicating that it is suitable for hypothesis testing.

Table 4 Composite reliability values (Primary data processed, 2023)

Variable	**Composite Reliability**	**AVE**	**Cronbach's Alpha**
Buying Behavior	0,882	0,601	0,834
Halal Awareness	0,810	0,519	0,708
Halal Certification	0,835	0,565	0,735
Healthy Lifestyle	0,892	0,582	0,853
Price Perception	0,886	0,610	0,840
Purchase Intention	0,927	0,717	0,901

3.2. Evaluation of the Inner Model

Structural model testing was conducted to examine the relationship between latent constructs. Inner structural models were evaluated using the values of R-square (R^2) for the dependent latent variables. As per Chin [1], R-square values are categorized into three classes: strong (0.67), moderate (0.33), and weak (0.19).

Table 5 demonstrates that the system quality and information quality variables have a significant impact on user satisfaction, as indicated by an R-square value of 0.543 or 54.30%, which is supported by the findings of Chin [1] and Ghozali [20]. Consequently, it can be inferred that buying behavior can be influenced by purchase intention to an extent of 54.30% in the model belonging to the moderate category, while the remaining 45.70% is influenced by other variables. Additionally, the purchase intention variable is influenced by halal awareness, halal certification, price perception, and healthy lifestyle to an extent of 54.60% in the model belonging to the moderate category, with the remaining 45.40% being influenced by other variables outside the model.

Table 5 R-square values (Processed primary data, 2023)

Variables	**R-Square**
Buying Behavior	0.543

Continuation of Table 5

Purchase Intention	0.546

3.3. Hypothesis Testing

The hypothesis was tested through the analysis of bootstrapping on the coefficient path, which involved comparing the T-count with the T-table value. The hypothesis was considered accepted if the T-count value was greater than the T-table value of 1.98.

Table 6 Hypothesis testing output (Processed primary data, 2023)

Hypothesis	Original Sample (O)	T-Statistics (O/STDEV)	P-Values
H1: Halal Awareness -> Purchase Intention	0.083	0.999	0.318
H2: Halal Certification -> Purchase Intention	0.051	0.626	0.532
H3: Healthy Lifestyle -> Purchase Intention	0.250	3.295	0.001
H4: Price Perception -> Purchase Intention	0.592	8.689	0.000
H5: Purchase Intention -> Buying Behavior	0.737	17.480	0.000

3.4. Predictive Relevance (Q^2)

According to the findings of the SmartPLS analysis presented in Table 7, it can be inferred that the Q^2 value is greater than zero, indicating that the model possesses predictive relevance. However, if the Q^2 value obtained is below zero, it serves as evidence that the model lacks predictive relevance [1, 20, 21]. This outcome suggests that the studied variable is adequately constructed.

Table 7 Predictive relevance (Q^2) test results (Primary data processed, 2023)

	SSO	SSE	Q^2 (=1-SSE/SSO)
Buying Behavior	775,000	528,765	0,318
Halal Awareness	620,000	620,000	
Halal Certification	620,000	620,000	
Healthy Lifestyle	930,000	930,000	
Price Perception	775,000	775,000	
Purchase Intention	775,000	479,383	0,381

3.5. Goodness of Fit

According to Table 8, a standardized root mean square residual (SRMR) value of 0.086 indicates that the model meets the acceptable condition, which is a SRMR value less than 0.1. The data presented in the table suggest that the models used in this study are appropriate.

Table 8 Goodness-of-fit test results (Primary data processed, 2023)

	Saturated Models	Estimated Models
SRMR	0,086	0,099

4. Discussion

4.1. Effect of Halal Awareness on Purchase Intention (H1)

The impact of halal awareness on purchase intention is negligible as the estimated value indicates a positive result of 0.837, and the P-value of the hypothesis is 0.318, which is greater than 0.05. This signifies that the P-value is positive, and the t-statistics value is 0.999, which is less than 1.975 ($t\alpha_{5\%}$ significance table). Based on the findings of this hypothesis, halal awareness has a positive and insignificant influence on purchase intention, which is not supported by the data processing results. The outcome of this study's hypothesis testing indicates a positive and insignificant influence in the relationship between halal awareness and purchase intention. The results of this study are consistent with the findings of Awan et al. [5], who discovered that halal awareness had no positive influence on the purchase intention for halal products.

4.2. Impact of Halal Certification on Purchase Intention for Halal Food Products (H2)

The impact of halal certification on purchase intention is not significant as the estimated value indicates a positive result of 0.051, while the P-value of the hypothesis is 0.532 > 0.05. This signifies that the P-value is positive and the t-statistics value is 0.626 < 1.975 ($t\alpha_{5\%}$ significance table). Based on the findings of this hypothesis test, halal certification has a positive and insignificant effect on purchase intention, which is not supported by the processed data. The results of this study demonstrate a positive and insignificant relationship between halal certification and purchase intention. The findings of this study align with those of Ahmad et al. [22], who found that purchase intention is a more significant factor in shaping buying behavior than knowledge and issues related to the halal.

4.3. Effect of Healthy Lifestyle on Purchase Intention for Halal Food Products (H3)

The impact of a healthy lifestyle on purchase intention is significant, as evidenced by the estimated value of 0.250 and a positive P-value of 0.001< 0.05. This indicates that the P-value is positive and the t-statistics value is 3.295 > 1.975 ($t\alpha_{5\%}$ significance table). According to the findings of this hypothesis, a healthy lifestyle has a positive and significant influence on purchase intention, which is supported by the data processing results. This study's results support the hypothesis that there is a positive and significant relationship between healthy lifestyle and purchase intention. These findings align with previous research by Ambali and Bakar [23], which revealed that halal certification had a positive impact on purchase intention for halal products.

4.4. Influence of Price Perception on Purchase Intention for Halal Food Products (H4)

The impact of price perception on purchase intention is significant because the estimated value indicates a positive result of 0.592, and the P-value of the hypothesis is 0.000 < 0.05. This means that the P-value is positive, and the t-statistics value is 8.689 > 1.975 ($t\alpha_{5\%}$ significance table). According to the results of the hypothesis, price perception has a positive and significant influence on the intention to buy, which is supported by the results of data processing. The findings of this study prove the hypothesis that there is a positive and significant influence in the relationship between price perception and purchase intention. These results are consistent with the findings of Mutmainah [24], who also discovered that price perception is a strong predictor of purchase intention to choose halal products.

4.5. Influence of Purchase Intention on Food Product Buying Behavior (H5)

The impact of purchase intention on the buying behavior toward food products is considerable, as indicated by the estimated value, which yields a positive result of 0.785. The P-value of the hypothesis is 0.000 < 0.05, indicating a positive P-value, and the t-statistics value is 17.480 > 1.975 ($t\alpha_{5\%}$ significance table). Based on these findings, purchase intention has a significant and positive influence on buying behavior, which is supported by the processed data. This study provides evidence that the relationship between purchase intention and buying behavior is positive and significant. These results align with those of Azizpour et al. [25], who found that marketing factors play a crucial role in predicting buying behavior for halal food products.

5. Conclusions

1. The effect of halal awareness on the purchase intention for halal food products is demonstrated to be positive and insignificant. This confirms the validity of H_1, indicating that halal awareness has a positive and insignificant impact on the purchase intention for halal food products.

2. Halal certification is demonstrated to have a positive and insignificant impact on the purchase intention for halal food products. This indicates that H_2 is supported or that halal certification has a positive and significant influence on the purchase intention for halal food products.

3. A healthy lifestyle is demonstrated to have a favorable and substantial impact on the tendency of individuals to purchase halal food products. Consequently, it can be inferred that H_3 is verified or that a healthy lifestyle exerts a favorable and substantial influence on the purchase intention for halal food products.

4. The impact of price perception on the purchase intention for halal food products is demonstrated to be significant and positive, indicating that H_4 is supported or that price perception exerts a favorable and noteworthy influence on the purchasing of halal food products.

5. The impact of purchase intention on the purchasing behavior toward halal food products is demonstrated to be positive and significant. Consequently, it can be concluded that H_5 is proven or that purchase intention has a positive and significant influence on the buying behavior toward halal food products.

6. According to the research outcomes, the price perception variable demonstrated a more significant impact on purchase intention compared to other variables, and it also exerts an indirect influence on buying behavior. Both price perception and purchase intention are considered critical factors for marketing in the halal industry in Indonesia.

7. Potential directions for future research could be presented through the use of demographic profiles. As highlighted in this study, certain demographic profiles, such as being female, residing in large cities, having access to workplaces, and possessing a preference for halal products and foods, could be leveraged to enhance purchasing and buying behavior performance.

8. This study introduces novel perspectives on the growth of the halal food industry in diverse cultural environments in Indonesia. It offers fresh academic insights into the halal industry and highlights how consumers are increasingly conscious of halal certification, price perception, healthy lifestyle, purchase intention, and buying behavior.

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