

DETERMINING FACTORS IN DECISIONS TO PURCHASE HALAL PRODUCTS: EVIDENCE FROM THE INDONESIAN MUSLIM COMMUNITY

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Abstrak: *This study aims to analyze the effect of religiosity attitudes, halal knowledge, halal awareness, halal behavior on purchasing decisions for halal products among Muslim communities in the Pekalongan and Pontianak regions. This research was conducted as field research with a quantitative approach. Research data in the form of Muslim community perceptions were collected using questionnaires distributed using G-Form in the Pekalongan and Pontianak areas. A total of 401 respondents were determined using an incidental sampling model. The collected data were analyzed with the EViews application. The results showed that the variables of halal awareness and halal behavior had a positive and significant effect on purchasing decisions on purchasing decisions for halal products. Conversely, religiosity attitudes and halal knowledge have a positive effect on purchasing decisions for halal products but are not significant. Simultaneously, the contribution of the four variables to the decision to purchase halal products is 67%. From this study, recommendations can be made that intrinsic human factors remain a driving force for Muslims to purchase halal products. Manufacturers of halal products should always pay attention to these factors to improve marketing performance.*

Kata kunci: *halal products; Indonesian Muslims; product purchase; halal certificate*

Introduction

The halal industry has become a new economic alternative in the world and Indonesia with great economic value as the number of Muslims continues to grow. This sector covers a wide range of products and services such as cosmetics, manufactured products, clothing, pharmaceuticals, services, tourism, media, and others ¹. In this industry, halal certified products are the largest contributor with a value of 13.33 billion US Dollars. This condition is strengthened by Indonesia, along with the stipulation of the Indonesian government policy which requires halal certification for products circulating in Indonesia. Currently, there are 3,494,693 halal-certified products in Indonesia, mainly from small and micro businesses (<https://bpjph.go.id/03-06-2024>). With this achievement, Indonesia deserves to be the world halal centre as aspired by the Indonesian government.

Although the development of halal products in Indonesia has experienced positive and significant growth, this condition does not necessarily reflect the real preferences of the community. For this reason, an in-depth study is needed regarding the condition of public attitudes towards purchasing decisions for halal products. This is useful to further explain the prospects for its development in Indonesia. Studies on purchasing decisions for halal products for Muslims have been carried out by previous researchers with various types and approaches. The research has been carried out, both in Indonesia and abroad (Muslim and non-Muslim countries with various results and recommendations. Research result by ² shows that religious people who have halal awareness are the determinants of purchasing halal products. Religious attitudes (religiosity) are a big consideration in determining the attitude of Muslims in buying halal cosmetic products ³.

¹ Reuters Thomson and Dinar Standar, "State of the Global Islamic Economy Report 2018/19" (Dubai, 2018).

² Devy & Ismanto (2022)

³ Dinar Bagja Pratama and Neneng Hartati, "Pengaruh Literasi Halal Dan Religiositas Terhadap Konsumsi Produk Halal Pada Mahasiswa MKS UIN Sunan Gunung Djati Bandung," *Finansha- Journal of Sharia Financial Management* 1, no. 2 (2020): 1–12; Azmawani Abd Rahman, Ebrahim Asrarhaghighi, and Suhaimi Ab Rahma, "Consumers and Halal Cosmetic Products: Knowledge, Religiosity, Attitude and Intention," *Journal of Islamic Marketing* 6 (2014): 1–58, <https://doi.org/http://dx.doi.org/10.1108/JIMA-09-2013-0068>; Nurdin Sobari, Andyan Kurniati, and Hardius Usman, "The Influence of Islamic Attributes and Religious Commitments toward Halal

Apart from religious attitudes, purchasing decisions for halal products are also influenced by halal knowledge. Knowledge means experience and expertise gained by individuals or groups of people through theoretical or practical understanding of a subject ⁴. Halal product knowledge is a collection of various kinds of information owned by consumers about products, related to categories, brands, product terms, product features, prices, and trust ⁵. From various previous research experiences, it shows that halal knowledge affects the decision to purchase halal medicines ⁶. This conclusion is supported by ⁷ dan ⁸, ⁹, ¹⁰, ¹¹ dan ¹². The point is that aspects that contain halal elements require adequate knowledge for consumers.

Apart from halal knowledge, halal behaviour is also an important consideration in purchasing decisions for halal-certified products ¹³. Halal behaviour becomes something intrinsic in humans to

Wellness Services Customer Satisfaction and Loyalty,” *Journal of Islamic Marketing* 13, no. 1 (2022): 177–97, <https://doi.org/10.1108/JIMA-11-2018-0221>; Haytham Siala, “Religious Influences on Consumers’ High-Involvement Purchasing Decisions,” *Journal of Services Marketing* 27, no. 7 (2013), <https://doi.org/10.1108/JSM-02-2012-0046>; Mansor Kamarul Ariffin et al., “A Study on Factors Influencing Muslim’s Consumers Preferences Towards Takaful Products In Malaysia,” *Romanian Statistical Review*, no. 2 (2015): 78–89; Rahmatina Awaliah Kasri et al., “Intention to Consume Halal Pharmaceutical Products: Evidence from Indonesia,” *Journal of Islamic Marketing*, 2021, <https://doi.org/10.1108/JIMA-06-2021-0192>.

⁴ John Sinclair, *English Dictionary and Thesaurus*, 2nd ed. (Great Britain: HarperCollins, 2010).

⁵ Tatiek Nurhayati and Hendar Hendar, “Personal Intrinsic Religiosity and Product Knowledge on Halal Product Purchase Intention: Role of Halal Product Awareness,” *Journal of Islamic Marketing* 11, no. 3 (2020): 603–20, <https://doi.org/10.1108/JIMA-11-2018-0220>.

⁶ Saleha Sadeeqa et al., “Knowledge, Attitude, and Perception Regarding Halal Pharmaceuticals, among Academicians in Various Universities in Malaysia,” *Archives of Pharmacy Practice* 4, no. 4 (2013): 139.

⁷ Abd Rahman et al., (2014)

⁸ Nurhayati & Hendar (2020)

⁹ Khalek (2014)

¹⁰ Huda et al., (2021)

¹¹ Bashir et al., (2019)

¹² Suhartanto et al., (2021)

¹³ Tyas Ajeng Nastiti et al., “Activation Simulation Design of City Branding Gresik Halal Life Style According to Participatory Concept in Smart City

further determine one's actions. In other languages, this halal behaviour can also be equated with the term halal life style, which means referring to the obligations of a Muslim in consuming and using everything that is categorized as halal according to Islam. According to ¹⁴ that halal life style will become a trend of life for moderate Muslims in the future. This trend will also extend to the world of halal tourism ¹⁵, consumption of halal products ¹⁶, halal clothing ¹⁷, halal cosmetic ¹⁸, and other. Indonesian consumers' halal awareness is very high, which is influenced by religious belief, health reason, certification logo, and good index of exposure ¹⁹. According to ²⁰, The level of human consciousness consists of five levels: higher level consciousness; lower level consciousness; subconscious consciousness; sleep and dreams (low level of consciousness); and no consciousness (non-conscious/unconscious process).

In the current development of the halal industry, the decision to purchase halal products is an interesting theme to know due to Indonesia's desire to become the world's halal center ²¹. Therefore, the government is socializing and assisting halal product certification for

Based” 144, no. Afbe 2019 (2020): 509–13,
<https://doi.org/10.2991/aebmr.k.200606.086>.

¹⁴ Nirwandar (2021)

¹⁵ May F A Ayu and A Aulia N Fani, “Wisata Halal Trend Baru Industri Pariwisata Halal Korea Selatan,” *Al-Muaddib: Jurnal Ilmu-Ilmu Sosial Dan Keislaman* 5, no. 1 (2020): 80–86.

¹⁶ Luâ€™Iiyatul Mutmainah, “The Role of Religiosity, Halal Awareness, Halal Certification, and Food Ingredients on Purchase Intention of Halal Food,” *Ihtifaz: Journal of Islamic Economics, Finance, and Banking*, no. Vol. 1 No. 1 (2018) (2018): 33–50.

¹⁷ Muhammad Anwar Fathoni, “Potret Industri Halal Indonesia: Peluang Dan Tantangan,” *Jurnal Ilmiah Ekonomi Islam* 6, no. 3 (2020): 428, <https://doi.org/10.29040/jiei.v6i3.1146>.

¹⁸ Fereshteh Mohammadian, Bahman Hajipour, and Shahid Beheshti, “Halal Cosmetics Supply Chain - A Conceptual Model,” *International Journal of Supply Chain Management* 5, no. 1 (2015).

¹⁹ Dwi Agustina Kurniawati and Hana Savitri, “Awareness Level Analysis of Indonesian Consumers toward Halal Products,” *Journal of Islamic Marketing* 11, no. 2 (2020): 531–46, <https://doi.org/10.1108/JIMA-10-2017-0104>.

²⁰ King (2008)

²¹ DInar Standard, “Ekonomi Islam Global: Laporan 2020/2021” (Jakarta, 2020).

small and micro businesses in Indonesia²². All elements of the Ministry of Religious Affairs are mobilized to help BPJPH succeed the mandatory halal program in 2024. Later, all products traded in Indonesia must be halal certified as determined by the Ministry of Religion's BPJPH, both in the form of products and services.

To the best of the author's knowledge, from existing research studies, there has been no comprehensive study on two cities in Java and Kalimantan, namely Pekalongan and Pontianak. This paper describes and analyses the determinants of purchasing decisions for halal products among Muslim communities in the two regions. These two cities were chosen because they have the same characteristics, namely pluralism²³. With this research, knowledge about purchasing decisions for halal products is expected to increase with more research from various regions. For the Halal Product Guarantee Agency (BPJPH) of the Ministry of Religion of the Republic of Indonesia, it is information on the development of halal products, interested parties will provide information on policies and regulations, and for business actors as information for business development.

LITERATURE REVIEW

This reaction action theory is a refinement of the Reasoned Action theory (TRA), where TRA only contains two components, namely attitudes and norms. While this TPB adds one component, namely perceived behavioral control²⁴. In the context of investment, this TPB is used to predict interest in investors by using technological advances as a facility for trading. This study uses perceived behavioral

²² Kuat Ismanto et al., "Peningkatan Kualitas UMKM Melalui Pendampingan Sertifikasi Halal Di " Kampung Tahu " Pekalongan," *Jurnal Abdimas Ekonomi Dan Bisnis* 4, no. 1 (2024): 8–16; Dakum Dakum et al., "Assistance in PIRT Registration and Halal Certification for Home Industry Jenang Lot Karyasari, Bojong, Magelang Regency," *Community Empowerment* 7, no. 8 (2022): 1453–58, <https://doi.org/10.31603/ce.6696>.

²³ Kuat Ismanto and Diah Madusari, "Pekalongan Sebagai Kota Wisata Halal: Pandangan Para Akademisi," *Indonesian Journal of Halal* 2, no. 2 (2020): 34–39; Latifah dan Damayanti, "Creative Tourism Based on Batik Industry as an Effort to Local," *Tataloka*, 2016; Sisi Amalia, "Analisis Potensi Wisata Syariah Di Kota Pontianak," in *Seminar Tahunan Ilmu Ekonomi Dan Studi Pembangunan 2018 (SATIESP 2018)*, ed. Metasari Kartika (Pontianak: FEB Universitas Tanjungpura, 2018), 112.

²⁴ (Ali, S., et al, 2014)

control measured using two dimensions from Shih and Fang's (2004) research in Phan and Zhou (2014), namely facility conditions and self-efficacy. Therefore, in this study TPB is used to see the effect of halal knowledge, halal awareness, religiosity attitudes, and halal behavior on purchasing decisions.

Studies on purchasing decisions for halal products using Theory of Planned Behavior (TPB) have been carried out by previous researchers with various types and approaches. Halal food purchasing decisions are influenced by halal labeling variables, price, and service quality.²⁵, Halal cosmetics purchasing decisions are influenced by religiosity and consumer satisfaction in Padang²⁶, Halal knowledge and religiosity partially and simultaneously influence purchasing decisions for halal products in Madiun²⁷, halal pharmaceutical purchasing decisions are influenced by behavior, religiosity, halal knowledge, and controlled behavior²⁸. For millennial consumers, purchasing decisions for halal products are also influenced by religiosity and halal knowledge²⁹. The decision to purchase halal products by the people of Pekalongan is strongly influenced by the halal label³⁰. North Sulawesi Muslim communities are also influenced by halal behavior and halal awareness

²⁵ Fina Rizqia, "Pengaruh Labelisasi Halal, Harga Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Halal Food," *Narratives of Therapists' Lives* (2018), <https://doi.org/10.1055/s-2008-1040325>.

²⁶ Dwi Suhartanto et al., "Does Religiosity Matter for Customer Loyalty? Evidence from Halal Cosmetics," *Journal of Islamic Marketing*, 2020, <https://doi.org/10.1108/JIMA-03-2020-0069>.

²⁷ Anis Setyowati and Moch. Khoirul Anwar, "Pengaruh Literasi Halal Dan Religiusitas Terhadap Minat Konsumsi Produk Halal Masyarakat Kabupaten Madiun," *LISAN AL-HAL: Jurnal Pengembangan Pemikiran Dan Kebudayaan* 16, no. 1 (2022): 108–24, <https://doi.org/10.35316/lisanalhal.v16i1.108-124>.

²⁸ Kasri et al., "Intention to Consume Halal Pharmaceutical Products: Evidence from Indonesia."

²⁹ Pratama and Hartati, "Pengaruh Literasi Halal Dan Religiusitas Terhadap Konsumsi Produk Halal Pada Mahasiswa MKS UIN Sunan Gunung Djati Bandung."

³⁰ Dwi Edi Wibowo and Benny Diah Madusari, "Pengaruh Labelisasi Halal Terhadap Keputusan Pembelian Oleh Konsumen Muslim Terhadap Produk Makanan Di Kota Pekalongan," *Indonesia Journal of Halal*, 2018, <https://doi.org/10.14710/halal.v1i1.3400>.

in purchasing halal products ³¹ By referring to previous research, this study examines purchasing decisions for halal products by taking the independent variables of halal knowledge, halal awareness, religiosity attitudes, and halal behavior. The population selected in the study were Muslim communities in Pekalongan and Pontianak. So, the research further proves the application of TPB theory and also fills the void of research on halal product decisions in Pekalongan and Pontianak.

Method

This study focuses on exploring the determinants of Muslim attitudes in Pekalongan and Pontianak to buy halal-labelled products. This purchase decision is reviewed from four independent variables, namely religious attitudes, halal knowledge, halal behaviour, and halal awareness. The research data is in the form of primary data obtained through distributing questionnaires. The questionnaire was prepared through an academic study process related to variables and indicators, both conceptually and operationally. In the purchasing decision variable 4 questions, religious attitudes asked 6 questions, halal awareness 7 questions, halal behaviour 8 questions, and halal knowledge 7 questions. Before being distributed, the questionnaire was first tested regarding its validity and reliability to obtain a good questionnaire ³². From the results of testing the questionnaire, it was found that all question / statement items were declared valid and reliable. Furthermore, the questionnaire was distributed to respondents with the help of Google Form with accidental sampling technique and obtained 401 respondents. This technique was chosen because it is in accordance with the unknown population. According to ³³ Sampling techniques based on chance, namely anyone who happens to meet the researcher can be used as a sample, if it is deemed that the person who happened to be met is suitable as a data source (respondent).

Valid and reliable data is analyzed descriptively and impartially using the *EVIIEWS (Econometric Views)* application is training for

³¹ Sofyan Bachmid, "Moderate Role of Halal Awareness in The Relationship of Purchase Intention, Personal Norms, and Muslim Buying Behavior," *BISNIS: Jurnal Bisnis Dan Manajemen Islam P-ISSN: 10, no. 2 (2022): 247–66.*

³² Uma Sekaran and Roger Bougie, *Metode Penelitian Untuk Bisnis*, 6th, Buku 1 ed. (Jakarta: Penerbit Salemba Empat, 2011).

³³ Sugiyono (2016)

forecasting sales cost analysis and quantitative data manipulation ³⁴. In this research analysis, three direct activities were carried out, namely the chow test, hausman and lagrange multiplier. The Chow test is conducted to determine which panel data regression model should be used, whether the Common Effect Model or the Fixed Effect Model. The Hausman test is conducted to compare the Fixed Effect Model and the Random Effect Model with the aim of determining which model should be used. The Lagrange Multiplier test is conducted to determine whether the Random Effect Model is better than the Common Effect Model. From the description data, a description of the characteristics of Pekalongan and Pontianak Muslim community respondents is obtained. With impartial analysis, the test results of the influence of each independent variable on the dependent variable are obtained ³⁵.

Results and Discussion

Respondent Description

Before the analysis is presented, the researcher presents a description of the respondents first to find out their characteristics. This respondent data description is used to help analysed the data obtained to formulate interpretations, reflections, comparisons, and recommendations. The characteristics of respondents in this study include gender, age, education, and income shown in table 1.

Table 1. Respondent Description

No	Variable	Frequency	Percentage (%)
1	Gender		
	Male	126	31,42%
	Female	275	68,58%
2	Age		
	16-25	361	90,02%
	26-35	25	6,23%
	36-45	12	2,99%

³⁴ Echo Perdana Kusumah, *Metode Penelitian Bisnis: Analisis Data Menggunakan SPSS Dan SMART-PLS* (Yogyakarta: Deepublish Digital, 2023).

³⁵ Imam Ghozali, *Analisis Multivariat Dan Ekonometrika: Teori, Konsep Dan Aplikasi Dengan Eviews 10* (Semarang: Badan Penerbit Universitas Diponegoro, 2017).

No	Variable	Frequency	Percentage (%)
	46-55	2	0,50%
3	Education		
	Junior/Senior High School	316	78,80%
	Diploma	2	0,50%
	S1	65	16,21%
	S2	13	3,24%
	S3	4	1,00%
4	Income		
	< 2.000.000	352	87,78%
	2.000.000 - 4.000.000	21	5,24%
	4.000.000 - 6.000.000	14	3,49%
	6.000.000 - 8.000.00	4	1,00%
	> 8.000.000	10	2,49%

Source: Data processed 2024

Table 1 above shows that the majority of respondents were female, 275 (68%). There were 361 respondents under the age of 25 (90%). The education of respondents had a secondary school education as many as 316 (78%). The majority of respondents' income is below Rp.2,000,000, as many as 352 (87%). Thus, the respondents of this study are categorized as a millennial population with low income and low education as well.

Determinants of Purchasing Decisions for Halal Products

From the data collected as many as 401 respondents, the analysis was carried out using EViews with the results in table 2.

Tabel 2. Statistical Test Results

Dependent Variable: Keputusan Pembelian

Method: Least Squares

Date: 06/10/24 Time: 10:05

Sample (adjusted): 2024 2424

Included observations: 401 after adjustments

Variable	Coefficien t	Std. Error	t-Statistic	Prob.
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Religiosity	0.047434	0.057338	0.827268	0.4086
Halal Awarness	0.575438	0.059857	9.613506	0.0000
Halal Behavior	0.234215	0.045165	5.185746	0.0000
Halal Knowledge	0.062623	0.039795	1.573644	0.1164
C	0.443097	0.155539	2.848785	0.0046
<hr/>				
R-squared	0.674242	Mean dependent var	4.725810	
Adjusted R-squared	0.670952	S.D. dependent var	0.570494	
S.E. of regression	0.327251	Akaike info criterion	0.616211	
Sum squared resid	42.40887	Schwarz criterion	0.666011	
Log likelihood	-118.5503	Hannan-Quinn criter.	0.635930	
F-statistic	204.9070	Durbin-Watson stat	2.103521	
Prob(F-statistic)	0.000000			

Sumber: Data diolah 2024

Based on the results of statistical testing table 1 produces the following regression: Purchasing Decision = 0.44 + 0.04 Religiousness Attitude + 0.57 Halal Awareness + 0.23 Halal Behaviour + 0.06 Halal Knowledge.

The regression results in table 1 show that when the religiosity attitude variable increases by one unit, the decision to purchase halal products will increase by 0.04. When halal awareness increases by one unit, it will increase purchasing decisions by 0.57, a one unit increase in halal behaviour will increase purchasing decisions by 0.23, and if knowledge of halal products increases by one unit, it will increase purchasing decisions for halal products by 0.06. From this description, it can be concluded that the four independent variables affect purchasing decisions for halal products for Muslim communities in Pekalongan and Pontianak.

Furthermore, the significance results in the regression test that have been carried out (see table 1) show that halal awareness and halal behaviour have a positive and significant effect on purchasing decisions, as evidenced by a significance value of 0.00 or less than 0.05. However, different results are shown in the variables of religiosity attitudes and halal knowledge which have a positive but insignificant effect on purchasing decisions for halal products as evidenced by the probability value of 0.40 and 0.11, above 0.05.

The effect together in the statistical test shows a probability value of 0.00 < 0.05, so that it can be interpreted simultaneously (simultaneously) the attitude of religiosity, halal awareness, halal

behaviour, and halal knowledge can positively influence the decision to purchase halal products. The influence of these variables used as independent variables describes the purchase decision by 67%. The rest can be influenced by other variables outside the variables used in this study.

Conclusion

If the attitudinal factors of religiosity and halal knowledge can influence Muslim consumers in buying halal products, even though they are not significant, then this is new knowledge academically. In the future, halal-certified product business actors can have an understanding that the choice of halal product preferences is not only the domain of Muslims. More than that, halal products are interpreted as safe and healthy products (safety & hygiene products)³⁶, so it has a universal meaning. The community when filling out the questionnaire stated that they purchased halal products because they felt comfortable with it, so it was not just a demand from religion. Different conditions can be considered further, the fact that halal awareness and halal behaviour have a positive and significant effect means that Muslim consumers have pragmatic characteristics. These results can also mean that people's halal awareness of halal products is quite good, because if people understand the concept of halal products, they will voluntarily buy products that have a halal label³⁷. This means that the decision to purchase halal products is based on how much benefit will be received if the product is purchased and consumed. Based on this, producers in this case are also required to educate consumers about the importance of consumers consuming halal food. To support this fact, Thailand as a non-Muslim country has succeeded in developing halal products and exporting them to Middle Eastern countries³⁸. Various studies show that

³⁶ Mohd Halim et al., "Food Hygiene and Safety among Culinary Intern: Questionnaire for FHS Quality," *Procedia - Social and Behavioral Sciences* 222 (2016): 299–305, <https://doi.org/10.1016/j.sbspro.2016.05.165>.

³⁷ Irfan Agung Purnomo, Heri Pratikto, and Naswan Suharsono, "The Influence of Halal Certification and Halal Awareness on Purchasing Decisions," *East Asian Journal of Multidisciplinary Research* 3, no. 4 (2024): 1567–78, <https://doi.org/10.55927/eajmr.v3i4.8861>.

³⁸ Mohd Saiful Anwar Mohd Nawawi et al., "Halal Food Industry in Thailand: History, Prospects and Challenges," *1st International Halal Management Conference (IHMC 2017) Sejong University, South Korea*, 2017.

religiosity affects economic behaviour ³⁹, which is also shown by research ⁴⁰. In purchasing halal cosmetic products, religiosity also has an influence on consumer loyalty ⁴¹. Sometimes, this religiosity is practiced pragmatically by Muslims in running the economy ⁴², Therefore, it is not uncommon for the effect on purchasing decisions for halal products to be positive but insignificant as the findings of this study. If in this study the attitude of religiosity affects the decision to purchase halal products, but it is not significant, it could be that this refers to the characteristics of respondents in certain areas. It could be that in other places and with different respondent characteristics different results will be found. This study further supports the findings of previous research which states that religiosity affects purchasing decisions ⁴³. This is also supported by other studies with a wider range of independent variables ⁴⁴. Halal awareness as a determinant of purchasing halal products not only in this study, but also in research conducted in South Africa ⁴⁵. If knowledge is also a determining factor in purchasing halal products in this study, in fact this condition also occurs in other studies even though in cosmetic products ⁴⁶. By looking at the overall construction of this research, it is actually a common research and makes the Theory of Planned Behaviour (TPB) a theoretical basis ⁴⁷.

³⁹ Asyari, "Religiusitas Dan Cultural Belief Dalam Perilaku Ekonomi Muslim Minangkabau Di Sumatera Barat" (Universitas Andalas, 2016).

⁴⁰ Setyowati & Anwar (2022)

⁴¹ Suhartanto et al., "Does Religiosity Matter for Customer Loyalty? Evidence from Halal Cosmetics."

⁴² Susminingsih Susminingsih, "Sanggan Lan Berkah: Pragmatisme Religiusitas Pada Hubungan Kerja Industri Batik Di Kota Pekalongan," *Pascasajana UII* (Universitas Islam Indonesia, 2013).

⁴³ Shahida Suleman, Amena Sibghatullah, and Muhammad Azam, "Religiosity, Halal Food Consumption, and Physical Well-Being: An Extension of the TPB," *Cogent Business and Management* 8, no. 1 (2021), <https://doi.org/10.1080/23311975.2020.1860385>.

⁴⁴ Kasri et al., "Intention to Consume Halal Pharmaceutical Products: Evidence from Indonesia."

⁴⁵ Bashir et al., "Factors Affecting Consumers' Intention towards Purchasing Halal Food in South Africa: A Structural Equation Modelling."

⁴⁶ Salsabilla Kurniawati et al., "Revealing Well-Educated Millenials' Purchase Intention on Halal Cosmetics: The Role of Knowledge, Religiosity, and Attitude," *Al-Uqud: Journal of Islamic Economics* 7 (2023): 95–109.

⁴⁷ Mas Wahyu Wibowo et al., "Halal Food Credence: Do the Malaysian Non-Muslim Consumers Hesitate?," *Journal of Islamic Marketing*, 2020,

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