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A Halal Characteristic of Behavioral Intention and Its Implication to the Purchase

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Abstract
Purpose: This study proposes to examine and prove empirically about the influence of halal characteristics consisting of halal awareness and halal logo on the behavioral intention of halal food product.
Methodology/Approach: The research period taken throughout 2024 until the end of the year has the potential to be biased when obtaining information from respondents. Moreover, the extent of the study is consumers in Medan City, Indonesia. Sampling criteria use a purposive technique.
Results/Findings: The halal characteristic from awareness and logo have a positive and insignificant influence on behavioral intention and purchase intention of halal food. Behavioral Intention has a positive and significant influence on the behavioral intention and purchase intention of halal food in Medan City, Indonesia.
Conclusions: Halal awareness and logos have no significant effect, while behavioral intention strongly drives purchase intention. Broader scope and added variables are recommended for future research.
Limitations: The study period taken throughout 2024 until the end of the year has the potential to be biased when obtaining information from respondents. In addition, the scope of this study is limited to only consumers in Medan City, Indonesia.
Contributions: This study is expected to be beneficial for consumers who want to take an attitude, desire, or intention to buy halal food. Then, an entrepreneur can use this as information in evaluating their business strategies.

Keywords: *Behavioral Intention, Purchase Intention of Halal Food*

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1. Introduction

Demands for halal products worldwide, both from Muslim and non-Muslim consumers, have continued to increase over time (Y. H. Mohamed, Abdul Rahim, & Ma'aram, 2021). Malaysia is one of the countries that has become a major supplier of halal products. Several studies have reported that Malaysia's halal industry is valued at approximately US$30 billion and is projected to grow by 25% over the next five years. Meanwhile, the global halal market is estimated to reach around US$2.3 trillion and is expected to continue expanding (Ab Hamid, Shahwahid, Othman, & Saidpudin, 2017). Alongside Malaysia and Indonesia, as a neighboring country with one of the largest Muslim populations in the world, has also begun to focus seriously on the development of the halal industry.

Over the past decade, the halal industry in Indonesia has experienced rapid growth, as reflected in the increasing number of products carrying halal labels. These products include ready-to-eat foods, restaurant products, halal tourism services, and Islamic fashion, which have gradually developed across various sectors of the industry (Qizwini & Purnama, 2024). Ready-to-eat food products, ranging from snacks to staple food substitutes, have expanded significantly from urban centers to regional areas. The term halal, derived from Islamic terminology, means permissible. This concept is further elaborated into five legal classifications, namely obligatory, recommended, neutral, reprehensible, and forbidden (Shahin, 2014).

Fathoni (2020) identified that Indonesia has strong potential to develop the halal industry in several sectors, particularly halal food, halal travel, halal fashion, and halal finance. This potential is strongly supported by Indonesia's large Muslim population, which accounts for approximately 12.7% of the world's Muslim population (Alim, 2018). To optimize this potential, effective supply chain management is essential. Supply chain management plays an important role for all stakeholders involved in the halal industry. Supply chain management refers to the management of relationships among organizations involved in upstream and downstream activities to enhance value added in products and services for consumers (Stadtler et al., 2015). In this context, the supply chain can be understood as a network of companies involved in producing and delivering products to end users. Advanced supply chain systems integrate supply chain links and operational activities involving the flow of materials, components, and products (Mentzer et al., 2001; Sucahyowati, 2011).

According to the Sharia Economy and Finance Report (SEFR), Indonesia represents the largest halal industry market in the world, with a Muslim population of 229.96 million in 2020 and halal-related spending reaching USD 184 billion in the same year (Purwanto, Haque, Sunarsi, & Asbari, 2021). This figure is projected to increase by 14.96%, with continued growth expected based on the Compound Annual Growth Rate (CAGR) forecast for 2025. The halal food and beverage sector has become one of the most promising sectors in Indonesia. During the Covid-19 pandemic, the sharia economy demonstrated relatively strong resilience, contracting by -1.70%, compared with the national economy, which contracted by -2.07%. In 2017, Indonesian spending on halal food and beverage products reached USD 170.2 billion (Djunaidi, Oktavia, Fitriadi, & Setiawan, 2021).

Research conducted by Abdalla Mohamed Bashir (2019) involved foreign consumers residing in South Africa who purchased food products from various halal markets, including refugee migrants, traders, employees, laborers, and students, with a total of 230 respondents. The study examined the influence of halal awareness, halal logos, and consumer attitudes on purchase intention toward halal food products. The findings revealed that all examined factors significantly influenced foreign consumers' purchasing behavior toward halal food products.

Another study conducted by Setiawati, Chairy, and Syahrivar (2019) examined Muslim millennial students from morning and afternoon classes at President University, Indonesia, involving 230 respondents who purchased halal food products. The research investigated attitudes as an intervening variable in the relationship between factors influencing halal food purchase intention among the millennial generation. The findings demonstrated that halal awareness significantly influenced attitudes toward halal food. In addition, both halal awareness and attitudes toward halal food showed significant positive effects on consumers' intention to purchase halal food products. The study also confirmed that halal awareness indirectly affected purchase intention through attitudes toward halal food.

Research conducted by Wibowo, Hanafiah, Ahmad, and Khairuzzaman (2020) involved 300 non-Muslim consumers at five grocery stores in Selangor, Malaysia, namely Giant, Aeon, Aeon Big, Econsave, and Tesco. The study explored the influence of halal food knowledge on attitudes and purchase intentions among non-Muslim consumers in Malaysia. The results indicated that non-Muslim consumers tend to rely on psychological factors when processing information related to halal food products. Such psychological dependence was found to strengthen consumers' purchasing decisions and facilitate their buying processes.

Another study by Öztürk (2022) investigated consumers residing in Rize, Turkey, who purchased and consumed chicken products, involving 410 respondents. The research analyzed the influence of halal product knowledge, halal awareness, perceived psychological risk, attitudes toward product use, and purchase intention. The findings confirmed that perceived psychological risk, halal product knowledge, and halal awareness positively influenced attitudes toward using halal products and consumers' intention to purchase such products. Furthermore, purchase intention was strongly influenced by the perceived benefits of halal products and consumers' attitudes and behaviors toward these products (Koc, Ozkan, Komodromos, Efendioglu, & Baran, 2025).

Consumers who possess awareness regarding the halal status of food products tend to purchase products that carry halal certification and approval from Badan Pengawas Obat dan Makanan-Majelis Ulama Indonesia (BPOM-MUI). The inclusion of halal labels on product packaging is considered essential to ensure consumers' sense of security and confidence in the products they consume (Pratikto et al., 2021). One important form of consumer protection in the food sector is the inclusion of halal labels on packaged products, enabling consumers to clearly identify the halal status of the products they intend to consume. As a form of legal protection, the Indonesian government enacted Law No. 8 of 1999 concerning consumer protection. In addition, halal assurance is regulated under Law No. 33 of 2014, which stipulates in Article 4 that all products entering, circulating, and traded in Indonesia must be halal certified (BPJPH, 2024).

Medan is recognized as a multi-ethnic city characterized by diverse cultural backgrounds. Culture represents a way of life that contributes to maintaining the continuity and welfare of society by providing collective experiences to fulfill the needs of community members. Through culture, individuals learn patterns of behavior and approaches to satisfying their fundamental needs. Consumer behavior can therefore be understood as a series of activities related to searching, selecting, purchasing, using, and evaluating products and services to fulfill individual needs and desires (Rajagopal, 2019). Consequently, consumer behavior becomes an important foundation in shaping purchasing decisions. From the perspective of Adam Smith, a rational and capitalistic society tends to purchase and consume products based on needs and rational considerations, including calculations of benefits and losses (Bowden, 2020).

2. Literature Review and Hypothesis Development

2.1 Theory of Planned Behavior

The Theory of Planned Behavior (TPB) was initiated as the Theory of Reasoned Action (TRA) in 1980 to prophesy an individual's intention to follow a behavior at a particular place and time. The theory was thought to illustrate overall behaviors over which people can take self-control. The TPB has been used instead to foresee and describe a greater variety of health behaviors and intentions, have contents breastfeeding, drinking, health services utilization, smoking, and substance consumption, among others (Tapera et al., 2020). Previous in the application of TPB about Food-related behavior, including self-identity as an additional main variable (Bonne, Vermeir, Bergeaud-Blackler, & Verbeke, 2007).

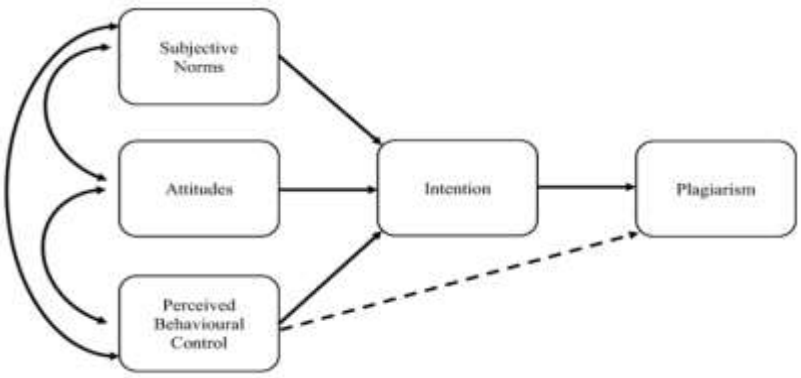

Figure 1. The theory of planned behavior

Figure 1 shows the three core components of the TPB, based on the Ajzen (1991), are: (1) Attitude, which appoints to an individual's assessment of the behavior's meaning. It comprises considering the results and consequences of carrying out behaviors. (2) Subjective Norms describe the perceived social pressure or expectations from distinct individuals regarding the behaviour, which includes the influence of friends, family, peers, and society on one's behavioral intentions; (3) Perceived Behavioral Control, this component appoints to an individual's insight about their readiness to perform the behaviour, it involves assessing one's perceived ease or difficulty in performing the behavior. TPB suggests that these components interact to influence an individual's behavioral intention, which, in turn, predicts their actual behavior in a specific context.

2.2 Behavioral Intention

According to Ajzen (1991), intention is assumed to be a motivating factor influencing how likely people are willing to behave, try as much as they try to do a behavior. Indicator of Behavior Intentions consists of: (1) Attribute specific goals that consumers want to achieve and the behavior they take to fulfill all these needs, selected based on the thought process (awareness) and the learning process previous. So, it can be concluded that consumer choices can be influenced by psychological factors (motivation) that arise due to of the need that has not been fulfilled, then the needs that exist in each change and become a motive until it is stronger to encourage the individual to act in search of satisfaction for these needs. Behavioral is one component of attitude in the psychology context, i.e., the behavioral component encompasses actions or expressed intentions towards the attitude object, which are influenced by the cognitive and affective responses (Vargas-Sánchez, Plaza-Mejía, & Porras-Bueno, 2016).

2.3 Halal Characteristics

According to Hasan (2016), the awareness intends knowledge or conceives of a certain situation/subject. Awareness in the context of Halal is to give comprehensive information about Muslims in eating, drinking, and utilizing, as a process in conceptualizing for applying. Halal awareness is the Muslim aptitude to realize what a Halal product indeed is. This consists of how products are sanitary practices, and moving, saving, and a distributed system that is attached to their awareness. For instance, how well is a Muslim able to detach Halal from non-Halal products throughout storage and shipment to preclude defilement of these products? Most food and beverages are considered halal except for those that have been declared non-halal (haram) or forbidden in the Quran and Hadiths, so halal food products are products that conform to halal fulfillment based on Islamic law (Abdalla M Bashir, Bayat, Olutuase, & Abdul Latiff, 2019). Furthermore, educating consumers about the production process and the essential role of halal products can increase their awareness (Koc et al., 2025).

The halal logo is important for consumers to identify halal products in addition to awareness of halal which is an integral part in choosing certain products. The concept of "Halal" refers to the code of ethics permitted by Sharia and applies to every activity carried out by a Muslim. In the context of muamalah and economics, it points to business applied in a way permitted in Islam. When used concerning food, it indicates that the food is appropriate with Islamic law Z. Mohamed, Rezai, Shamsudin, and Chiew (2008). Van Grinsven and Das (2016), stated logos in the science of marketing communications in creating their awareness and equity, require the assessment of the features of a good logo to be very important. The use of this halal label is one of the company's business strategies to respond to the interest of Indonesian Muslim consumers who are increasingly aware of the importance of the halal label, so it is hoped that the existence of a halal label will attract consumers to buy products. Meanwhile, in a predominantly Muslim country, consumers no longer consider checking the halal logo as a guarantee that the products they purchase are indeed halal. Perceive that the products in the revolve must be halal (Setiawan & Mauluddi, 2020). The ḥalāl logo is a vital attestation that the food or drinks are truly safe, ḥalal, and hygienic.

2.4 Purchase Intentions

When consumers recognize products and their benefits that can meet their needs, they will think of products that at least meet their needs, or it can be concluded that consumers have the right to select. At the stage of arising interest, consumers realize they like certain products and want to have them, this can be said to arise in consumers' buying interest. Hui (2017) identified several types of purchase

intention: transactional, referential, preferential, and explorative. Transactional intention refers to an individual's desire or tendency to purchase a particular product. Referential intention reflects a person's tendency to recommend a product to others. Preferential intention describes consumer behavior that shows a primary preference for a certain product. Meanwhile, explorative intention refers to consumer behavior in seeking information about a product of interest to identify its positive attributes.

Schiffman and Wisenblit (2019), stated that five indicators for measuring purchase intention which is as follows: (1) Interested in searching for the information product, consumers whose needs are stimulated for encouraged to assert more information. A Consumer has two levels of stimuli based on needs: the first is about attention, which involves finding a little information about a product at this level. Furthermore, the second level is seeking a certain product through in-depth information and action, by asking friends, reading a reference, or visiting shops to learn it. (2) Consider purchasing. Through information gathering, consumers learn about competing brands and their features. Evaluate the options and start considering purchasing the product. (3) Interested in trying. After consumers try to fill their demands, examine brands and the features of these brands, consumers will find certain advantages and assess these products. This work is considered a cognitively oriented process, very consciously and rationally, resulting in an interest in trying it. (4) Want to know the product; consumers will view products as an aggregate of characteristics with distinct powers in serving benefits to satisfy their needs. (5) Want to have a product; consumers will decide an attitude (preference, decision) on the product through assessing characteristics and appearing on buying intention as liking their product in searching.

2.5 Framework Model Research

Elements of behavioral intention to prophesy the purchase intentions of halal food can describe a model. This model must be able to ensure that the construction meets the structure, form, and content, and have meaning with parameters that are limited to certain measures in decision making (Husain, 2019). In doing the research (or science labs) in a linkage process is used through divergent phases in a typical order. At the end of the process, write it up in a lab report or scientific paper, and are strongly committed to the research stages model (Sayre, 2018). The proposed framework in this research model is described below:

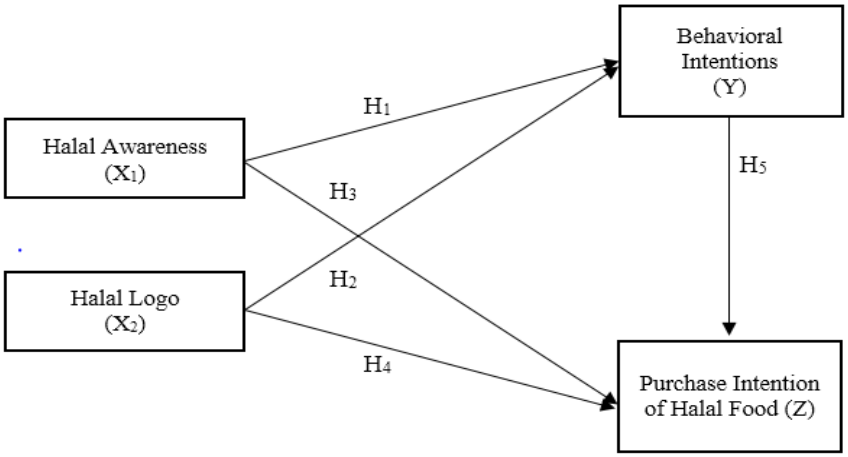

Figure 2. The proposed of framework model

Figure 2 presents the proposed framework showing that Halal Awareness (X_1) and Halal Logo (X_2) influence Behavioral Intentions (Y) and Purchase Intention of Halal Food (Z). The model also indicates that behavioral intentions mediate the relationship between the independent variables and consumers' purchase intention. Many prior studies have established a significant positive link among halal awareness and behavioral intention. This is due to halal awareness encompasses components such as knowledge, attitude, certification, logo, and brand image. This research indicates that the higher the level of halal awareness among consumers, the greater their potential to enhance their behavioral

intention. Previous literature suggests that halal awareness starts with consumers' recognition of halal products, thereby influencing their behavioral intention (Ahmad, Abd Rahman, & Ab Rahman, 2015; Hashim, Kamarulzaman, Ab Rahman, & Othman, 2020; Ulfy, Haque, Karim, Hossin, & Huda, 2021). The halal awareness, i.e., aware, knowledge, consumer rights, and focus on halal issues, taking action when there is something wrong with the food purchasing of halal food, is likely to add to the behavioral intention. The following first hypothesis is stated:

H_1:Halal awareness significantly influence to behavioral intention of halal food

The halal logo will be provided to the food operators, the manufacturer, and many others who gathering the halal certification. The logo indicates that halal, halal-compliant, and sacredly good for Muslim consumption as products available (Salleh, Suki, Hashim, & Abang, 2020). This means that the halal logo can be seen as a symbol in different countries for brands that seek to identify the halal certification of a product. In the context of consumers at convenience stores in Jumani and Sukhabot (2020) study, noted that Muslims follow the halal logo and their attitudes are positive in choosing products with the halal logo. But for non-Muslims, no obligation requires them to choose products with a halal logo, with interest, and indicate that they are allowed to choose the product with a halal logo in the future. Based on the above discussion, it is necessary to propose a halal logo to verify the context of halal food behavior intention. When the food purchasing a halal context in Indonesia, it is likely influenced by behavioral intention. The following second hypothesis is stated:

H_2:Halal logo significantly influence to behavioral intention of halal food

Research by Abdalla M Bashir et al. (2019), in the context of halal food in South Africa, where respondents have positive awareness which directly influences purchasing behavior in purchasing halal food products. Meanwhile, the perception of the halal label has the lowest influence compared to product quality on Zoya Muslims' in Malang City in purchasing decisions of consumers. On the other hand, even though some businesses are averse to offering halal production terms, as uphill to avoid the growing demand and awareness of halal products (Öztürk, 2022). On the contrary, the findings from Parvin Hosseini, Mirzaei, and Iranmanesh (2020) in culinary products, which the effect of halal awareness was the strongest compared with halal certificate, subjective norms, perceived behavioral control, attitude, and trust. The following third hypothesis is stated:

H_3: Halal awareness significantly influence to purchase intention of halal food

In the Malaysian context, entrepreneurs and food producers are required to acquire a halal logo certified by JAKIM to confirm that their products (Wel, Ashari, & Ismail, 2022). Research on the subject of Civitas Akademia in Muhammadiyah Ponorogo University conducted by Widyaningrum (2019) proves that the halal label is the most dominant factor affecting purchase intention in using cosmetic products. Muslims rigidly adhere to the halal logo, and their attitude is positive in choosing halal logo products, but there is no duty requiring them to pick halal logo products for non-Muslims (Jumani & Sukhabot, 2020). The following fourth hypothesis is stated:

H_4: Halal logo significantly influence to purchase intention of halal food

For instance, Billah, Rahman, and Hossain (2020) assessed the direct relationship among halal food buying intention preludes an actual purchasing and assigns buying behaviour for next time, with the findings that overall, the elements, consumers' habits, and knowledge significantly influence the consumer behavior of halal foods and purchase intention. Then, in the context of university students in Tangerang, Indonesia, purchase intention has a significant influence on the 'working students' purchase behavior (Vizano, Khamaludin, & Fahlevi, 2021). The following fifth hypothesis is stated:

H_5: Behavioral intention significantly influences to purchase intention of halal food

3. Research Methodology

A research design that has been specifically determined, either a quantitative or qualitative approach, requires a researcher to be able to collect data utilizing a composite of techniques such as interviews, questionnaires, observations, documents, or secondary data (Bhattacherjee, 2019). The quantitative design can be chosen for gathering information about consumer surveys. Then, a questionnaire tool was used to obtain responses about research questions, with the linkage among the constructs to be measured in this study. The form of the questionnaire in this study takes the 'Ordinal' scale option.

Table 1. Measurement of variables

Variable: Indicators	Item Number	References
Halal awareness: aware, knowledge, concern of halal issues, and take action when there is something wrong	4	Ambali and Bakar (2014)
Halal logo: quality, cleanliness, hygiene, check ingredients, easily find and have logo	6	Abdalla Mohamed Bashir (2019)
Behavioral intention: intend to consume, predict that consume, and plan to consume halal foods in the future	3	Chao (2019)
Purchase intention of halal foods: considering purchasing sustainable, intend to buy sustainable in future, might possibly purchase in future, and consider buying sustainable if happen to be offered one of them	4	Chetioui, Benlafqih, and Lebdaoui (2020) and Rausch and Kopplin (2021)

Table 1 show the subjects in this study include the population of all halal food consumers who live in Medan City, the total number of which is not known with certainty. However, non-probability-based samples can be useful for research in other ways (Fricker Jr, 2016). A researcher can choose the mode of using tools in the form of online surveys. Target population is Consumers who routinely shop for halal products or above, realize that the type of product (noodles, soft drinks, ice cream, donuts, breads, cake) that they consume is the 'halal food' category, who domicile in Medan City. Sampling criteria use a purposive technique due to of the uncertainty of the population. Consumers are twenty-one years old and above, routinely buy halal products observed by the researcher, and at least two times a week when consuming halal foods.

Research data were analyzed in this study using Structural Equation Modeling (SEM). SEM is a multivariate data analysis approach for examining complex relationships between constructs and indicators (Hair Jr et al., 2021). Data processing in this study applies the assistance of the AMOS 20 program, which requires an initial step to compile images as a variable paradigm, the relationship among exogenous variables and latent endogenous variables (Santosa, 2020). To measure the validity of the questionnaire given to the respondent by Standardized Loading Factors (SLF score), while Construct Reliability (CR) is used to see whether the research instrument is reliable or not, which requires the acquisition of a value greater than 0.7 (Hair Jr et al., 2021). An equation of the algorithm in this study is stated:

$$Y = \alpha + \beta 1.X1 + \beta 2.X2 + e... \quad (1)$$

$$Z = \alpha + \beta 3.X1 + \beta 4.X2 + \beta 5.Y + e... \quad (2)$$

Descriptions:

1. YYY = Behavioral Intentions
2. ZZZ = Purchase Intention of Halal Food
3. X1X_1X1 = Halal Awareness
4. X2X_2X2 = Halal Logo
5. α\alphaα = Constant
6. β1, β2, β3, β4, β5 = Regression coefficients
7. eee = Error term (disturbance/error variable)

The regression equations explain the relationships among the variables in this study. Equation (1) examines the effect of Halal Awareness (X_1) and Halal Logo (X_2) on Behavioral Intentions (Y). Meanwhile, Equation (2) analyzes the influence of Halal Awareness (X_1), Halal Logo (X_2), and Behavioral Intentions (Y) on Purchase Intention of Halal Food (Z). In both equations, α\alphaα represents the constant, β represents the regression coefficients that indicate the magnitude of influence among variables, and eee denotes the error term or disturbance variable.

Table 2. Model feasibility testing index

Goodness-of-Fit Criteria	**Cut-off Value**
χ^2 Chi-Square Statistic	Expected Minimum Score
Significant Probability (p-*value*)	< 0.05
GFI	≥ 0.90
RMSEA	< 0.05
RMR *Standardized* RMR	< 0.05 ≤ 0.08
AGFI	≥ 0.05
NFI	> 0.90
TLI / NNFI	≥ 0.95
CFI	≥ 0.95
RFI	≥ 0.90
PGFI	> 050
PNFI	0.60 – 0.90
CMIN / DF	< 2.00

Table 2 presents the goodness-of-fit criteria used to evaluate model suitability. A model is considered fit when most indicators meet the recommended cut-off values, such as GFI, NFI, CFI, TLI, and RFI reaching acceptable levels, while RMSEA, RMR, SRMR, and CMIN/DF remain below the required thresholds. These criteria indicate whether the proposed model adequately represents the empirical data After the model is estimated, the residuals must remain small or close to 0 (zero) and the frequency distribution of the residual covariance must be symmetrical. A good model has a small standardized residual variance. Hair Jr et al. (2021) provide a guideline for considering whether or not it is necessary to modify a model, namely by looking at the number of residuals produced by the model. To make it easier to carry out modifications, a modification index can be used which is calculated by the program for each relationship between the variables being estimated.

4. Results and Discussion

4.1 Result

Data collection was carried out in stages at 3 times throughout 2024 until the end of the year. This test initially involves estimation of the measurement model (*outer model*) to assign the specifications of the intercourse among the latent variables and their manifest variables. The stages carried out with this test include SLF and data reliability testing using Construct Reliability (CR). Standardized loading factors can be obtained directly from the Analysis of Moment Structures (AMOS) program output, and the $\sum_j$ score is the measurement error for each indicator or observed variable.

Table 3. Recapitulation of standardized loading factors and construct reliability score

Research Variable	SLF Earning Score	e_j	CR Calculation Score
Halal Awareness (X_1)	X_1#1 = 0.614 X_1#2 = 0.935 X_1#3 = 0.5	0.05 0.096 0.038	$= \frac{4.198401}{4.198401+0.184}$ $= \frac{4.198401}{4.382401} = 0.958$
	3 item is 'valid'	$e_j = 0.184$	0.958 > 0.7, it means reliable
	(*std loading*)^2 = 4.198401		
Halal Logo (X_2)	X_2#1 = 0.855 X_2#2 = 0.806 X_2#3 = 0.708 X_2#4 = 0.35 X_2#6 = 0.5	0.039 0.004 0.061 0.022 0.069	$= \frac{10.362}{10.362+0.195}$ $= \frac{10.362}{10.557} = 0.982$
	5 item is 'valid'	$e_j = 0.195$	0.982 > 0.7, it means reliable
	(*std loading*)^2 = 10.361961		
Behavior Intentions (Y)	Y_1 = 0.807 Y_2 = 0.708 Y_3 = 0.434	0.054 0.069 0.026	$= \frac{3.798601}{3.798601+0.149}$ $= \frac{3.798601}{3.947601} = 0.962$
	3 item is 'valid'		
	(*std loading*)^2 = 3.798601	$e_j = 0.149$	
Purchase Intention of Halal Food (Y)	Z_1 = 0.576 Z_2 = 0.438 Z_3 = 1.004	0.26 0.052 0.072	$= \frac{1.24189}{1.24189+0.384}$ $= \frac{1.24189}{1.62589} = 0.764$
	3 item is 'valid'	$e_j = 0.384$	
	($\sum$*std loading*)^2 = 1.24189		

The validity assessment was conducted using the Standardized Loading Factor (SLF) generated by the analysis software, and the results are presented in Table 3 the Halal Awareness (HA) construct was initially measured using five indicators. However, one indicator (X_1#1) did not meet the required validity threshold and was therefore removed. After re-estimation, the remaining four indicators demonstrated satisfactory validity. Similarly, the Halal Logo (HL) construct originally consisted of seven indicators, but indicator X_2#5 was excluded due to an inadequate loading value. The subsequent analysis confirmed that the remaining six indicators were valid measures of the construct. For the Behavioral Intention (BI) variable, all three indicators met the validity requirements and were retained in the model. The Purchase Intention of Halal Food (PIHF) construct was initially represented by five indicators. One indicator (Z_4) was removed because it failed to satisfy the validity criterion. Following model re-specification, the remaining four indicators achieved acceptable loading values and were considered valid. Construct reliability was evaluated using Construct Reliability (CR). The CR values obtained were 0.9897, 0.958, 0.982, 0.962, and 0.764, respectively. Since all values exceeded the recommended threshold of 0.70, the measurement model can be regarded as reliable, indicating a high level of internal consistency across all research constructs.

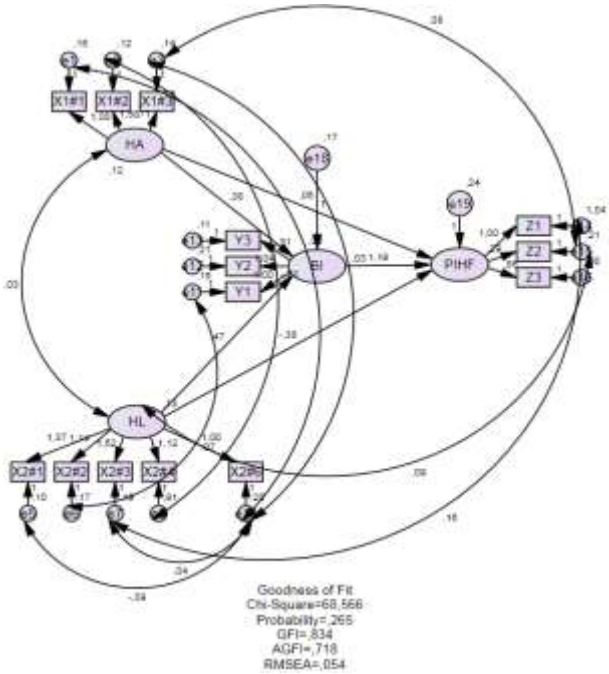

Figure 3. Model estimation test results (full-model)

Figure 3 in testing the structural model (inner model) must fulfill the requirements for evaluating the goodness-of-fit value of Fit. The proceeds of the Goodness-of-Fit test (Full-Model) calculated by the program output for each relationship among variables estimated after the model is modified, wherein the goodness-of-fit test, the value of $\chi 2$ = 68.566 with a p-value of 0.265, the Root Mean Square Error of Approximation (RMSEA) score is 0.054, the RMR score is 0.049, which fulfills the criteria from absolute fit indices. While the Goodness of Fit Index (GFI) and Adjustment values each only meet the marginal-fit criteria of 0.834 and 0.718 (poor-fit). Thus, it can be concluded that the output model fit (full-model) has an acceptable level of Goodness-of-Fit.

Table 4. Hypothesis test results

Path Diagram	Estimate	S.E.	Prob.	Test Conclusion
H_1: HA → BI	0.473	0.276	0.174	H_1 Rejected
H_2: HL → BI	0.375	0.287	0.100	H_2 Rejected
H_3: HA → PIHF	0.054	0.337	0.289	H_3 Rejected
H_4: HL → PIHF	-0.380	0.358	0.873	H_4 Rejected
H_5: BI → PIHF	1.186	0.484	0.014	H_5 Accepted

4.2 Discussion

The results from output processing SEM analysis on the first of halal characteristic i.e., halal awareness variable that rejects H_1, has a coefficient of 0.473, which means that every one unit increase in halal awareness will have an insignificant influence on the increase in behavioral intention by 47.3 percent. The probability has a 0.174 score. The research findings do not prove that halal awareness built through the indicators of aware, knowledge, and concern of halal issues is not fully a measurement in identifying behavioral intentions, and is also not in line with previous studies, conducted by Ahmad et al. (2015) which investigated at knowledge and religiosity which tested it on behavior on cosmetic products in the context of Malaysian Muslim Consumers. Then, in the study conducted by Hashim et al. (2020) which found behavioral intentions on halal work influenced by knowledge and attitudes in the context of Muslim students in Malaysia. On halal certification for food and beverage, which is also highly considered by tourist behavioral intentions (Ulfy et al., 2021). This condition may be caused by concern, knowledge, and attention to halal issues not being fully believed to be able to influence behavioral intentions. Halal awareness is the ability of a Muslim to understand what halal products are. This includes their awareness of knowledge regarding the management of these halal products.

The results from output processing SEM analysis on the second of halal characteristic, halal logo variable that rejects H_2, has a coefficient of 0.375, which means that every one unit increase in halal logo will have an insignificant influence on the increase in behavioral intention by 37.5%. The probability has a 0.100 score. The research findings do not prove that halal logo built through the indicators of quality, cleanliness, hygiene, check ingredients, and have logo and is also not in line with previous studies, conducted by Salleh et al. (2020), which investigate the power of halal image in maneuvering Muslim consumers toward patronizing retail stores. Then, in the study conducted by Jumani and Sukhabot (2020) in buying products with halal logos, they focus more on the influence of their subjective norms, which are stronger due to of family and culture, due to being Muslim will influence consumer intentions. At a Convenience Store in Hatyai made this condition can be caused by quality, cleanliness, hygiene, checking ingredients, and having this logo has not been fully believed to be able to influence behavioral intentions. The use of this halal label is more widely used by entrepreneurs as a strategy to attract consumer interest in buying their products. Meanwhile, in countries where the majority of the population is Muslim, consumers who check the halal logo are only as an initial reference that the products they buy are truly halal.

The results from output processing SEM analysis on the Halal Awareness variable that rejects H_3, has a coefficient of 0.054, which means that every one unit increase in halal awareness will have an insignificant influence on the increase in Purchase Intention of Halal Food by only 5.4%. The probability has a 0.289 score. The research findings do not prove that halal awareness built through the indicators of aware, knowledge, and concern of halal issues is not fully a measurement in identifying purchase intention of halal food directly, and is also not in line with previous studies, conducted by Abdalla M Bashir et al. (2019) which investigated the awareness and buying behaviour, which become important factor on the consumer purchase intention non-South African consumers in Cape Town. Then, in the study conducted by Parvin Hosseini et al. (2020) which found that behavioral intentions on products produce the strongest influence on halal awareness compared to halal certification, subjective norms, perceived behavioral control, attitudes, and beliefs. This condition can be caused by concern, knowledge, and attention to halal issues, which are not yet fully believed to be able to influence purchasing intentions for halal products.

The results from output processing SEM analysis on the Halal Logo variable that rejects H_4, has a coefficient of -0.038, which means that every one unit increase in halal logo will have an insignificant influence on the decrease in Purchase Intention of Halal Food by only 3.8 percent. The probability gain is known to be 0.873. The research findings do not prove that halal logo built through the indicators of quality, cleanliness, hygiene, check ingredients, and have logo and is also not in line with previous studies, conducted by Wel et al. (2022), which it is very important for food producers and entrepreneurs to obtain a halal logo certified by JAKIM. Then, in the study conducted by Widyaningrum (2019) in the context of the use of cosmetic products by Muslim students, the halal label is the most dominant influence on purchase intentions in using the product. This condition can be caused by quality, cleanliness, hygiene, checking ingredients, and the presence of this logo has not been considered, which can influence behavioral intentions to buy the product. Meanwhile, in countries where the majority of the population is Muslim, consumers check the halal logo only as an initial reference that the product they are buying is truly halal.

The results from output processing SEM analysis on the behavioral intention variable that Accepts H_5, has a coefficient of 1.186, which means that every one unit increase in behavioral intention will have a significant influence on the increase in Purchase Intention of Halal Food by 1.186. The probability gain is known to be 0.014. The research findings do prove that behavioral intention built through the indicators of intend to consume, predict that consume, and plan to consume halal foods in the future not in line with previous studies, conducted by Billah et al. (2020), which knowledge and halal logo become the factor with the highest correlation in influencing intention and then consumption behavior. Then, in the study conducted by Vizano et al. (2021), it was concluded that the higher the awareness of halal products, the greater the relationship between buying interest and buying behavior of halal food. Consumers will take an attitude (decision and preference) towards the product through evaluating attributes and forming an intention to buy or own the product they like.

5. Conclusions

5.1 Conclusion

Based on the finding results and discussion above, there are several research conclusions as follows: (1) The halal characteristics, such as Halal Awareness and Halal Logo have a positive and insignificant influence on behavioral intention and purchase intention of halal food, which inferred that awareness of halal products and halal logos in this study are not considered for the behavioral intentions, and are also used by entrepreneurs as a strategy to attract consumer interest in buying their products. (2) behavioral intention has a positive and significant influence on the behavioral intention and purchase intention of halal food. This study has limitations, where the research period taken throughout 2024 until the end of the year has the potential to be biased when obtaining information from respondents. In addition, the scope of this study is limited to consumers in Medan City, Indonesia. Based on the findings of this study, the two factors, namely halal awareness and halal logos, do not affect behavioral intentions and purchase intentions for halal food.

Important suggestions from this study are that the scope of the study should be expanded with a relatively shorter period, the measurement of research instruments should be developed with other perspectives on halal characteristic in the adoption of the Theory of Planned Behavior (TPB) better and completely so that it can answer the influence of behavioral intentions and purchasing intentions of halal products. The addition of other determining variables should be scheduled for further research shortly and the development of empirical models with a wider and more complex scope.

5.2 Research Limitations

This study has several limitations. First, the research period conducted throughout 2024 may have introduced potential bias in obtaining respondents' perceptions and information. Second, the scope of the study was limited to consumers in Medan City, Indonesia, which may restrict the generalizability of the findings to broader populations or different cultural settings. In addition, the study only focused on halal awareness and halal logo as determinants of behavioral intention and purchase intention toward halal food products.

5.3 Suggestions and Directions for Future Research

Future research is recommended to expand the scope of the study by involving respondents from different regions and using a shorter observation period to minimize potential bias. Further studies should also develop more comprehensive measurement instruments by incorporating additional perspectives on halal characteristics within the Theory of Planned Behavior (TPB). Moreover, future researchers are encouraged to include other relevant variables and develop more complex empirical models to better explain behavioral intentions and purchase intentions toward halal products.

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Authors Contributions

SWPN contributed to conceptualization, methodology, data collection, and writing of the original draft. KS was responsible for formal analysis, validation, and interpretation of the research findings. NBZ contributed to supervision, review, and editing of the manuscript. LL handled project administration, literature review, and final manuscript revision.

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