

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

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Article History:

Received on 1 June 2025

1st Revision 07 June 2025

2nd Revision 10 June 2025

3rd Revision 25 June 2025

Accepted on 1 July 2025

Abstract

Purpose: This study proposes to examine and prove empirically about influence of Halal Characteristic consist 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.

Contribution: 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.*

How to Cite: Nasution, S. W. P., Sa'diah, K., Zakaria, N. B., Liswandi, L. (2025). A Halal Characteristic of Behavioral Intention and Its Implication to the Purchase. *Bukhori: Kajian Ekonomi dan Keuangan Islam*, 5(1), 47-61.

1. Introduction

Demands for halal products worldwide, second from Muslims and non-Muslims, keep increasing with time (Y. H. Mohamed, Abdul Rahim, & Ma'aram, 2020). Malaysia is one of the countries that is becoming a main halal product supplier. According to some researchers, e.g., Malaysia's halal industry is valued at US\$30 billion, which is forecast to grow 25% in five years again, whereas the global halal market is estimated at around US\$2.3 trillion and is supposed to keep on growing (Ab Hamid, Shahwahid, Othman, & Saidpudin, 2017). Alongside Indonesia, as its neighbouring country that also has one of the biggest muslim populations, the country is now focusing on developing the halal industry seriously.

Over the past ten years until nowadays, the halal industry in Indonesia has developed quite rapidly, this can be seen from the rise of products carrying the halal label. Such as ready-to-eat food, food in restaurants, halal tourism, to Islamic clothing are also gradually developing in certain areas of food industry (Qizwini & Purnama, 2024). Ready-to-eat food products have developed quite rapidly, from snacks to substitutes for staple foods, starting from cities to regions. The term halal Islamic word means “permissible”. This elaborated into a classification called the five decisions, namely mandatory, recommended, neutral, reprehensible, and forbidden (Shahin, 2014).

Prior identification by (Fathoni, 2020) stated that Indonesia has the potential to develop the Halal Industry in several sectors, especially halal food, halal travel, halal fashion, and halal finance. Then, also explained that a large Muslim population in Indonesia implied this. Indonesia contributed around 12.7 percent of the world's Muslim population (Alim, Mawardi, & Bafadhal, 2018). This could be done through good supply chain management to optimize the halal industry's potential and beyond. Therefore, supply chain management is considered a really important matter for every stakeholder in this area. Christopher (1998) explained that supply chain management is associated to every organization's supply chain that involved herein, both upstream and downstream sectors to increase value added in the products and services for consumers (Stadtler & Kilger, 2005). Therefore, the supply chain is basically a network consisted of lot of companies that Tyndall *et al.* (1998) explained that advanced supply chain systems brought supply chain links and operational terms that involve the flow of materials, components and products (Mentzer *et al.*, 2001) make-common to build and deliver a product to the end-user (Sucahyowati, 2011).

Based on the Sharia Economy and Finance Report, Indonesia presented the largest halal industry market in the world with a Muslim population of 229.96 million in 2020, with spending of 184 billion US dollars in 2020 (Utama, 2023). Will increase by 14.96 percent, and this will continue to increase around the compound annual growth rate (CAGR) predicted in 2025. Then, the halal food and beverage sector has now become a sector with the greatest potential in Indonesia. The impact of the sharia economy is considered strong, with a contraction of -1.70 and a comparison with the national economy of -2.07% during the Covid-19 pandemic (*Indonesia Halal Markets Report 2021/2022*, 2021). In 2017, spending on Indonesian halal food and drink products reached USD 170.2 billion (2019/20: *State of the Global Islamic Economy Report*, 2019).

Research using the subject of foreign consumers domiciled in South Africa who buy food from various halal markets, including refugee migrants, traders, employees, laborers, and students, as many as 230 respondents (Abdalla Mohamed Bashir) in 2019, regarding about halal awareness, halal logos, and foreign attitudes to the consumer purchase intention. The results of the study show that all of the elements significantly confirm the intention of foreign consumers towards buying behavior of purchase halal food products. This finding also suggests that non-Muslim consumers' awareness and attitudes toward halal food liken by Muslim consumers. Research the subject of Muslim student millennial's in the morning class and afternoon classes of 2015 to 2018 President University, Indonesia who bought halal food as many as 230 respondents (Setiawati, , & Syah) in 2019 regarding attitude as an intervening variable of influence factors the intention to buy halal food for the millennial generation. The results showed that halal awareness had a significant influence on attitudes against halal food, then halal awareness and attitudes towards halal food either had of significant implication for intention to buy halal food, and halal awareness, which was intercourses by attitudes against halal food, affected the intention to buy halal food. Research with the non-Muslim consumer subject at five grocery stores in Selangor, Malaysia, namely Giant, Aeon, Aeon Big, Econsave, and Tesco as many as 300 respondents by (Wibowo, Hanafiah, Ahmad, & Khairuzzaman) in 2020 which presented about knowledge of halal food to non-Muslim consumers in Malaysia for its influence on attitudes and purchase intentions. The results of the study show that non-Muslim consumers will rely on psychological factors to process incoming information about halal food. In this situation, the dependence on psychological factors will be strengthened to facilitate their buying process. Research with participant subjects who are domiciled in Rize, Turkey, who buy and consume chicken products by as many as 410 respondents (Ozturk) in 2022 regarding the influence of knowledge of halal products, awareness of halal, perceived psychological risks, and attitudes to use and intentions to buy halal products. The research results

confirm the models and research hypotheses between the variables tested, whereas perceived psychological risk, knowledge, and awareness of halal products have a positive effect towards attitudes against using products and buy intention of those products. Intention to buy is affected by the availability of benefits of halal products and attitudes, and behavior towards halal products (Koc, Ozkan, Komodromos, Efendioglu, & Baran, 2024)

Consumers who are aware of the halalness of food products will buy products that carry a halal label and are good from BPOM-MUI. It is very important to include it on every product packaging sold in the market to ensure consumers' sense of security for these food products (Pratikno et al., 2021, p. 52). One form of protection in the food aspect is the inclusion of halal labels on packaged products that are sold, so that consumers can know with certainty about the condition of the products they will consume. The government, as the protector of the people, also provides consumer protection through the issuance of Law No. 8 of 1999. Meanwhile, regarding halal assurance, it is contained in Law No. 33 of 2014, which is explained in paragraph 4, that products that enter, revolve, or are in commerce in Indonesia have to be certified halal ("Head of BPJPH: Halal Certification Obligation for Consumer Protection and Business Convenience," 2024). Medan is a multi-ethnic area, which is, of course, accompanied by its cultural diversity. Culture is a way of human life that functions to ensure the preservation of life and welfare of society by providing proven experiences to meet the needs of those who join the community concerned, because culture teaches people how to behave and strives to meet basic needs. Consumer behavior is a process of a series of activities when a person deals with the finding, purchasing, choosing, utilization, and assessment of products and services to fulfill their needs and wants (Rajagopal, 2020), so that consumer behavior is the basis for consumers to make purchasing decisions. In Adam Smith's consider, a rational and capitalistic society in most cases just purchase and do consume something when they demand it, and even then based on all rational considerations, i.e., calculating return and loss (Bowden, 2020), and imagining that society is constantly find commodities referring to the lowest price.

Studies have identified several key components that imply consumers' purchase intention of halal food, including halal awareness and halal logo factors. These factors covered religiosity, subjective norms, attitude, perceived behavior control, and others. These determinants play an essential role in forming consumer decisions when it comes to choosing about product of halal food. The presence of halal certification on a product is found to be an important factor that positively impacts consumers' purchase intention of halal food (Harun, Zahidah Idris, & Bashir, 2023). Similarly, halal awareness also has a positive implication towards purchase intention (Aslan, 2023). This halal logo becomes very important when you see that consumers will look for this before making a final purchasing decision. Overall, the anticipated discoveries and findings in the research on factors affecting consumers' purchase intention of halal food shed light on the significant role of focus determinants such as halal awareness and halal certification. This study proposes to examine and prove empirically about influence of Halal Awareness and Halal Logo on the Consumption Behavior of Halal Food Products. Focuses study implement with observation in Medan City (Riwukore, 2023).

2. Literature Review and Hypothesis Development

2.1. TPB (*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).

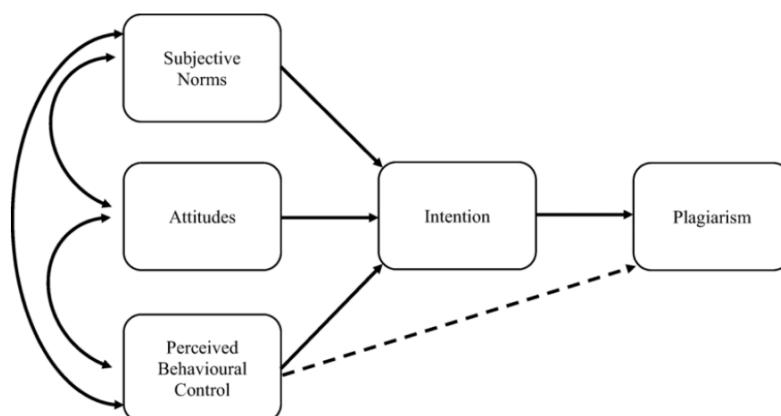


Figure 1. The Theory of Planned Behavior
Source: *Adopted by* (Ajzen, 1991)

The three core components of the TPB, based on the Icek Ajzen, 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 (Dharma, Agustina, & Windah, 2021).

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 because 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, p. 3), 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, 2018). Hereinafter, mostly in educating consumers about the production and essential role of halal products can elevate awareness (Koc et al., 2024).

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. A. Mohamed, Rezai, Shamsudin, & Chiew F.C., 2008). 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 *halāl* logo is a vital attestation that the food or drinks are truly safe, *halal*, and hygienic.

2.5. 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); stated several type of purchase intentions i.e.: (i) Transactional; purchasing do a person's desire or propensity a certain product; (ii) Referential, a person's propensity to encourage to other people about a product; (iii) Preferential; the intention that represents the someone behavior of primary preference (choice) about a product; (iv) Explorative; this intention represents the someone behavior who always finds an information about the interested product to give the positive properties of the product.

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 (Sidik & Safitri, 2020). 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 (Ratmono, Rusmana, & Hasanah, 2023).

2.6. 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:

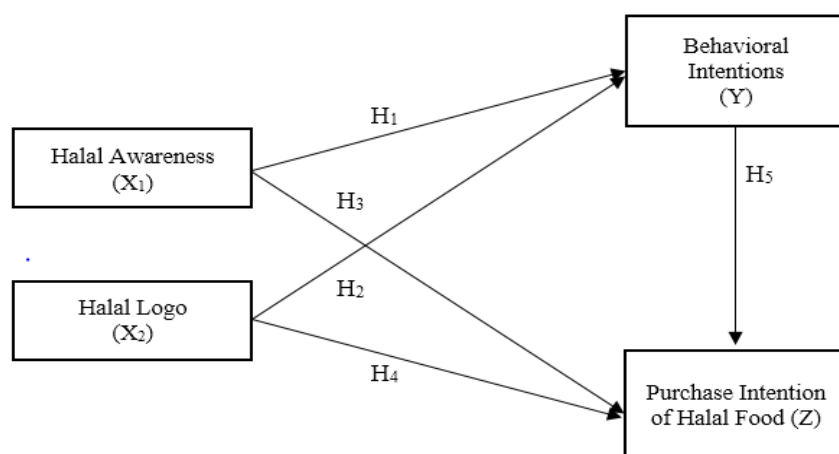


Figure 2. The Proposed of Framework Model
Source: *Adopted by Author's (2024)*

Many prior studies have established a significant positive link among halal awareness and behavioral intention. This is because 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, & 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:

H₁: 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 (Abang Salleh, Mohd Suki, Hashim, Abang Naim, & Ismawi, 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:

H₂: Halal logo significantly influence to behavioral intention of halal food

Research by Bashir *et al.* (2018), 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 (Ozturk, 2022). On the contrary, the findings from Mohammad Hosseini *et al.* (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:

H₃: 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 (Che Wel, Abu 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:

H₄: Halal logo significantly influence to purchase intention of halal food

For instance, Arif Billah *et al.* (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, & Fahlevi, 2021). The following fifth hypothesis is stated:

H₅: Behavioral intention significantly influence 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 (Bhattacharjee, 2019, p. 37). The quantitative design can choose for gathering information about consumer survey. 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 & 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, & Lebdaou, 2020; Rausch & Kopplin, 2021)

Source: *Adopted from Prior Research by Author's* (2024)

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, 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 because 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., Hult, Ringle, Sarstedt, & Danks, 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, p. 2). 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 below:

$$Y = \alpha + \beta_1.X_1 + \beta_2.X_2 + e \dots (1)$$

$$Z = \alpha + \beta_3.X_1 + \beta_4.X_2 + \beta_5.Y + e \dots (2)$$

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	$\geq 0,90$
RMSEA	< 0,05
RMR	< 0,05
Standardized RMR	$\leq 0,08$
AGFI	$\geq 0,05$
NFI	> 0,90
TLI / NNFI	$\geq 0,95$
CFI	$\geq 0,95$
RFI	$\geq 0,90$
PGFI	> 0,50
PNFI	0,60 – 0,90
CMIN / DF	< 2,00

Source: Hair *et al.* (2021)

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. Joseph F. Hair *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. The figure 1.96 is the allowable limit value which is interpreted as statistically significant at the 5 percent level and indicates the existence of a substantial prediction error for a pair of indicators. 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 AMOS program output, and the ϵ_j score is the measurement error for each indicator or observed variable.

Table 3. Recapitulation of Standardized Loading Factors (SLF) and Construct Reliability (CR) Score

Research Variable	SLF Earning Score	$\sum e_j$	CR Calculation Score
Halal Awareness (X1)	X1#1 = 0.614	0.05	$= \frac{4.198401}{4.198401+0.184}$
	X1#2 = 0.935	0.096	$= \frac{4.198401}{4.382401} = 0.958$
	X1#3 = 0.5	0.038	
	3 item is 'valid'		
	$(\sum std\ loading)^2 = 4.198401$	$\sum e_j = 0.184$	0.958 > 0.7, it means reliable
Halal Logo (X2)	X2#1 = 0.855	0.039	$= \frac{10.362}{10.362+0.195}$
	X2#2 = 0.806	0.004	
	X2#3 = 0.708	0.061	$= \frac{10.362}{10.557} = 0.982$
	X2#4 = 0.35	0.022	
	X2#6 = 0.5	0.069	
	5 item is 'valid'		
	$(\sum std\ loading)^2 = 10.361961$	$\sum e_j = 0.195$	0.982 > 0.7, it means reliable
Behavior Intentions (Y)	Y1 = 0.807	0.054	$= \frac{3.798601}{3.798601+0.149}$
	Y2 = 0.708	0.069	
	Y3 = 0.434	0.026	$= \frac{3.798601}{3.947601} = 0.962$
	3 item is 'valid'		
	$(\sum std\ loading)^2 = 3.798601$	$\sum e_j = 0.149$	
Purchase Intention of Halal Food (Y)	Z1 = 0.576	0.26	$= \frac{1.24189}{1.24189+0.384}$
	Z2 = 0.438	0.052	
	Z3 = 1.004	0.072	$= \frac{1.24189}{1.62589} = 0.764$
	3 item is 'valid'	$\sum e_j = 0.384$	
	$(\sum std\ loading)^2 = 1.24189$		

Source: Processed by Author's (2025)

The results of the validity test by gaining standardized loading factors (SLF) from the output program are summarized in Table 3 above, whereas the Halal Awareness (HA) variable has 4 (four) item indicators. Previously, 1 indicator was eliminated, i.e., X1#1, because it was 'not valid'. Retesting was carried out, and finally, all indicators were declared 'valid'. The Halal Logo (HL) variable has 6 (six) item indicators. Previously, 1 indicator was eliminated, i.e., X2#5, because it was 'not valid'. Retesting was carried out, and finally, all indicators were declared valid. The Behavioral Intention (BI) variable has 3 (three) item indicators, all of which were declared 'valid'. The Purchase Intention of Halal Food (PIHF) variable uses 4 (for) item indicators. Previously, 1 indicator, i.e., Z4, because it was 'not valid'. Retesting was carried out, and finally, all indicators were declared 'valid'.

The results of the reliability test with the calculation of construct reliability (CR) are scores of 0.9897, 0.958, 0.982, 0.962 and 0.764, meaning that the entire construct of this research variable is reliable because it has a CR value greater than 0.70

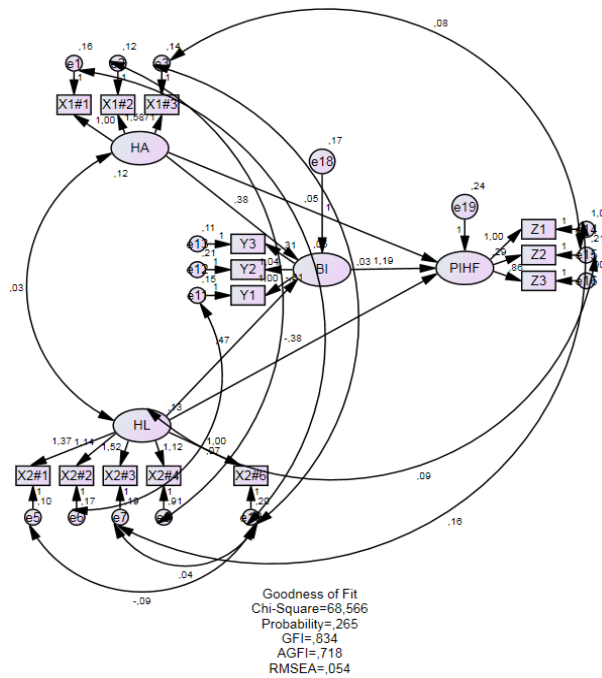


Figure 3. Model Estimation Test Results (Full-Model)
Source: *Output Program* (2025)

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 Reject
H ₂ : HL → BI	0.375	0.287	0.100	H ₂ Reject
H ₃ : HA → PIHF	0.054	0.337	0.289	H ₃ Reject
H ₄ : HL → PIHF	-0.38	0.358	0.873	H ₄ Reject
H ₅ : BI → PIHF	1.186	0.484	0.014	H ₅ Accept

Source: Processed by Author's (2025)

4.2 Discussion

The results from output processing SEM analysis on the first of halal characteristic i.e., halal awareness variable that rejects H₁, 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 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 it on 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 (Ulfiy *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 i.e., 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 percent. The probability has 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 Abang 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 & Sukhabot, 2020) in buying products with halal logos, they focus more on the influence of their subjective norms, which are stronger because of family and culture, because being Muslim will influence consumer intentions. At a Convenience Store in Hatyai. 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 percent. The probability has 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 Bashir *et al.* (2018) 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 Hosseini *et al.* (2020) which found it on 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 Che 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 an 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 Arif 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, preference) towards the product through evaluating attributes and forming an intention to buy or own the product they like.

5. Conclusion

Based on the finding results and discussion above, there are several research conclusions as follows: (1) The halal characteristics i.e., 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) more 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.

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