

# The Influence of Halal Certification, Halal Awareness and Brand Image on Halal Food Product Purchase Intention in Indonesia

Muhammad Sayyid Hanif <sup>1</sup>, Budi Astuti<sup>2\*</sup>

<sup>1,2</sup> Universitas Islam Indonesia, Yogyakarta, Indonesia

\*Corresponding Author: [budi.astuti@uii.ac.id](mailto:budi.astuti@uii.ac.id)

## ABSTRACT

This study aims to examine the influence of halal certification, halal awareness, and brand image on consumer purchase intentions of halal food products in Indonesia. Data was collected through an online survey using a six-point Likert scale, involving 201 relevant respondents. The analysis technique applied is Partial Least Square-Structural Equation Modeling (PLS-SEM). The results revealed that halal certification does not affect purchase intent, but it does affect brand image. In addition, brand image and halal awareness directly increase consumer purchase intention. This research provides valuable insights into the factors influencing halal food purchasing decisions in Indonesia, while also offering practical implications for the food and beverage industry to increase the attractiveness of halal products through a quality-based approach and brand image.

**Keywords:** Brand image, Halal awareness, Halal certification, Halal food products, Purchase intention

**DOI:** <https://doi.org/10.64458/asbnc.v2.73>

## INTRODUCTION

The concept of halal in Islam is not only about legalistic aspects, but also a representation of the spiritual values, ethics, and quality of life that muslims live. Halal means something that is permissible according to Islamic law, and in the modern context, the term has evolved into a consumption standard that integrates aspects of cleanliness, safety, justice, and sustainability.

As global awareness of the halal lifestyle increases, the halal industry shows enormous economic potential. According to Azam and Abdullah (2020), the halal industry is growing by around 20% per year, with a global economic value estimated at US\$2.3 trillion. Not only limited to the food and beverage sector, the halal ecosystem now includes cosmetics, pharmaceuticals, Islamic finance, and halal tourism. In the midst of a wave of digital transformation, technologies such as artificial intelligence (AI) and automation are accelerating innovation in verification, tracking, and distribution of halal products more efficiently (The Halal Times, 2023).

As a country with the largest Muslim population in the world, Indonesia has a responsibility as well as a strategic opportunity to lead in the development of the global halal industry. However, on the other hand, challenges remain, especially in building consumer trust in halal products circulating in the market. One of the key instruments in answering these challenges is halal certification. Certification not

only ensures the conformity of products to sharia law, but also becomes an important tool in building trust and transparency in the eyes of consumers (Khan & Haleem, 2016).

In addition, consumer awareness of the importance of halal products and halal brand image are increasingly significant factors in shaping purchase intentions. According to Yunus M., et al (2014), a muslim's halal awareness has a significant influence on consumer interest in buying a product. This is supported by Ahmad, et al. (2013), halal awareness reflects the level of knowledge and understanding of consumers towards the concept of halal and its relevance in daily life. In addition, to achieve customer loyalty, companies need to create a brand image with positive elements and highlight their special characteristics (Cham, 2021). Brand image can create a positive image that attracts consumers to buy the products offered (Rahmayani, 2020). The image of the halal brand affects consumers' emotional and rational perception of the reliability of a product in fulfilling sharia values (Yani & Karneli, 2018).

Although various studies have addressed these aspects separately, there have not been many comprehensive studies in Indonesia that have empirically examined the relationship between halal certification, halal awareness, and halal brand image on consumer purchase intention in a single unified model. Therefore, this study is important to fill the literature gap and provide empirical evidence about the determinants of purchase intention of halal products, especially in the context of Indonesian muslim consumers.

The Theory of Planned Behavior (TPB) framework is used in this study because it is able to explain consumer intentions and behaviors based on three main components: attitudes, subjective norms, and perception of behavioral control. By integrating the SDGs, this study will reveal how halal certification, awareness, and brand image can shape consumer intentions psychologically and socially.

Thus, this research is expected not only to contribute to the development of theories in the field of Muslim consumer behavior, but also have practical implications for halal industry players, regulators, and other stakeholders in formulating more effective marketing strategies and certification policies.

## **LITERATURE REVIEW**

### **Planned Behavior Theory**

The theory used in this study is the Planned Behavior Theory (TPB) introduced by Ajzen (1991) which is one of the most frequently used theories to explain the factors that directly affect behavior. The SDGs describe the factors that influence a person's decision to perform certain behaviors. This research is based on beliefs about the purchase of halal food. Ajzen's Theory of Planned Behavior (TPB) is a development of the Theory of Reasoned Action (TRA) (Ajzen and Fishbein, 1985). TPB is presented because the TRA model cannot explain behaviors that are not completely under the control of the individual. Will-will control refers to how much behavior can be done with individual willpower (Blackwell et al., 2006). Behavior that is not consciously considered cannot be explained by this theory. The TPB model states that the application of a behavior by a person is influenced by the individual's intention to perform that behavior. Consumers' attitudes towards halal products can be formed based on their perception of the importance of halal certification, halal awareness, and brand image.

This study uses the framework of Planned Behavior Theory (TPB) developed by Ajzen (1991), as a theoretical basis to explain the factors that affect consumers' purchase intention for halal products. TPB is a development of the Theory of Reasoned Action (TRA) previously introduced by Fishbein and Ajzen (1985), which emphasizes that a person's behavior is determined by intention, which is influenced by attitudes towards behavior and subjective norms.

TPB adds a third element, namely perceived behavioral control, to accommodate situations where individuals do not have full control over their behavior. Will-will control refers to how much behavior can be done with individual willpower (Blackwell et al., 2006). According to Ajzen (1991), intention is the

main indicator that reflects a person's readiness to perform a behavior, and is influenced by: attitudes towards behavior which is a positive or negative evaluation of an individual towards an action, subjective norms as a social pressure or influence of the environment on the individual and perceived control of behavior, namely the extent to which the individual feels capable of carrying out the action.

In the context of this research, TPB becomes relevant because consumers' purchase intentions towards halal food products are influenced by their perception of halal certification, halal awareness, and halal brand image—all of which reflect the dimensions of consumer attitudes and perceptions in decision-making. Recent research by Ng et al. (2022) and Yusoff et al. (2023) shows that TPB remains a powerful model for explaining the purchase intent of halal products, particularly in the Southeast Asian market. The three components of the SDG can be modified contextually by incorporating factors such as halal certification, halal awareness, and brand image, which represent consumer attitudes and beliefs in a religious context.

### **Halal Certification and Purchase Intention**

Halal certification is a form of formal assurance that the products consumed are in accordance with sharia principles. This certification not only gives confidence to muslim consumers, but also reflects the quality and integrity of the product itself (Khan & Haleem, 2016). Studies by Ali et al. (2017), Amat et al. (2014), and Majid et al. (2015) show that the existence of halal certification has a significant impact on consumers' purchase intentions, as it helps them make decisions in accordance with religious values. In addition, in Islam, the concepts of *halalan* and *toyyiban* refer to products with high quality (Ahmad, et al 2013). So, halal certification also shows that the product has a high value. In this context, halal certification serves as a signal of trust and credibility of the product. Halal certification plays an important role in strengthening the buying intention of muslim consumers. Consumers feel more confident and comfortable in buying products that have been officially certified halal. Research by Rahman et al. (2023) in Malaysia and Utami & Gunawan (2022) in Indonesia shows that the existence of halal labels increases the perception of product safety and legitimacy, which ultimately drives purchase intention.

H1: Halal certification has a positive effect on purchase intention.

### **Halal Certification and Brand Image**

In addition to increasing purchase intent, halal certification also affects brand perception in the eyes of consumers. Halal labels and logos give the impression that the product is not only sharia legal, but also safe, hygienic, and of quality. This strengthens the brand image as a trustworthy product (Janah, 2018). Research by Aziz & Chok (2013) and Khofifah & Supriyanto (2022) shows that halal certificates have a positive impact on shaping brand image, especially in the context of muslim markets that are sensitive to religious aspects. Halal labels are not only a guarantee of sharia compliance, but also a strategic brand communication tool. Consumers associate brands that have halal certification with values such as cleanliness, quality, and integrity.

Recent research by Hanif, et al. (2024) shows that halal certificates contribute to the improvement of brand image in the urban Muslim market, especially in the fast food and beverage category. These results are consistent with previous findings by Aziz & Chok (2013) and Khofifah & Supriyanto (2022).

H2: Halal certification has a positive effect on brand image.

### **Brand Image and Purchase Intention**

Brand image reflects consumers' perception of a brand based on the experience, knowledge, and associations inherent in the brand. Brands associated with halal principles are often considered cleaner, ethical, and trustworthy (Shamsudin et al., 2020). This can strengthen consumers' intention to make a

purchase. According to Phan and Ghantous (2013), brand image plays an important role in shaping consumer expectations, which further impacts purchasing decisions. Dianita & Arifin (2018), as well as Saputro et al. (2023), also found that brand image significantly influences purchase intention across different product categories.

Brand image plays an important role in the consumer evaluation process before buying a product. Brands associated with halal and ethical values tend to build emotional and functional trust. Research by Fauzi & Suryani (2023) shows that halal brand image significantly influences the purchase intention of Gen Z consumers in Indonesia, who tend to be more concerned about religious values and sustainability. This emphasizes the importance of value-based brand positioning in the midst of an increasingly competitive halal market.

H3: Brand image has a positive effect on purchase intention.

### **Halal Awareness and Purchase Intention**

Halal awareness refers to the level of knowledge, understanding, and commitment of a Muslim to the consumption of halal products according to Islamic teachings (Ahmad et al., 2013). Consumers with a high level of awareness will be more selective and careful in choosing the products they consume. Thus, halal awareness reflects the consumer's level of knowledge, belief, and religious sensitivity to the halalness of the products consumed. The higher the awareness, the higher the tendency to verify and choose products that are believed to be halal.

Research by Bashir, et al. (2020) and Vizano et al. (2021) shows that the higher the awareness of halal, the stronger the consumer's intention to buy halal products. This means that education and knowledge about halal products can encourage more targeted purchasing behavior. In addition, a study by Syahputra & Ramadhani (2022) proves that the level of halal literacy is one of the strong predictors of the intention to purchase food products among millennial Muslim consumers. Consumers who actively seek halal information have stronger buying intentions than passive ones.

H4: Halal awareness has a positive effect on purchase intention.

### **RESEARCH METHOD**

This study uses causality research to test the causal relationship between related variables through hypothesis testing. The variables investigated in this study include two independent variables: halal certification and halal awareness, one intermediate variable: brand image, and the dependent variable is purchase intention. This study uses a quantitative approach method by applying statistical tools to analyze data that has been collected in the period from September to October 2024. Primary data with a six-point Likert scale, obtained through an online questionnaire. This psychometric scale is most often used to collect respondents' responses to a specific level of agreement (Kandasamy et al, 2020). The use of six points on the Likert scale is intended to determine the tendency of respondents' answers to questions so that there is no bias. The questionnaire included: 7 indicators of halal certification (Aziz & Chok, 2013 and Faturohman, 2019), 7 indicators of halal awareness (Aziz & Chok, 2013 and Faturohman, 2019), 3 indicators of brand image (Aziz & Chok, 2013) and 6 indicators of purchase intention (Aziz & Chok, 2013). Based on the test results, there are 2 invalid indicators of purchase intention, so they will not be used in the next stage of testing.

The location of this study is Indonesia and there are no specific restrictions regarding the geographical area, so it is not limited to any geographical area. Moreover, the trade of halal food products in Indonesia is very common, because the majority of the population is Muslim. The sampling process was carried out by applying convenience sampling techniques, by distributing questionnaires through social media such as Instagram, WhatsApp, Twitter, and E-Mail. The determination of the sample count

was based on the total indicator plus the latent variables, which were then multiplied by five to reach the minimum sample target, and multiplied by ten to reach the desired maximum sample target (Hair et al., 2013). In this context, the number of samples was 216 (27 multiplied by 8), but there were 15 questionnaires that did not meet the criteria, so the total sample of this study was 201.

The data analysis technique in this study uses descriptive analysis and statistical analysis. Descriptive analysis is an analysis process that is carried out by detailing and describing the basic characteristics of raw data (Babin & Zikmund, 2016). In this study, the statistical analysis technique used is Partial Least Square-Structural Equation Modeling (PLS-SEM) through SmartPLS software. PLS-SEM is used as an analytical model to test hypotheses by analyzing the influence between variables. Structural Equation Modeling (SEM) is a statistical method with a confirmation approach that is used to test hypotheses and examine structural theories related to data (Byrne, 2016).

RESULTS

Data from this study was obtained from respondents who intend to buy halal food products. This data collection is carried out by distributing questionnaires online and randomly through social media platforms such as email, Whatsapp, Instagram, Twitter. The results of the research data collection can be seen in Table 1.

Table 1: Data Collection Results

Description	Number	Percentage
Questionnaires received	216	100%
Questionnaires that do not meet the requirements	15	6,9%
Eligible questionnaire	201	93,1%

Source: Primary data processed (2024)

Based on Table 1, it can be concluded that the number of questionnaires received was 216 (100%). The number of questionnaires that met the requirements was 201 (93.1%) and of these, most were men (52%) and women reached 48%, with the age of most of them still young 82% (17-25 years), followed by 26-40 years old as many as 12% and age over 41 years reached 6%. The results of the SEM-PLS statistical test will be presented as follows.

Table 2: Convergent Validity Test Results

Variable	Indicator	Factor Loading	AVE
Halal certificate	HC1	0.873	0.714
	HC2	0.830	
	HC3	0.834	
	HC4	0.891	
	HC5	0.870	
	HC6	0.807	
	HC7	0.804	
Halal awareness	HA1	0.720	0.583
	HA2	0.794	
	HA3	0.788	
	HA4	0.735	

Variable	Indicator	Factor Loading	AVE
Brand image	HA5	0.773	0.823
	HA6	0.775	
	HA7	0.756	
	BI1	0.877	
	BI2	0.908	
	BI3	0.936	
Purchase Intention	PI1	0.813	0.714
	PI2	0.739	
	PI3	0.706	
	PI4	0.815	

Source: Primary data processed (2024)

Based on Table 2, it can be concluded that all indicators pass the convergent validity test because they have a factor loading value of  $> 0.7$ . According to Hair et al. (2019), a factor loading value of more than or equal to  $\pm 0.50$  is considered significant in practice, and a value of more than 0.70 indicates a well-interpreted structure.

Table 3: Results of the Discriminant Validity Test & Reliability Test

Construction	BI	HA	PI	HC	Cronbach's Alpha	CR
Brand image					0.893	0.933
Halal awareness	0.713				0.881	0.907
Purchase intention	0.725	0.743			0.769	0.853
Halal certification	0.591	0.683		0.592	0.933	0.946

Source: Primary data processed (2024)

Based on Table 3, it can be concluded that all items are valid and can be used as an explanation of any variable construct. This is because all the study variables have a cross-loading value that is greater than the correlation value between the constructs. Meanwhile, the Alpha Cronbach value for the halal certification variable is 0.933; halal awareness 0.881; brand image 0.893; and purchase intention of 0.769, and the reliability value of halal certification composites is 0.946; Halal awareness 0.907; brand image 0.933; and purchase intention of 0.853. The results of this test can be concluded that the variables of halal certification, halal awareness, brand image and purchase intention are reliable. The results of the determination coefficient (R-Square) test are shown in Table 4.

Table 4: R-Square Values

Variable	R square	R-square adjusted
Brand Image	0.293	0.290
Purchase Intention	0.472	0.463

Source: Primary data processed (2024)

Based on Table 4, it shows that the variables of halal certification, halal awareness and brand image have an influence of 47.2% with an R-Square value of 0.472 on purchase intention and the halal certification variable has an influence of 29.3% with an R-Square value of 0.293 on brand image, so it can

be said to have a model value in the medium category based on Hair et.al (2011). In addition, an SRMR value of 0.084 indicates that the research model meets the suitability criteria, as this value is below 0.1 (Hu & Bentler, 1999). The results of the hypothesis test can be seen in Figure 1 and Table 5.

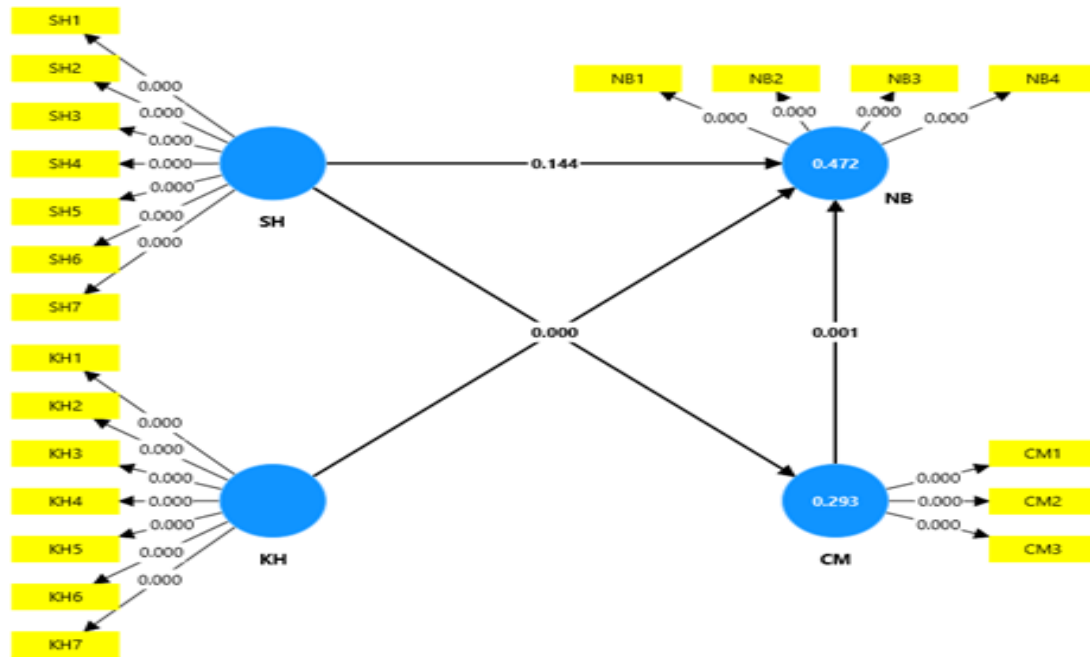


Figure 1: Hypothesis Testing Results

Table 5: Path Coefficient Values

Variable	Original Sample(O)	t-Statistik	t-Statistik
Halal Certification→Purchase Intention	0.111	1.46	0.144
Halal Certification→ Brand Image	0.542	6.75	0.000
Brand Image → Purchase Intention	0.334	3.39	0.001
Halal Awareness → Purchase Intention	0.341	3.28	0.001

Source: Primary data processed (2024)

Table 6: Summary of Hypothesis Testing Results

Summary of Hypothesis Testing Results	Description
H1: Halal Certification Has a Positive Effect on Purchase Intention	Rejected
H2: Halal Certification Has a Positive Effect on Brand Image	Accepted
H3: Brand Image has a positive effect on Purchase Intention	Accepted
H4: Halal Awareness Has a Positive Effect on Purchase Intention	Accepted

The results of the hypothesis test as seen in Figure 1, Table 5 and Table 6 show the following results:

#### The Effect of Halal Certification on Purchase Intention

The path coefficient between halal certification and purchase intention has a value of 0.111, but is not statistically significant ( $t = 1.46$ ;  $p = 0.144$ ). This shows that although halal certification is seen as

important, its existence alone is not enough to directly encourage consumer intention to buy halal products. These findings signal that consumers may not only consider the existence of a halal label as the sole factor, but also look at how the certification translates into brand experience, product communication, or other additional values. Halal certification may have become a "basic need", but it is no longer a strong differentiating factor directly in influencing purchase intent.

### **The Effect of Halal Certification on Brand Image**

The relationship between halal certification and brand image proved to be strong and significant (coefficient = 0.542,  $t = 6.75$ ,  $p < 0.001$ ). This means that the existence of halal certificates contributes greatly to building a positive perception of the brand in the eyes of consumers. In other words, halal logos or labels on products not only serve as a guarantee of sharia compliance, but also as a means of communicating values that increase credibility and trust in the brand. This is in line with the characteristics of muslim consumers who integrate spiritual and emotional values in decision-making.

### **The Influence of Brand Image on Purchase Intention**

Halal brand image has a significant and positive influence on consumer purchase intent (coefficient = 0.334,  $t = 3.39$ ,  $p = 0.001$ ). This shows that brands associated with halal values, trust, and high quality are able to strongly encourage purchase intent. Practically, this indicates that communication and branding strategies that touch on muslim consumer values (such as purity, ethics, and social responsibility) will be more effective in influencing purchase intent than just administratively including halal labels.

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

Halal awareness also showed a significant relationship with buying intention (coefficient = 0.341,  $t = 3.28$ ,  $p = 0.001$ ). These findings indicate that the higher the level of knowledge and awareness of consumers towards the concept of halal, the greater their tendency to buy halal products. This strengthens the argument that consumer education and halal literacy play an important role in strengthening purchase intent. Consumers who are aware of the importance of halal spiritually and practically will be more selective in buying products, and have higher loyalty to brands that they believe are truly halal.

## **DISCUSSION**

Based on the results of the path analysis in Table 5, it is known that the effect of halal certification on purchase intention has a coefficient value of 0.111, with a t-statistic of 1.46 and a p-value of 0.144. This value shows that the direct influence between halal certification and purchase intent is not statistically significant at a significance level of 5%. This means that in the context of this study, the existence of halal certification does not necessarily increase consumers' intention to buy halal products. This finding contradicts a number of previous studies that stated that there is a positive effect of halal certification on purchase intention (Nurcahyo and Hudrasyah, 2017; Aziz and Chok, 2013). In addition, the results of the research of Ali et al., (2017); Majid et al., (2015) and Amat et al., (2014) show that halal certification has a significant direct influence on purchasing decisions. However, these results cannot be concluded as an absolute contradiction, but rather reflect changes in the behavior and orientation of modern Muslim consumers. Today's consumers are increasingly critical and selective in assessing products, where halal labels are considered a basic need or a minimum obligation, rather than a differentiating advantage. So, the existence of a halal logo alone is not enough to encourage the formation of strong buying intentions. This is in line with the findings of Rahman et al. (2022) who show that the influence of halal labels on purchase intention occurs indirectly, especially through brand trust and consumer perception of quality.

Thus, these findings do not necessarily negate the importance of halal certification, but rather show a change in the way modern consumers view halal labeling. In the context of consumers who are increasingly literate and critical, the existence of a halal logo alone no longer seems to be the only determinant of purchase decisions. Consumers may consider halal certification to be the minimum

standard that should exist, and pay more attention to other added values such as quality, brand reputation, and personal trust in the producer. This is also supported by recent studies such as those from Nasution & Yusnita (2023) which states that halal labels currently tend to have an indirect influence through brand perception or consumer trust, rather than as a direct factor on purchase intention. Likewise, the results of research from Rahman, et al. (2022) indicate that in the post-labelization era, the company's credibility, halal narrative in marketing, and consistency of brand behavior are more decisive than just the inclusion of halal logos. In other words, the effect of halal certification is more symbolic and acts as an "enabler", no longer a "primary driver" in the formation of purchase intention.

Furthermore, a study by Nasution & Yusnita (2023) emphasizes that consumers today tend to build purchase intent based on a holistic perception of the brand, including the halal narrative conveyed in marketing communications, the manufacturer's reputation, and the credibility of the certifier. This means that the mechanism of influence of halal certification does not occur directly, but is mediated by other variables, such as brand image, which in this study actually shows a significant influence on purchase intention. Thus, although the H1 hypothesis is not statistically supported, the significance of halal certification remains relevant, but its role is more precisely understood as a variable that shapes a brand image, rather than as a factor that directly influences purchase intention.

The test results showed that the effect of halal certification on brand image had a coefficient value of 0.542, with a t-statistic of 6.75 and a p-value of 0.000. This value signifies a very statistically significant influence, which means that the existence of halal certification significantly strengthens consumers' positive perception of a brand's image. These findings are consistent with several previous studies such as Aziz & Chok (2013) and Khofifah & Supriyanto (2022), which stated that halal logos not only reflect compliance with sharia, but are also associated with quality, cleanliness, and product safety assurance. In the context of muslim consumers who are increasingly value-conscious, the halal logo is considered a symbol of the integrity of the manufacturer. The results of a more recent study by Yusof et al. (2023) show that communication and visualization of halal certificates in packaging and promotion can increase brand differentiation and build emotional consumer loyalty, especially among urban consumers. Thus, these results confirm that halal certification plays a strategic role in the formation of a positive brand image, and not just administrative fulfillment.

In the context of this study, the influence of brand image on purchase intent has a coefficient value of 0.334, with a t-statistic of 3.39 and a p-value of 0.001. These results show a positive and statistically significant influence, indicating that consumer perception of a brand's image is one of the main factors in driving purchase intention. This is in accordance with the findings of Dianita & Arifin's (2018) research showing that brand image affects the likelihood of a product being purchased. A good brand image—especially in the context of halal and muslim consumer beliefs—plays an important role in shaping the belief in the manufacturer's commitment to ethics, honesty, and religious values. In line with studies by Saputro et al. (2023) and Phan & Ghantous (2013), consumer perception of the reputation, consistency, and value of a brand is the main basis in determining loyalty and buying interest.

In this case, it can be seen that although halal certification does not directly affect purchase intention (H1 is insignificant), halal certification makes a strong contribution to shaping brand image (H2 significant), which further impacts purchase intention through the mediating role of brand image. These results show that companies looking to increase consumer buying intention can focus their strategies on strengthening brand image. This step can be done through improving product quality, effective promotional campaigns, and emphasizing values that are in line with consumers. By building a strong brand image, companies can not only increase consumer purchase intention but also create a sustainable competitive advantage in the market.

The relationship between halal awareness and purchase intention showed a coefficient of 0.341, with a t-statistic of 3.28 and a p-value of 0.001, which means that the effect is positive and statistically

significant. These findings reinforce the role of muslim individual awareness of the importance of consuming halal products, as an internal drive that drives the intention to make a purchase. Halal awareness is closely related to consumers' knowledge and understanding of halal principles, including information about halal certification, product safety, and the benefits of consuming halal products. When consumers are aware of the importance of halal, they tend to pay more attention to halal labels and look for products that match those values. This creates motivation for consumers to choose halal products, which in turn can increase purchase intention.

This research is in line with the findings of Bashir et al. (2020) and Vizano, et al. (2021), who stated that high religious knowledge and values in consumers have a major impact in influencing halal shopping patterns. In fact, a recent study by Nurhayati, et al. (2023) found that consumers who have high halal literacy tend to not only look for halal labels, but also check the company's production process, raw materials, and reputation before deciding to buy. This shows that halal awareness is not just passive knowledge, but also represents personal values and commitment to Islamic teachings, which then manifests in the act of consumption. Therefore, halal education efforts, both by the government, MUI, and business actors, are important in fostering value-based buying interest.

## CONCLUSION

This study aims to analyze the influence of halal certification, halal awareness, and brand image on the intention to purchase halal food products in Indonesia, using the Theory of Planned Behavior (TPB) approach. Based on the results of quantitative analysis from 201 respondents and data processing using the SEM-PLS technique, it was concluded that halal certification does not have a direct effect on purchase intention. Although the halal label is theoretically considered important in muslim consumer decisions, the test results show that its direct influence on purchase intention is not statistically significant. This means that the existence of a halal label does not automatically increase consumers' desire to buy a product. This is due to the perception of consumers that a halal logo is a basic need that should already exist, so it is no longer the main distinguishing factor. These findings show a shift in the mindset of Indonesian muslim consumers who are increasingly critical, information literate, and consider other value-added aspects in purchasing decision-making. In addition, halal certification has a very strong influence on the formation of brand image. Thus, the halal label not only reflects compliance with sharia law, but also builds trust, hygiene perception, and brand credibility. Consumers tend to associate halal certification with integrity, producer responsibility, and commitment to religious values, leading to a positive image of the brand. Furthermore, other findings show that brand image has a positive and significant influence on purchase intent. Brands that are associated with halal, ethical, and high-quality values have a greater chance of attracting consumer buying interest. Thus, the strategy of building a consistent, transparent, and Islamic value brand image has proven to be more effective than simply displaying halal labels as a formality. Purchase intention is not only influenced by brand image, but also influenced by the level of consumer awareness. Consumers with a high level of halal literacy tend to be more selective, actively seek information, and be loyal to brands that are considered to truly comply with sharia principles. This shows that consumer education about halal is an important key in shaping sustainable consumption behavior.

## RECOMMENDATIONS

This research has important implications for business management in the halal food sector. Managers must understand that halal certification is not only an administrative formality, but also a strategic element that can build consumer trust and strengthen the brand image. Therefore, ensuring that products have valid halal certification should be a top priority in business operations. Consumer halal awareness also requires companies to be more transparent in producing and marketing products.

Information about halal, production processes, and materials used should be clearly communicated through packaging, social media, and other marketing campaigns. A positive brand image can be a major driver in increasing a company's competitiveness. For this reason, companies must invest in a branding strategy that reflects a commitment to halal values and high quality. In addition, product innovation that is in line with consumer preferences is the key to attracting a wider market interest, both from the muslim and non-muslim segments. In addition, the government and halal certificate regulators need to update the audit, supervision, and digitization of certification data systems so that consumers have more confidence and provide public access to verify the halal status of products online and expand halal literacy programs nationally with campaigns through social media, halal influencers and mosque communities, halal curriculum in secondary and upper education so that the younger generation is more educated early. Meanwhile, for small and medium business actors who have difficulties in the certification process due to costs and bureaucracy, incentives and assistance can be provided, so that they can expand the reach of the national halal industry. Next, the implications for academics and researchers can further examine the role of mediation and moderation variables, for example: the role of consumer trust, the quality of product perception, and religious personality. In addition, it can use a mixed-method approach (quantitative and qualitative) to explore the symbolic meaning of halal labels in consumer perception and expand demographic and geographical segmentation by further researching the differences between urban and rural consumers, age groups, or eastern vs western Indonesia regions for more adaptive marketing strategies.

## ACKNOWLEDGEMENTS OR NOTES

We would like to thank the Center for Management Studies Development, Department of Management, Faculty of Business and Economics, Islamic University of Indonesia, Yogyakarta, for supporting the researcher in financing the research process and publishing this article. In addition, we would also like to thank the respondents who have been willing to be the source of data and all parties who have participated, so that this research activity can be carried out properly.

## REFERENCES

- Ahmad, N. A., Abaidah, T. N., & Yahya, M. H. A. (2013, March). A study on halal food awareness among Muslim customers in Klang Valley. In *The 4th International Conference on Business and Economic Research (4th ICBER 2013) Proceeding* (Vol. 1074, pp. 17-30).
- Ajzen, I. (1991). Theory of planned behavior. *Organization Behavior and Human Decision Processes*, 50, 179-211.
- Ajzen, I., & Fishbein, M. (1985). The prediction of behavior from attitudinal and normative variables. *Journal of Experimental Social Psychology*, 6, 466-488.
- Ali, A., Xiaoling, G., Sherwani, M., & Ali, A. (2017). Factors affecting halal meat purchase intention: Evidence from international Muslim students in China. *British Food Journal*, 119(3), 527-541.
- Amat, M., As'hari, N., & Sundram, V. (2014). The influence of Muslim consumer's perception toward halal food product on attitude at retail stores. Available at SSRN 2541203.
- Azam, M. S. E., & Abdullah, M. A. (2020). Global halal industry: Realities and opportunities. *International Journal of Islamic Business Ethics*, 5(1), 47. <https://doi.org/10.30659/ijibe.5.1.47-59>
- Aziz, Y. A., & Chok, N. V. (2013). The role of halal awareness, halal certification, and marketing components in determining halal purchase intention among non-Muslims in Malaysia: A structural equation modeling approach. *Journal of International Food & Agribusiness Marketing*, 25(1), 1-23

- Babin, B., & Zikmund, W. (2016). *Exploring marketing research* (11th ed.). Cengage Learning.
- Bashir, A. M. (2020). Awareness of purchasing halal food among non-Muslim consumers: An explorative study with reference to Cape Town of South Africa. *Journal of Islamic Marketing*, 11(6), 1295-1311
- Blackwell, R. D., Paul, W. M., & James, F. E. (2006). Attributes of attitudes. In *Consumer behavior* (pp. 235-243). Thomson Press.
- Byrne, B. M. (2016). *Structural equation modeling with AMOS: Basic concepts, applications, and programming* (3rd ed.). Routledge.
- Cham, T. H. (2021). Brand image as the competitive edge for hospitals in medical tourism. *European Business Review*, 33(1). <https://doi.org/10.1108/EBR-10-2019-0269>
- Dianita, & Arifin. (2018). Pengaruh brand ekstensi dan brand image terhadap minat beli iPhone di kota Malang. *Jurnal Administrasi Bisnis (JAB)*, 64(1), 119-125.
- Faturohman, I. (2019, August). Faktor yang mempengaruhi minat beli terhadap makanan halal: Studi pada konsumen Muslim di Indonesia. In *Prosiding Industrial Research Workshop and National Seminar*. Vol. 10 (1), 882-893.
- Fauzi, M., & Suryani, T. (2023). The effect of halal brand image on purchase intention among Gen Z Muslim consumers in Indonesia. *Jurnal Ekonomi dan Bisnis Islam*, 11(1), 15-24.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2013). *Multivariate data analysis* (7th ed.). Pearson Education Limited.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19(2), 139-152.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2-24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hanif, R., Abdullah, S., & Sulaiman, N. (2024). Impact of halal certification on brand equity: An empirical study in Malaysian fast food industry. *Halal Journal of Marketing and Innovation*, 2(1), 1-12.
- Hu, L. T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling*, 6(1), 1-55. <https://doi.org/10.1080/10705519909540118>
- Janah, M. (2018). Pengaruh kesadaran halal dan sertifikasi halal terhadap minat beli produk Mi Samyang. *Journal Management*, 1-12.
- Kandasamy, I., Kandasamy, W. B. V., Obbineni, J. M., & Smarandache, F. (2020). Indeterminate Likert scale: Feedback based on neutrosophy, its distance measures and clustering algorithm. *Soft Computing*, 24(10), 7459-7468. <https://doi.org/10.1007/s00500-019-04372-x>
- Khan, M. I., & Haleem, A. (2016). Understanding "halal" and "halal certification & accreditation system": A brief review. *Saudi Journal of Business and Management Studies*, 1(1), 32-42.
- Khofifah, S., & Supriyanto, A. (2022). Pengaruh labelisasi halal, citra merek, online customer review, selebriti endorsement dan perceived advertising value terhadap keputusan pembelian produk kosmetik yang bersertifikat halal. *Jurnal Manajemen dan Penelitian Akuntansi*, 15(1), 1-13
- Majid, M. B., Sabir, I., & Ashraf, T. (2015). Consumer purchase intention towards halal cosmetics and personal care products in Pakistan. *Global Journal of Research in Business & Management*, 1(1)
- Nasution, A. H., & Yusnita, I. (2023). Halal Labeling, Brand Trust, and Purchase Intention in the Context of Muslim Consumers. *Journal of Islamic Marketing*, 14(1), 127-143. <https://doi.org/10.1108/JIMA-05-2022-0134>

- Ng, S., Jamal, A., & Musa, R. (2022). Predicting halal food purchase intention using extended theory of planned behavior. *Journal of Consumer Behaviour*, 21(1), 54–66. <https://doi.org/10.1002/cb.1973>
- Nurhayati, T., Hartini, S., & Zulfikar, F. (2023). Halal Literacy and Purchase Intention Among Young Muslim Consumers. *Journal of Islamic Marketing*, ahead-of-print. <https://doi.org/10.1108/JIMA-10-2022-0293>
- Phan dan Ghantous. (2013). Managing brand associations to drive customers' trust and loyalty in Vietnamese banking. *International Journal of Bank Marketing*. Volume 31 (Issue 6), 456-480
- Rahman, N. A., Ismail, M. Z., & Hassan, H. (2023). Halal certification and consumer trust in halal food products in Malaysia. *Asian Journal of Islamic Management*, 5(2), 89–101.
- Rahman, M., Syed, F. A., & Abdullah, R. (2022). The Mediating Role of Brand Trust in the Effect of Halal Certification on Purchase Intention. *International Journal of Consumer Studies*, 46(4), 915–925. <https://doi.org/10.1111/ijcs.12760>
- Rahmayani, M. (2020). The effect of experiential marketing, brand image, and brand trust on brand loyalty: A study on Toyota Avanza car users in the city of Jepara. *Eprints Unisnu*. <http://eprints.unisnu.ac.id/id/eprint/1176/>
- Saputra, A. L., & Aprilia, T. (2023). Pengaruh Citra Merek Terhadap Minat Beli Konsumen. *Journal of Innovation in Management, Accounting and Business*, 2(1), 1–7. <https://doi.org/10.56916/jimab.v2i1.344>
- Shamsudin, M. F., Hassan, S., Majid, Z. A., & Ishak, M. F. (2020). How halal brand trust and halal brand image influence halal brand purchase intention, *Journal of Critical Reviews*, Vol 7 (4)
- Syahputra, H., & Ramadhani, D. (2022). Halal awareness and purchase intention of halal food among millennial Muslims. *Jurnal Ekonomi Syariah Teori dan Terapan*, 9(5), 973–981.
- The Halal Times. (2023). A glimpse into the global halal industry. <https://www.halaltimes.com/a-glimpse-into-the-global-halal-industry-2023/>
- Utami, A. D., & Gunawan, A. A. (2022). Effect of halal labeling and certification on purchase intention of food products. *Journal of Marketing Innovation*, 2(1), 55–64.
- Vizano, N. A., Khamaludin, K., & Fahlevi, M. (2021). The effect of halal awareness on purchase intention of halal food: A case study in Indonesia. *The Journal of Asian Finance, Economics and Business*, 8(4), 441–453.
- Yani, U., & Karneli, O. (2018). The influence of experiential marketing and brand trust on customer loyalty: A study at RM. Pak Datuk, City of Dumai. *Student Online Journal (JOM) in the Field of Social Sciences*.
- Yunus, N. S. N. M., Rashid, W. E. W., Ariffin, N. M., & Rashid, N. M. (2014). Muslim's purchase intention towards non-Muslim's halal packaged food manufacturer. *Procedia-Social and Behavioral Sciences*, 130, 145–154.
- Yusoff, M. S., Rahim, A. R. A., & Amin, H. (2023). Understanding Muslim consumers' purchasing intention toward halal products: A TPB perspective. *International Journal of Islamic Marketing and Branding*, 8 (1), 65–78.