



# Do social media influencers shape halal purchase intentions among Gen Z?

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## Abstract

**Purpose** – This study aims to describe the influence of influencers on Gen Z in halal purchase intention, especially in Gen Z in cities with high socio-religiosity, and to test whether religiosity is able to moderate the attitudes of influencers in their role as mediators.

**Methodology** – This study employs a quantitative approach using structural equation modeling–partial least squares (SEM-PLS) with SmartPLS 4.0, based on data collected from 262 Gen Z respondents in Pekalongan, a city characterized by strong socio-religious values. Drawing on the theory of planned behavior (TPB), the model integrates trust, subjective norms, perceived behavioral control, credibility, attitude, and religiosity to explain halal purchase intention in a social media environment.

**Findings** – The results reveal that attitude is the strongest predictor of halal purchase intention. Trust, subjective norms, and perceived behavioral control significantly and positively influence attitude, although their effect sizes are relatively weak. In contrast, credibility does not significantly affect attitude. Attitude significantly mediates the relationship between influencer-related factors and purchase intention. Religiosity, however, neither directly influences purchase intention nor moderates the relationship between attitude and purchase intention.

**Implications** – These findings suggest that marketers should focus on strengthening positive consumer attitudes through trust-building, social endorsement, and perceived consumer control, rather than relying solely on influencer credibility or religiosity cues.

**Originality** – This study extends halal consumption literature by integrating religiosity and attitude within the TPB framework and provides empirical evidence on influencer-driven halal purchase behavior among Gen Z in a highly religious social context.

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## Introduction

The human need for economic activity was initially simple, rooted in what is known as the fundamental motive framework: meeting basic environmental needs at a subsistence level, such as ancestors' requirements for food and shelter (Griskevicius & Kenrick, 2013). Evidence suggests that a lifestyle emphasizing simplicity can contribute to fulfilling human needs (Guillen-Royo, 2020). Over time, humans have evolved across various domains, shifting from basic necessities

toward a desire for comfort and convenience, which in turn has driven the creation of tools to meet those needs—such as intelligent services, quality interactions, and technological efficiency (Wang et al., 2026). Digital technology now exerts a substantial influence on the intentions of diverse consumer segments (Tan et al., 2025). Furthermore, globalization has brought about numerous changes, including the emergence of increasingly pervasive technology used for various purposes (Laroche, 2011), with particular relevance to discussions on globalization and global consumer behavior. These technological innovations provide solutions to satisfy human wants and needs. In response, manufacturers offer promotions and employ various marketing strategies to help meet consumer needs (Diallo et al., 2021).

The number of e-commerce users in Indonesia increased from 2020 to 2023, reaching 58.63 million users, and is projected to continue growing through 2029 (Ross, 2025). The internet has created a borderless world by enabling connections regardless of location, while social media—initially developed for cross-location interaction—has now expanded to serve various purposes, including economic activities such as buying and selling across all generations. Generation Z is one of the main participants across multiple sectors today and must be prepared to face rapid societal changes (Otoritas Jasa Keuangan, 2023). Influencers are believed to drive engagement and influence purchasing decisions for millions of users, as they are trusted by their followers and can significantly shape Gen Z's purchasing decisions, helping brands increase sales (Shaw, 2025). The number of businesses collaborating with influencers is expected to rise in the future (Ross, 2025). Meanwhile, the Indonesian halal industry is projected to grow by 14.96%, reaching US\$281.6 billion (Komite Nasional Ekonomi dan Keuangan Syariah, 2024). In the context of Sharia financial education, the Financial Services Authority (Otoritas Jasa Keuangan, OJK) collaborates with influencers to improve financial literacy and strengthen strategic programs aimed at fostering wise financial attitudes and behavior (Otoritas Jasa Keuangan, 2021).

The rapid development of social media has changed consumer behavior, especially in the context of influencer-based marketing. Social Media Influencers (SMIs) have an important role in shaping the picture of consumer purchase intentions. Previous research has shown that the characteristics of influencers such as online trust has a positive significance in influencing attitude, where attitude has a positive significance on purchase intention and online trust has no effect on purchase intention (Ikhlash & Linda, 2024), credibility has a significant positive influence on purchase intention (Khuong An et al., 2024), further research (V I De Araujo et al., 2025) Subjective norms have an influence on attitudes and attitudes can have a positive and significant effect on the intention to buy fashion products online (Yusuf & Zulfitri, 2021) Perceived Behavior Control is determined by an individual's beliefs regarding the availability of resources in the form of equipment, compatibility, competence and opportunities that support and inhibit predicted behavior and the size of these resources (Purwanto et al., 2022). In his paper (Ajzen, 1991) behavioral concepts such as social attitudes and a person's personality play an important role in testing and describing human behavior (Campbell, 1963; Sherman & Fazio, 1983).

This research was formed within the framework of planned behavior theory. The various empirical studies above show that positive influences include subjective norms, trust, perceived behavioral control, credibility, religiosity, attitude and purchase intention. This shows that in marketing, psychological evaluation of a consumer plays an important role in decision-making. However, findings related to religiosity still show inconsistent results. Several studies have found that religiosity has a positive effect on a person's religious background can affect the intention to buy halal products. (Koc et al., 2025) but in the research (Safira & Haryanti, 2025) religion has no significant effect on purchase intent.

Gen Z is one of the main consumer segments that is highly adaptive to digital changes and rapid technological developments, especially financial consumption behavior (Otoritas Jasa Keuangan, 2023). Previous researchers have shown that Gen Z tends to use digital platforms and social media more in the purchase decision-making process due to their high exposure to online (Djafarova & Bowes, 2021). Influencers are trusted by their followers, and recommendations from influencers can significantly influence Gen Z purchasing decisions. Influencers can help brands increase sales (Shaw, 2025). Influencers are seen as a credible source of information by their

followers, so the information and recommendations provided can significantly influence attitudes and purchasing decisions, especially for the younger generation, there is a compatibility between influencers and their followers, the impact of influencer experiences and the usefulness of their content on purchasing behavior will show a stronger relationship (Venciute et al., 2023). Influencer credibility shows a significant and positive relationship to purchase intent (Sokolova & Kefi, 2020). Previous research has also shown that the value of religiosity has an important influence on attitudes towards halal products with subjective norms being a strong predictor in choosing halal products (Mukhtar & Mohsin Butt, 2012; Sudarsono et al., 2025). In addition Sharia financial education, OJK collaborates with influencers to improve financial literacy and to strengthen strategic programs for wise financial attitudes and behavior to strengthen wise financial behavior (Otoritas Jasa Keuangan, 2021).

This study examines how purchase intention is influenced by attitudes toward influencers, which are shaped by trust, subjective norms, perceived behavioral control, and credibility, with religiosity serving as a moderating variable in the relationship between attitudes toward influencers and purchase intentions. Although research on influencer marketing, the theory of planned behavior (TPB), and religiosity has been extensively conducted, several gaps remain in the literature. First, while credibility and trust have been shown to affect consumer attitudes and purchase intentions (Sokolova & Kefi, 2020), most studies have not specifically tested religiosity as a moderating variable within the influencer marketing model. Second, despite evidence that religiosity influences the intention to purchase halal products (Mukhtar & Mohsin Butt, 2012), research integrating religiosity into the SDGs framework in the context of influencer marketing remains limited (Rokhmah et al., 2025), even though religion continues to differentiate people's attitudes and behavior (Glock & Stark, 1965). Third, previous research has predominantly focused on millennials rather than Generation Z, even though Gen Z also exhibits high dependence on influencers in shaping product purchasing decisions within social media influencer marketing, particularly given that this generation is highly proficient in using social media (Rizomyliotis et al., 2026).

To answer this gap, this study integrates religiosity as moderation in the TPB model that relates attitudes towards influencers and purchase intentions and its focus on Gen Z in the context of halal products in Indonesia. Thus, this study expands on the previous literature by providing empirical evidence on the role of religiosity in enhancing or weakening the influence of attitudes towards influencers, especially on purchase intentions.

## Literature Review

### Theory of planned behavior (TPB)

This study employs the theory of planned behavior (TPB), which explains that human actions are determined by specific intentions and beliefs, meaning that individuals plan their behavior based on rational considerations (Ajzen, 1991). TPB comprises three core constructs: attitude toward behavior, where a more positive attitude increases the desire to act; subjective norms, which reflect social influences from peers, family, and the environment; and perceived behavioral control, which refers to the perceived ease or difficulty of performing a behavior. According to TPB, strong intentions lead to actual behavior when all three constructs are sufficiently met, and the theory aims to predict and understand motivational influences on behavior, identify strategies for behavioral change, and explain nearly all forms of human behavior by assuming that individuals think rationally and systematically using available information (Purwanto et al., 2022).

This theory has been widely applied to explain and predict individual decision-making, particularly in purchasing contexts, and has proven effective in predicting the purchasing behavior of young consumers in developing countries (Giampietri et al., 2018; Bhutto et al., 2022). TPB explains that behavior does not occur spontaneously but rather stems from behavioral intentions shaped by various cognitive and social considerations, and intentions to perform various types of behaviors can be accurately predicted by involving attitudes, subjective norms, and perceived behavioral control. Empirical research has demonstrated that attitudes, subjective norms, and

perceived behavioral control are significantly related to behavioral, normative, and control beliefs, respectively, and that TPB predicts behavior with considerable accuracy. Therefore, TPB provides a sufficient and valid theoretical foundation for the present study.

## Religiosity

Since World War II, interest in religion among social scientists has increased again. This may be due in part to research findings that show that religion still has an effect on human attitudes and behaviors (Glock & Stark, 1965). This indicates that the topic of religiosity that had been neglected in the past is experiencing a stage of searching for its identity again. Religiosity is an interesting topic for the focus of modern economics where the gap between the separation of religion and the economy can continue to be explored in accordance with the locus and development of the times. This concept of religiosity explains how a person can hold, practice and internalize religious values in daily life. This study was discussed in a journal (Delener, 1994) about religious differences in consumer decision-making behavior patterns and are discussed clearly in their dimensions and implications. In its development, religious dynamics from time to time can be explored and become an interesting research, apparently, there are different and varied role behaviors according to religious influences (Delener, 1994). In its development in strategy in marketing, religiosity is considered important as a decision-maker that needs to be considered. Increased knowledge of afama in decision-making has a significant impact on the effectiveness of global marketing strategies (Farhan et al., 2026). The reason why its existence is so important is because there is a shift in halal consumer trends, this inevitably becomes a factor that is involved in marketing discussions and in future economic discussions.

## Hypotheses development

Based on the theory of planned behavior (TPB) explained earlier, the author concludes that the research model should position religiosity as a mediator in the relationship between attitude toward influencers and purchase intention in the context of halal products in Indonesia. This model has been previously investigated by Rokhmah et al. (2025). In its further development, the findings of this study will be complemented with several additional variables to demonstrate the consistency of the research. To answer the research questions and construct a coherent conceptual framework, it is necessary to formulate hypotheses that systematically organize the framework of thinking. Accordingly, the following section presents the hypothesized relationships among the variables.

### *Credibility and attitude*

Credibility has been shown to have a significant positive influence on purchase intention (Khuong An et al., 2024). Further research indicates that credibility positively influences attitudes (V I De Araujo et al., 2025), and it also affects purchase intention arising from promotions conducted by influencers (Jayasingh et al., 2025). According to Tang et al. (2025), credibility makes a significant contribution to influence. To improve and optimize business marketing strategies, firms can utilize credibility as a factor shaping consumer purchasing decisions (Shaheen et al., 2025). Influencer credibility has a direct impact on shoppers' trust, and trust exerts a strong mediating effect on purchase intention. However, this may explain why influencer credibility does not exhibit strong significance toward influencer attitudes among Generation Z. In fact, influencer credibility primarily affects sellers' trust in using influencer services, whereas the level of an influencer's credibility does not significantly influence halal product purchase intention through the mediation of influencer attitudes (Jha et al., 2025). Social media influencer marketing has emerged as a new marketing tool targeting Gen Z consumers, and evidence confirms that social media influencer credibility has a positive effect on purchase intention (Rizomyliotis et al., 2026). Nevertheless, a contradictory finding is reported by Supriani et al. (2025), whose research on social media influencers in the context of halal cosmetics indicates that credibility is not significant toward attitudes.

H<sub>1</sub>: Credibility has a positive and significant effect on attitude

*Trust and attitude*

Online trust has a positive and significant influence on attitude; however, while attitude positively and significantly affects purchase intention, online trust itself has no direct effect on purchase intention (Ikhlash & Linda, 2024). Trust in halal products positively impacts both the intention to purchase halal products and attitudes toward them (Koc et al., 2025). To remain competitive and capitalize on market opportunities, producers must develop effective strategies, with trust being a particularly significant factor influencing consumer purchase intentions (RubiYanti & Mohaidin, 2018). In halal purchasing decisions, trust makes a significant contribution to shaping purchasing attitudes (Zafar & Abu-Hussin, 2025). The development of an appropriate halal marketing strategy focused on value creation and risk perception reduction includes increasing consumer confidence in consuming halal food products (Miftahuddin et al., 2022). Furthermore, beliefs influence Muslim behavior in purchasing halal-certified food, as explained by the attitude-behavior-knowledge theory and attitude-behavior-context models (Usman et al., 2024).

H<sub>2</sub>: Trust has a positive and significant effect on attitude

*Subjective norm and attitude*

Subjective norm refers to an individual's perception of the social pressure exerted by significant people in their lives—such as family, friends, or influential figures—to perform or not perform a specific behavior. Theoretically, subjective norms exert a positive influence on attitude through the process of internalization, wherein individuals tend to align their personal evaluations with social expectations to gain approval or avoid social rejection (Ajzen, 1991). When an individual perceives that their social environment supports a particular action, it lowers psychological barriers and enhances their positive assessment of that action (Venkatesh & Davis, 2000). Consequently, strong external expectations act as a cognitive catalyst that reinforces one's internal disposition, thereby forming a more positive and consistent attitude toward purchase decisions or recommended behaviors.

H<sub>3</sub>: Subject norm has a positive and significant effect on attitude

*Perceived behavioural control and attitude*

Perceived behavioral control (PBC) serves as a critical cognitive determinant that shapes an individual's attitude by bridging the gap between perceived capability and evaluative judgment. Beyond its role as a direct predictor of intentions, PBC enables individuals to assess their ability to perform a behavior based on available resources, opportunities, and the management of obstacles (Purwanto et al., 2022). This internal sense of control is deeply coherent with attitude because individuals tend to evaluate a behavior more favorably when they perceive it as achievable or "easy" (Pradesyah & Ismail, 2024). Consequently, when an individual feels they possess the necessary competence, equipment, and compatibility, it fosters a positive and significant shift in their overall attitude toward the behavior (Supriani et al., 2025).

H<sub>4</sub>: Perceived behavior control has a positive and significant effect on attitude

*Attitude and purchase intention*

Attitude refers to an individual's behavioral disposition, while attitude toward an influencer is defined as the respondent's evaluative reaction related to the intention to purchase or not purchase halal products (Ivanovic & Collin, 2003). Broader behavioral concepts, including social attitudes and personality traits, play a crucial role in explaining human behavior (Campbell, 1963; Sherman & Fazio, 1983). In the context of halal consumption, a consumer's attitude toward halal products significantly influences purchase intention (Koc et al., 2025). Furthermore, Handranata and Kalila (2025) found that attitudes toward fashion influencers significantly affect purchase intention. Collectively, these findings underscore the important role of influencers in shaping brand attitudes and driving purchase outcomes.

H<sub>5</sub>: Attitude has a positive and significant effect on purchase Intention

### Religiosity and purchase intention

Religiosity is a value construct that reflects the extent to which religious teachings are internalized into an individual's life and serve as a normative guideline in decision-making, including consumption contexts (Mukhtar & Mohsin Butt, 2012). From a consumer behavior perspective, religiosity not only influences product preferences but also shapes the evaluative standards for information and marketing messages received (Ajzen, 1991). Individuals with high levels of religiosity tend to be more selective in choosing products that align with religious principles, such as halal compliance, production ethics, and information transparency. In the context of influencer marketing, this implies that purchase intention is driven not solely by an influencer's appeal but also by the congruence between the marketing message and the consumer's religious values. Empirical studies have demonstrated that religiosity significantly influences purchase intention across various consumption contexts, particularly for halal products and Sharia-compliant services (Mukhtar & Mohsin Butt, 2012). In a Muslim-majority society such as Indonesia, religiosity carries not only personal significance but also a social dimension that legitimizes consumption choices, especially when products or marketing messages align with Islamic values.

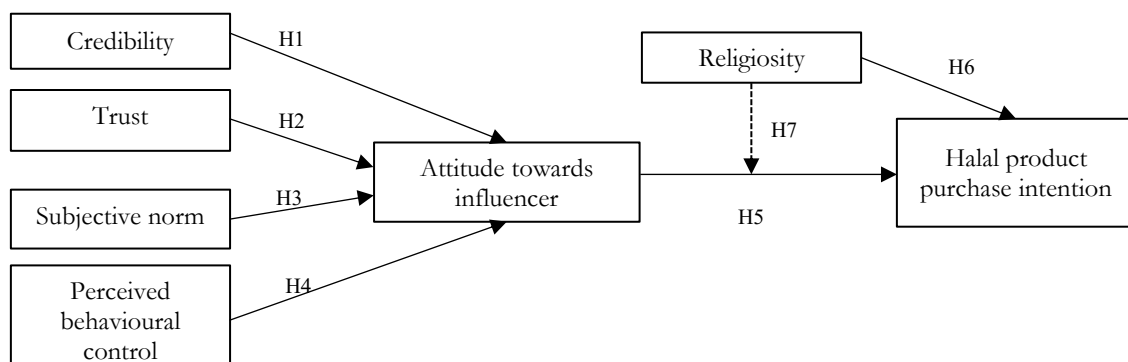
H<sub>6</sub>: Religiosity has a positive and significant effect on purchase Intention

### The role religiosity as moderating attitude and purchase intention

Religiosity is formed from a well-established attitudinal foundation and represents a blend of outwardly observable neatness (Allport, 1897). Religiosity has a significant impact on attitude toward using halal cosmetic products (Divianjella et al., 2020). In another study, religiosity influences attitudes toward the intention to purchase halal cosmetics, as the level of religious practice affects attitudes toward halal cosmetic products (Koc et al., 2025). However, Maulani et al. (2022) examined the intention to purchase halal cosmetics with a focus on the mediating role of attitudes and found that while religiosity significantly influences and contributes the most to determining purchase intentions, it is interestingly not significant in influencing attitudes. Nevertheless, conflicting evidence suggests that religiosity does not strengthen the relationship with beliefs in purchase intention. This finding implies that functional and institutional factors play a more dominant role than individual religiosity in shaping the intention to buy halal food online (Rukmana et al., 2025).

H<sub>7</sub>: Religiosity has a positive and significant effect on moderating the relationship between attitude and purchase intention

This research overview integrates various theoretical perspectives (Ajzen, 1991; Chetioui et al., 2020; Divianjella et al., 2020; Handranata & Kalila, 2025; Handriana et al., 2021; Koc et al., 2025; Pradesyah & Ismail, 2024; Rizomyliotis et al., 2026; Rokhmah et al., 2025; Supriani et al., 2025). As illustrated in Figure 1, the proposed model identifies credibility, trust, subjective norms, and perceived behavioral control as key antecedents that influence attitude toward influencers. The framework further suggests that attitude toward influencers and religiosity directly affect halal product purchase intention. Additionally, religiosity plays a critical moderating role by influencing the strength of the relationship between an individual's attitude toward the influencer and their purchase intention.



**Figure 1.** Research model  
Source: Manage by author's

## Research Methods

This study employs a quantitative research approach grounded in deductive reasoning, wherein general theoretical frameworks are translated into specific empirical investigations to test hypotheses and evaluate the validity of existing theories through objective and systematic analysis. This approach enables measurement of variables and examination of relationships among them to develop models that uncover patterns, correlations, or causal relationships (Leavy, 2023). The questionnaire items, developed based on theoretical foundations, provided respondents with several response options to facilitate ease of calculation and ensure high generalizability of the findings derived from the sample (Cannell, 2015). Multiple-choice question formats, including multiple-choice and Likert scales (Ruel et al., 2016). The scale used in this study is using a likert scale of 1-5.

Product introduction through influencers on online media enables brands to reach Gen Z consumers widely, as this generation has been familiar with the internet since birth. According to Singh (2024), Gen Z refers to individuals born between 1995 and 2012. Furthermore, Rosadian (2023) noted that most of Gen Z's activities are closely associated with online platforms. Based on this theoretical foundation, the questionnaire was designed to meet the relevant criteria. The questionnaires were distributed to respondents using purposive sampling, targeting Gen Z individuals born between 1997 and 2010 in the city of Pekalongan. Several additional questions were included to capture demographic and behavioral information, such as income, types of halal products purchased, preferred marketplaces for purchases, and frequency of accessing e-commerce platforms. An open-ended question was also developed to explore the perceived importance of influencers' roles in halal purchasing decisions.

In facing today's increasingly complex research challenges, the use of SmartPLS has become highly relevant (Wibowo, 2024). PLS-SEM is an analytical technique capable of examining relationships among multiple variables simultaneously, including both latent and observed variables. This approach does not require normality assumptions and offers greater flexibility when dealing with issues such as high heteroscedasticity or multicollinearity (Homburg et al., 2022). Consequently, PLS-SEM is particularly suitable for exploratory studies and applied research in social sciences where theoretical models are still developing.

The sample size of 262 respondents was considered sufficient for analysis using PLS-SEM. This aligns with the recommendation of Hair et al. (2015), which states that a sample size exceeding 200 responses is considered ideal to ensure adequate statistical power and reliability of structural model estimation. Moreover, a sample of this size allows for stable parameter estimates and reduces the risk of model non-convergence. Thus, the sample size in this study has met the minimum requirements for SEM analysis.

The SEM-PLS analysis was conducted in two stages using measurement and structural models. The measurement model (outer model) was used to test the validity and reliability of the constructs through convergent validity, discriminant validity, and composite reliability tests. The structural model (inner model) was employed to test the research hypotheses by examining path coefficients, t-statistics, p-values, and  $f^2$  effect sizes. These two stages ensure that the constructs are properly measured before evaluating the causal relationships among them, which is a standard practice in variance-based structural equation modeling.

## Results and Discussion

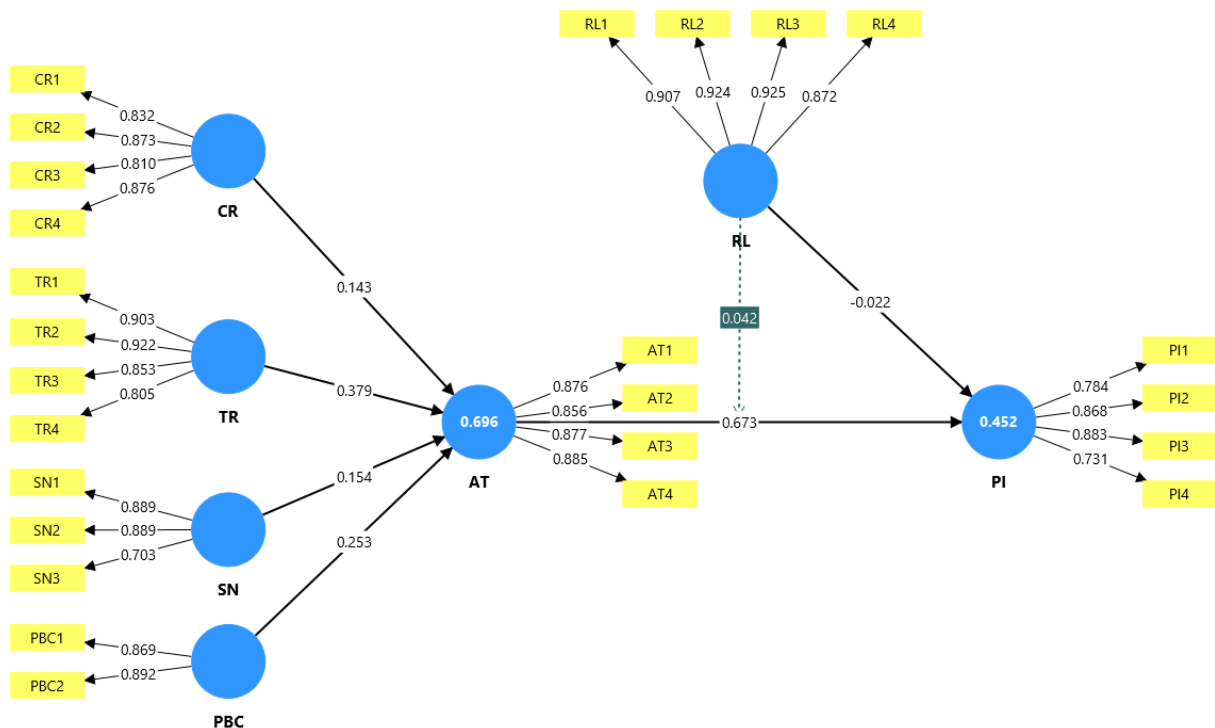
Table 1 presents the demographic characteristics of the respondents, which are categorized by gender, age, educational status, and monthly income. The data shows a majority of male participants (61%) compared to females (39%), with the largest age group being adolescents aged 13–16 years (65%). In terms of educational background, the sample is heavily dominated by senior high school students, who make up 85% of the total. Furthermore, regarding economic status, a significant portion of the respondents reported having no monthly income (65%), which aligns with the high concentration of high school students in the study. Overall, these figures suggest that

the research context is primarily centered on a younger, student-based population with limited financial independence.

**Table 1.** Characteristics of respondents

Characteristics	Description	Amount	Percentage
Gender	Male	161	61%
	Female	101	39%
Age	13-16	169	65%
	17-20	57	22%
	21-24	4	2%
	25-28	32	12%
Status	Junior High School	1	0%
	Senior High School	222	85%
	Diploma/Bachelor	39	15%
Montly Income	<1.000.000	39	15%
	1.000.001-3.000.000	35	13%
	3.000.001-5.000.000	7	3%
	5.000.001-10.000.000	7	3%
	>10.000.001	5	2%
	No Income	169	65%

Source(s): Author own’s work



**Figure 2.** SEM PLS Result  
Source: Process by Author’s

Figure 2 shows the results of the outer model test which presents all the results of the existing variables which shows an illustrative representation of the validity and reliability of each indicator of credibility, trust, subjective norms, perceived behavior control, attitude, religiosity, and purchase intention.

**Outer loading (Loading factor)**

Table 2 presents the results of the convergent validity test, which assesses the degree to which multiple indicators of a specific variable are consistent with one another. The primary metric used

for this assessment is the outer loading (loading factor) for each individual indicator. According to established statistical standards in PLS-SEM, an indicator is considered valid if its loading factor exceeds 0.70. In this study, all indicators across the seven variables—attitude, credibility, perceived behavior control, purchase intention, religiosity, subjective norm, and trust—show values ranging from 0.703 to 0.925. These high values indicate that each indicator contributes significantly to its respective construct and accurately measures the intended phenomenon. In simpler terms, a high loading factor proves that the questions asked in the survey are truly relevant and effective in representing the variables they are supposed to measure.

**Table 2.** Convergent validity test result (loading factor)

Variable	Code	Indicator	AT	CA	CR	AVE
Attitude	AT1	I feel that social media influencers have a positive influence on my shopping decisions.	0,876	0.897	0.928	0.763
	AT2	In my opinion, the content created by influencers is interesting and makes me want to watch it.	0,856			
	AT3	I believe influencers often provide information or updates on new promotions regarding halal cosmetic products.	0,877			
	AT4	For me, social media influencers are a reliable source of information for finding halal products.	0,885			
Credibility	CR1	I believe that influencers on social media have high capabilities and credibility when promoting products.	0,832	0.870	0.911	0.720
	CR2	I believe that the influencers I follow are trustworthy and have high credibility.	0,873			
	CR3	For me, recommendations from influencers on social media can be a reliable source of information when buying halal products.	0,810			
	CR4	I believe that information about halal products from influencers is trustworthy because they advertise from personal experience.	0,876			
Perceive behavior control	PBC1	I'm more interested in buying halal products if the influencer who recommends them has a good reputation.	0,869	0.711	0.873	0.775
	PBC2	It feels easy to buy halal products after seeing reviews or recommendations from influencers.	0,892			
Purchase intention	PI1	I have plans to buy halal products promoted by influencers I follow.	0,784	0.834	0.890	0.670
	PI2	I will choose halal products recommended by my favorite influencers.	0,868			
	PI3	I will fulfill my needs through halal products advertised by the influencers I follow.	0,883			
	PI4	I intend to continue buying halal products recommended by influencers I trust.	0,731			
Religiosity	RL1	I use halal products, including, because this is part of my faith as a Muslim.	0,907	0.931	0.949	0.823
	RL2	I choose halal products because according to my religious teachings, halal products are those that comply with Islamic law.	0,924			
	RL3	I try to follow religious teachings when buying products, especially halal ones.	0,925			
	RL4	I prefer halal products over non-halal ones, because they are more in line with my beliefs.	0,872			

Subjective norm	SN1	My family and friends also consider influencer recommendations important when purchasing halal products.	0,889	0.776	0.869	0.691
	SN2	People who are important to me will agree if I look at influencer reviews first before buying halal products.	0,889			
	SN3	The opinions of family and friends greatly influenced my decision to follow influencer recommendations on social media.	0,703			
Trust	TR1	I trust the influencers I follow to give honest recommendations about halal products.	0,903	0.894	0.927	0.760
	TR2	I feel like the influencers I follow are sincere when they give advice about halal products.	0,922			
	TR3	I'm sure that influencers actually use the halal products they promote.	0,853			
	TR4	I feel like the influencers I follow are serious when they give product recommendations.	0,805			

Note: CA: Cronbach's alpha, CR: Composite reliability, AVE: Average variance extracted

Source: Author own's work

Beyond individual loadings, the model's reliability is further confirmed by cronbach's alpha (CA) and composite reliability (CR) values. For a construct to be deemed reliable, both CA and CR should ideally surpass the threshold of 0.70. The data shows that all variables meet this criterion, with Religiosity exhibiting the highest reliability (CA: 0.931; CR: 0.949). These results demonstrate that the measurement instrument has high internal consistency, meaning the questions used in the survey are stable and reliable in capturing the respondents' perceptions regarding halal product promotion by influencers. This ensures that if the same test were administered again under similar conditions, it would yield consistent and dependable results.

The final requirement for convergent validity is the average variance extracted (AVE), which should be greater than 0.50 to ensure that the construct explains more than half of the variance of its indicators. The AVE values in this table are well above this benchmark, ranging from 0.670 (purchase intention) to 0.823 (religiosity). This indicates that the latent variables share a high proportion of variance with their indicators, effectively capturing the essence of the constructs. Essentially, an AVE above 0.50 confirms that the information collected from the respondents is clean and that the variables are not overshadowed by measurement errors.

Table 2 shows that the measurement model demonstrates excellent convergent validity and reliability. Because every indicator meets the loading factor requirements and every variable satisfies the CA, CR, and AVE thresholds, the data is verified as robust. Consequently, these variables provide a solid foundation for further structural model analysis (inner model) to test the research hypotheses. This strong statistical base gives the researcher confidence that any relationships found in the next stage of analysis are based on accurate and high-quality measurements.

**Table 3.** Discriminant validity test (Heterotrait-monotrait ratio)

	AT	CR	PBC	PI	RL	SN	TR	RL x AT
AT								
CR	0,5819							
PBC	0,6284	0,6027						
PI	0,5333	0,6055	0,5659					
RL	0,2222	0,1437	0,2631	0,1097				
SN	0,5562	0,5506	0,6173	0,5618	0,2159			
TR	0,6118	0,6777	0,6277	0,5756	0,1381	0,5791		
RL x AT	0.041	0.098	0.060	0.099	0,3305	0,0805	0.068	

Source(s): Author own's work

Based on the criteria proposed by [Hair et al. \(2015\)](#), the Heterotrait-monotrait ratio (HTMT) values should ideally be below the threshold of 0.90, or 0.85 for more stringent requirements, to ensure that each construct is distinct. The analysis results in [Table 3](#) demonstrate that all HTMT values between constructs fall well below these thresholds, confirming that discriminant validity has been successfully established for the model. Consequently, these results indicate that the measurement scales for each variable are sufficiently unique and do not overlap conceptually, allowing for a robust structural analysis.

The structural model's predictive power is evaluated through the Coefficient of Determination  $R^2$ , which measures the proportion of variance in the endogenous variables explained by the predictor variables. In this study, the attitude (AT) construct yields an  $R^2$  value of 0.696, indicating that approximately 69.6% of the variance in consumer attitudes toward halal products is accounted for by the exogenous factors, a level of explanatory power considered substantial for defining respondent attitudes. Additionally, the purchase intention (PI) variable shows an  $R^2$  of 0.452, implying that the model explains 45.2% of the variance in the respondents' intent to buy, which represents a moderate and acceptable level of predictive accuracy for social science research. To ensure a more conservative estimate, the Adjusted R-square values—0.691 for AT and 0.446 for PI—confirm that the model's complexity does not artificially inflate its strength, collectively validating that the structural model possesses a robust ability to predict the key drivers behind the consumption of halal products recommended by influencers.

**Table 4.** F Square and path coefficient bootstrapping

	f-square	Path coefficients	T statistics	P values
AT → PI	0.726	0.673	13.036	0.000
CR → AT	0.016	0.143	1.864	0.064
PBC → AT	0.090	0.253	3.987	0.000
RL → PI	0.001	-0.022	0.358	0.721
RL × AT → PI	0.004	0.042	0.855	0.394
SN → AT	0.035	0.154	2.554	0.011
TR → AT	0.099	0.379	4.368	0.000

Source(s): Author own's work

Based on the structural analysis results presented in [Table 4](#), a relationship is considered statistically significant if the p-value is less than 0.05. The findings reveal that attitude (AT) exerts a substantial influence on purchase intention (PI) with a high effect size ( $f^2 = 0.726$ ), indicating strong predictive relevance within the model. Regarding the predictors of attitude, trust (TR) shows the most significant contribution ( $\beta = 0.379$ ,  $p < 0.001$ ), followed by perceived behavioral control (PBC) and subjective norms (SN), despite their smaller effect sizes. Conversely, credibility (CR) was found to have no significant impact on attitude as its p-value exceeds the required threshold. Furthermore, religiosity (RL) fails to demonstrate a direct effect on purchase intentions and does not serve as a significant moderator in the relationship between attitude and purchase intention. These results suggest that while internal perceptions and trust drive consumer behavior, external religious factors and credibility play a negligible role in this specific context.

## Results and Discussion

The results of this study indicate that attitude exerts a positive and significant influence on purchase intention, reinforcing its position as a primary determinant in shaping consumer intent. These findings systematically support the arguments of [Ajzen \(1991\)](#) within the theory of planned behavior, which posits that a more favorable attitude toward a behavior leads to a stronger individual intention to perform that behavior. This suggests that a consumer's internal evaluation of halal products serves as the most crucial psychological driver before a purchase decision is made. Furthermore, the consistency of these results aligns with research by [Sokolova and Kefi \(2020\)](#), which demonstrates that positive attitudes formed through external influences, such as influencer credibility, can substantially increase the intensity of purchase intentions. Consequently, these results

strengthen the existing literature that positions attitude as the fundamental bridge between value perception and actual consumption behavior.

The results of this study demonstrate that trust exerts a positive and significant influence on attitude, establishing it as a foundational element in shaping consumer perceptions. This finding aligns with the research of [Sokolova and Kefi \(2020\)](#), who suggest that trust in information sources acts as a catalyst for developing favorable predispositions toward a product. In the specific context of the halal market, [Zafar and Abu-Hussin \(2025\)](#) argue that trust is a critical contributor to determining purchasing attitudes, as it mitigates perceived risks and enhances consumer confidence. Furthermore, according to the attitude-behavior-context models discussed by [Usman et al. \(2024\)](#), these deep-seated beliefs regarding authenticity and safety directly strengthen the evaluative framework consumers use to judge halal-certified goods. Ultimately, this relationship reinforces the idea that when consumers perceive a product as reliable and ethically compliant, their overall psychological stance shifts from skepticism to a proactive, positive engagement.

The analysis reveals that perceived behavioral control exerts a positive and significant influence on attitude, suggesting that an individual's sense of capability and resource availability directly shapes their evaluative outlook. These findings provide empirical support for the theory of planned behavior (TPB), which posits that the perception of control does not merely drive final intentions but also fundamentally refines one's attitude toward a specific behavior. According to [Purwanto et al. \(2022\)](#), this relationship is rooted in an individual's belief regarding the availability of necessary resources, which empowers them to form a more favorable perspective when a task feels achievable. Furthermore, research by [Pradesyah and Ismail \(2024\)](#) highlights that behavioral control is logically coherent with attitude, as consumers tend to evaluate products more positively when they perceive the purchasing process as being within their power. Ultimately, when barriers to action are removed and self-efficacy increases, individuals are psychologically predisposed to adopt a more supportive and proactive attitude toward the behavior in question.

The study results indicate that subjective norms exert a positive and significant influence on attitude, demonstrating that social expectations play a vital role in shaping individual evaluative perceptions. According to [Pradesyah and Ismail \(2024\)](#), these norms represent the perceived pressure from significant others who possess the ability to sway a person's decisions and influence their emotional reactions toward a specific action. This social validation fosters a more favorable attitude, as individuals tend to align their personal views with the approval of their social circle. Furthermore, research by [Yusuf and Zulfitri \(2021\)](#) supports this connection, highlighting that when social groups endorse a behavior, it strengthens the individual's positive attitude, which subsequently drives purchase intentions. Ultimately, as noted by [Yaakop et al. \(2021\)](#), the interplay between social influence and personal attitude creates a robust psychological framework that validates the consumer's choice within their community.

The results of this study reveal that credibility has an insignificant influence on attitude, a finding that diverges from traditional marketing literature which typically suggests a strong positive correlation between a source's expertise and consumer favorability. While established research, such as that by [Tang et al. \(2025\)](#), maintains that credibility should enhance attitudes, this study aligns with the perspective of [Jha et al. \(2025\)](#), who found that credibility lacks substantial significance in shaping attitudes among younger cohorts like Gen Z. This shift suggests that contemporary consumers may prioritize authenticity and emotional connection over formal expertise or status when evaluating a brand or product. Furthermore, although credibility may impact a seller's initial trust in hiring an influencer, it does not necessarily translate into a more positive psychological stance for the end consumer in the context of halal products. Consequently, these findings indicate that formal credibility is no longer a guaranteed driver of positive consumer attitudes in an increasingly authenticity-driven marketplace.

The analysis reveals that religiosity exerts an insignificant influence on purchase intention, suggesting that an individual's level of religious commitment does not directly dictate their intent to buy in this specific context. While some literature, such as the work by [Koc et al. \(2025\)](#), suggests that religious beliefs typically act as a primary driver for purchasing halal products, this study aligns more closely with the findings of [Zeqiri et al. \(2022\)](#), which indicate that religiosity may not be a

decisive factor in modern consumer intentions. This discrepancy implies that for certain demographics, halal consumption might be driven more by lifestyle choices, health trends, or social norms rather than purely by the depth of personal religious practice. Furthermore, the lack of significance suggests that consumers may view halal certification as a baseline standard of quality or safety that transcends individual piety. Consequently, while religion remains a backdrop for the product category, it does not serve as a statistically significant predictor of actual purchasing behavior within this model.

The analysis reveals that religiosity does not significantly moderate the relationship between attitude and purchase intention, a finding that deviates from several traditional studies. While researchers such as Rafiki et al. (2024) have previously identified religiosity as a crucial moderating force that strengthens the impact of consumer awareness and social norms on purchasing decisions, this study suggests a different dynamic in the current context. This lack of significance may be explained by the perspective of Maulani et al. (2022), who suggest that once a positive attitude is firmly established, it can independently drive purchase intentions without necessitating further reinforcement from religious commitment.

Furthermore, these findings indicate that for certain consumer segments, such as Gen Z, other factors like product knowledge or influencer-driven attitudes may overshadow traditional religious moderation. As noted by Riswandi et al. (2023), practical knowledge often exerts a higher impact on intentions than religiosity alone, implying that halal products are increasingly being evaluated through a lens of functionality and general trust rather than purely theological obligation. Consequently, when a consumer's psychological stance is already favorable, the influence of religiosity becomes redundant, suggesting that the drive toward halal consumption is becoming more integrated into broader lifestyle and quality-seeking behaviors.

## Conclusion

The purpose of this study is to analyze the influence of trust, subjective norms, perceived behavioral control, and credibility on attitude toward influencers, as well as their impact on purchase intention by considering the role of religiosity. The results of the study are in line with the purpose of the research where the main determinant of purchase intention is attitude toward influencers. In addition, trust, subjective norms, and perceived behavioral control have been proven to have a significant effect on attitude. However, it is unfortunate that the presence of credibility does not have a significant effect while religiosity is also not significant on purchase intention either directly or as a moderation variable.

Theoretically, these findings reinforce the existence of the theory of planned behavior (TPB), especially the main role of attitude in shaping behavioral intentions. This study also makes a new contribution by showing that in the context of influencer marketing, psychological factors such as trust are more dominant than credibility and religiosity. This indicates a shift in normative values to peer relations factors in influencing consumer behavior. Practically, the results of this study provide implications for marketers to prioritize strategies that focus on building trust and forming positive consumer attitudes through social involvement such as recommendations from parties that are considered important and emphasis on product quality. This approach has been proven to be more effective than just the formal credibility of an influencer or religious values alone, even in contexts where religious communities are located.

This study has limitations. First, the use of the purposive sampling method limits the generalization of research results. Second, this study only focuses on one area with a high level of religiosity, so the cultural and social context may affect the results. Third, the variables used are still limited and do not include other factors such as brand image or emotional attachment. For further research, it is proposed to expand the scope of the region and the number of samples to increase the generalization of findings. In addition, future research can add other variables such as influencer authenticity to enrich the model. Follow-up research can also use mixed methods to gain a broader understanding of consumer behavior in the context of influencer marketing and their religiosity in purchasing halal product intentions.

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## Declaration of generative AI and AI-assisted technologies in the writing process

The author declares that AI-based tools, including ChatGPT, were used solely to improve the structure and clarity of sentences written by the author. These tools were not utilized to generate scientific content, research findings, or analytical results. All measurements and analyses presented in this study were conducted independently using appropriate analytical methods and calculations. In addition, Grammarly was used to enhance the grammatical accuracy and readability of the English language. All final outputs have undergone careful revision and validation by the author. The author remains fully responsible for the accuracy, integrity, and final content of this article.

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