

# Antecedents of halal food consumer behaviour in Malang: The mediating effect of purchase intention

Evina Nahdiya Sani<sup>1</sup>, Syafrial Syafrial<sup>2</sup>, Dwi Retno Andriani<sup>3</sup>

<sup>1</sup>Postgraduate Faculty of Agriculture, Brawijaya University, Malang 65145, Indonesia

<sup>2,3</sup>Department of Socio-Economics, Faculty of Agriculture, Brawijaya University, Malang 65145, Indonesia

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### Corresponding author:

Evina Nahdiya Sani  
[evinans@student.ub.ac.id](mailto:evinans@student.ub.ac.id)

### Author's email:

[syafrial.fp@ub.ac.id](mailto:syafrial.fp@ub.ac.id)  
[dwiretno.fp@ub.ac.id](mailto:dwiretno.fp@ub.ac.id)

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Center for Islamic Economics Studies  
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## Abstract

**Purpose** – The purpose of this research is to examine the factors that influence consumers' purchase behavior for halal food. Additionally, this research aims to determine the influence of purchase intention mediation on purchasing decisions made at Chinese food restaurants in Malang.

**Methodology** – This study employed a non-probability sampling method, specifically the purposive sampling technique. A total of 344 samples. The collected data were then analyzed using structural equation modeling partial least squares (SEM-PLS).

**Findings** – The research findings indicate that attitudes, halal certification, and food safety exert a positive influence on purchase intention. In contrast, factors such as subjective norms, perceived behavioral control, and halal awareness did not have a significant impact. A positive attitude toward halal products, halal certification, and food safety has been shown to increase purchase intention, thereby influencing purchase decisions. However, this study reveals that purchase intention mediates only a part of the variables.

**Implications** – The expanding halal food industry necessitates a heightened focus on consumer behavior by business actors. These findings suggest that companies can devise more efficacious marketing strategies by accentuating positive consumer attitudes toward halal products and ensuring the presence of valid halal certification and guaranteed food safety standards.

**Originality** – This research proposes an extension to the theory of planned behavior, incorporating three novel variables: halal awareness, halal certification, and food safety. Furthermore, this research focuses on Chinese food restaurants that offer halal food in Malang.

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## Introduction

Halal products are currently attracting international recognition as benchmarks for dietary safety, sanitation, and quality, which holds significance not only for Muslim consumers but also for non-Muslims who prioritize food safety considerations (Mathew et al., 2014). In Indonesia, with a large Muslim population, the demand for halal food is expected to continue to increase, and Indonesia is projected to become the world's largest consumer of halal food, with consumption reaching USD 135 billion in the next five years (Lesmana, 2023). This growth is driven by economic recovery and the increasing public demand for halal food (Septiani & Ridlwan, 2020).

Recent data indicate that the halal food industry in Indonesia's city of Malang has undergone significant growth. By 2023, this industry had experienced a growth of 5,365 units (Biro

Pusat Statistik, 2023). This development underscores the city's appeal beyond its natural tourist attractions, highlighting its diverse culinary offerings, including Chinese restaurants (Sutanto et al., 2022). Despite the prevalence of non-Muslim cuisine in Chinese food restaurants, these restaurants have emerged as significant contributors to the halal food sector in the city. The demand for halal products extends beyond Muslim consumers, encompassing non-Muslims and prioritizing the quality and purity of the ingredients used (Hassan et al., 2022b). However, Chinese food restaurants continue to encounter challenges in convincing consumers, both Muslims and non-Muslims, of the halalness and quality of their products. Therefore, it is important to explore the factors that influence consumers' halal food purchase decisions in Chinese food restaurants.

Halal certification is an important factor in halal food-purchasing decisions because it provides assurance that products comply with Islamic standards. For Muslim consumers, halal certification is related to religious beliefs (Pradana et al., 2021), while for non-Muslim consumers, this certification is considered an indicator of food hygiene and safety that supports a healthy lifestyle (Aziz & Chok, 2013). Halal certification also provides confidence to consumers, which can increase purchase intention and influence purchasing decisions, especially in Indonesia, which is the world's largest Muslim consumer (Djunaidi et al., 2021).

Halal awareness affects purchasing decisions because consumers, especially Muslims, want to avoid products that do not comply with halal principles such as haram ingredients or processes that do not meet Islamic law. Knowledge about halal products is very important, considering that non-Muslims produce halal-certified products, so consumers are more selective in choosing them (Yunus et al., 2014). Furthermore, the determinants of food safety hold a significant relevance for both Muslim and non-Muslim consumers. This is due to the fact that food safety issues have ramifications for public health and societal stability, as well as the potential to influence consumer purchasing intentions and decisions (Liu et al., 2013).

The aim of this research is to analyze the factors that influence halal food-purchasing behavior in Chinese restaurants in Malang. Despite extensive research on halal food, no previous study has examined the factors that influence halal food purchasing decisions at Chinese restaurants, which are often considered more similar to non-Muslim cuisine. The present study is distinctive in its application of the Theory of Planned Behavior (TPB) approach, incorporating the extended variables of halal awareness, halal certification, food safety, and purchase intention as a mediator of purchasing decisions. This research is expected to provide comprehensive insights into consumer behavior towards halal food in Indonesia, especially in this sector, so that businesspeople can optimize their marketing strategies.

## Literature Review

### Chinese food in Malang

In the culinary scene of Malang City, Chinese food restaurants have emerged as a notable component of the industry for both Muslim and non-Muslim consumers. The rise in the demand for halal food can be attributed to both health-conscious and quality-oriented motivations, which resonate with both Muslim and non-Muslim demographics (Aziz & Chok, 2013). In response to this growing demand, several Chinese food restaurants in Malang have initiated the provision of halal menus catering to Muslim consumers. The increasing halal awareness in Indonesian society, especially in major cities such as Malang, further influences this development (Fadillah et al., 2023). However, this transition poses challenges, particularly related to the process of obtaining halal certification and ensuring the halalness of the raw materials. This is a salient concern, given the initial identity of these restaurants, which was predominantly associated with non-Muslim cuisine. In response, several restaurants have initiated efforts to enhance their understanding of halal certification with the aim of reassuring consumers (Vanany et al., 2020).

### Theory of planned behavior

The Theory of Planned Behavior (TPB) was introduced by Icek Ajzen in 1985, and explains how a person's intention to perform an action is influenced by attitudes, subjective norms, and perceived

behavioral control (Ajzen, 2020). The TPB model has been utilized in numerous research studies, particularly in the context of the halal food industry, to examine the factors that influence the buying intentions and behaviors of Muslim consumers (Aslan, 2023). Recent research has also extended TPB by including additional variables such as religiosity and awareness to improve the accuracy of predicting purchase intentions (Iranmanesh et al., 2020).

## Hyphotesis development

### *Attitude*

A person's attitude towards a behavior reflects their evaluation of an object, which can lead to a positive or negative response (Widiyanto et al., 2016). According to Garg and Joshi (2018) previous research, attitudes significantly influence buying interest, particularly with regard to halal food. In this context, a positive attitude towards halal products has been demonstrated to enhance buying interest. Furthermore, this heightened purchase intention has been shown to be contingent upon the strength of the attitude towards accepting a product (Aisyah et al., 2019). This is reflected in consumer preferences for halal products, as they believe that these products meet both their spiritual and physical needs, including adherence to halal principles and product safety (Salehudin & Luthfi, 2013).

H<sub>1</sub>: Attitude on TPB affects consumer purchase intention at chinesse food restaurant

### *Subjective Norm*

Subjective norms refer to an individual's perception of the influence of others, such as family, friends, or social groups, on their intention to perform or avoid a behavior (Aslan, 2023). Suleman et al., (2021), Social pressure plays a vital part in decision making, especially in the case of purchasing halal products, when a person may feel obligated to follow the social norms around them. According to research, support or expectations from social groups might impact the decision to purchase halal products, while rejection from social groups can make someone feel compelled not to do so (Abiba et al., 2024).

H<sub>2</sub>: Subjective norms on TPB affects consumer purchase intention at chinesse food restaurant

### *Perceived Behavioral Control*

Perceived behavioral control refers to the extent to which a person feels able to perform a behavior based on personal experience and judgment (Aslan, 2023). The more supporting factors and fewer barriers, the greater the control a person feels, while many obstacles can make it difficult for a person to carry out these behaviors. In the case of halal food, behavioral control entails having the right resources, abilities, opportunities, and time. Ajzen (2020) explained There are two indicators of behavioral control: Control Beliefs, which include a person's beliefs about resources and opportunities that support or inhibit behavior; and Perceived Power, which is a person's perception of how much control they have to influence their behavior.

H<sub>3</sub>: Perceived behavioral control on TPB affects consumer purchase intention at chinesse food restaurant

### *Halal Awareness*

Halal awareness refers to Muslims' understanding of issues related to halal food, such as the correct slaughter process and priority of choosing halal food (Fauziah et al., 2021). Halal awareness refers to knowing what is allowed in Islam, based on the Qur'an and Hadith, and a positive attitude toward halal principles. Golnaz et al., (2010) indicated that positive attitudes have a significant impact on the awareness of halal principles and food products. This awareness is influenced by halal certification, the information received, and health concerns (Fauziah et al., 2021; Masruroh et al., 2022). Previous research has Aziz and Chok (2013) found that halal awareness influences consumers' intention to purchase halal products.

H<sub>4</sub>: Halal awareness affects consumer purchase intention at chinesse food restaurant

### *Halal Certificate*

A halal certificate is a document that declares that a product meets the criteria of Islamic law, and is devoid of haram components (Dawam & Iswandi, 2023). Halal certification in Indonesia is provided by the Halal Product Guarantee Agency (Badan Penyelenggara Jaminan Produk Halal, BPJPH) and is based on the MUI fatwa. Halal certificates increase the confidence of consumers, both Muslims and non-Muslims, in product quality and safety and help manufacturers expand the market (Julvirta et al., 2022). Non-Muslims agree and intend to purchase if a product bears a halal label, which indicates the halalness of food (Nugraha et al., 2022).

H<sub>5</sub>: Halal certificate affects consumer purchase intention at chinese food restaurant

### *Food Safety*

Food safety is an effort to prevent food contamination that can endanger health and is regulated by Law No. 18/2012. Food safety includes hygiene in the processing and presentation of products as well as the implementation of good manufacturing practices (GMP) and good hygiene practices (GHP) (Putri, 2018). The main problems that lead to low food safety are generally hazardous raw materials, as well as hygiene and sanitation practices that are not up to standards (Sari, 2018). Food safety in halal food is important for physical health and can influence consumers to buy it. Safe and halal food helps maintain harmony between the body, mind, and heart within the framework of Islamic teaching. Research (Iqbal et al., 2021; Salsabila & Wahyuni, 2022) has shown the influence of food safety on purchasing intentions and decisions for halal food.

H<sub>6</sub>: Food safety affects consumer purchase intention at chinese food restaurant

### *Purchase Intention*

Purchase intention is a consumer's desire to purchase a product that is affected by interests, needs, and promotions (Asnan, 2023). In the context of halal products, consumers with a positive understanding of halalness and product quality exhibit stronger purchase intentions (Billah et al., 2020; Fadillah et al., 2023). In addition to being directly influenced, purchase intention functions as a mediator, leading to the decision to buy halal products, as evidenced by research (Anam et al., 2021; Ardiyanto et al., 2024; Budhijana, 2023; Abiba et al., 2024; Suleman et al., 2021) that shows the mediation effect of purchase intention on the decision to purchase halal products.

H<sub>7</sub>: Purchase Intention influences consumer purchasing decisions at chinese food restaurant

H<sub>8</sub>: Purchase Intention mediates the relationship between attitudes and consumer purchasing decisions in Chinese food restaurants.

H<sub>9</sub>: Purchase Intention mediates the relationship between Subjective Norm and consumers' purchasing decisions in Chinese food restaurants.

H<sub>10</sub>: Purchase Intention mediates the relationship between perceived behavioral control and consumer purchasing decisions in Chinese food restaurants.

H<sub>11</sub>: Purchase Intention mediates the relationship between Halal Awareness and consumers' purchasing decisions in Chinese food restaurants.

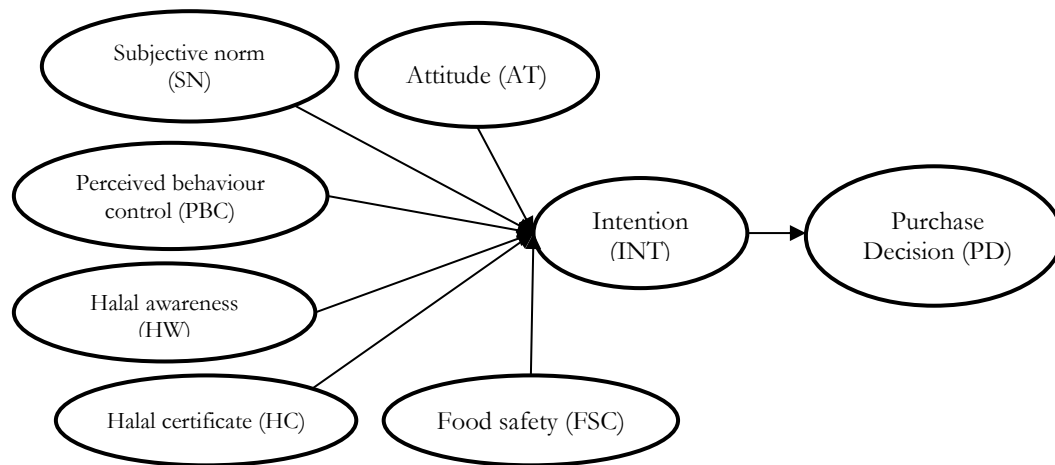
H<sub>12</sub>: Purchase Intention mediates the relationship between halal certificates and consumer purchasing decisions at Chinese food restaurants.

H<sub>13</sub>: Purchase Intention mediates the relationship between Food Safety and consumers' purchasing decisions in Chinese food restaurants.

## **Research Methods**

This study used explanatory research with a quantitative approach. This study was conducted in Malang City, East Java, from November 2024 to January 2025. The methodology employed in this research to select the sample was non-probability sampling, specifically the purposive sampling technique. The study utilized the Cohen table, which was obtained from a minimum of 166 samples. However, the final sample size was augmented to 344 respondents owing to the inclusion of customers who had purchased food at halal Chinese restaurants, thereby ensuring an exhaustive

dataset. The instrument used was a questionnaire distributed online. After data collection, data analysis was performed using the SEM-PLS technique. The research design is illustrated in Figure 1.



**Figure 1.** Research design  
Source: Author (2024)

## Results and Discussion

Table 1 shows that females were more dominant (72.39%) than males (27.61%). In this study, the percentage of respondents who identified as Muslim (Islam) was 50%, and the remaining percentage of non-Muslim Catholic respondents was 26.45%. The age range of 18-23 years was dominates, accounting for 71% of the sample. The occupation of respondents was dominated by students (54.36%), followed by employees (27.61%). At the income level, the majority of respondents reported an average income of IDR 1.000.001 – 2.000.000, amounting to 31.98%.

**Table 1.** Characteristics of respondents

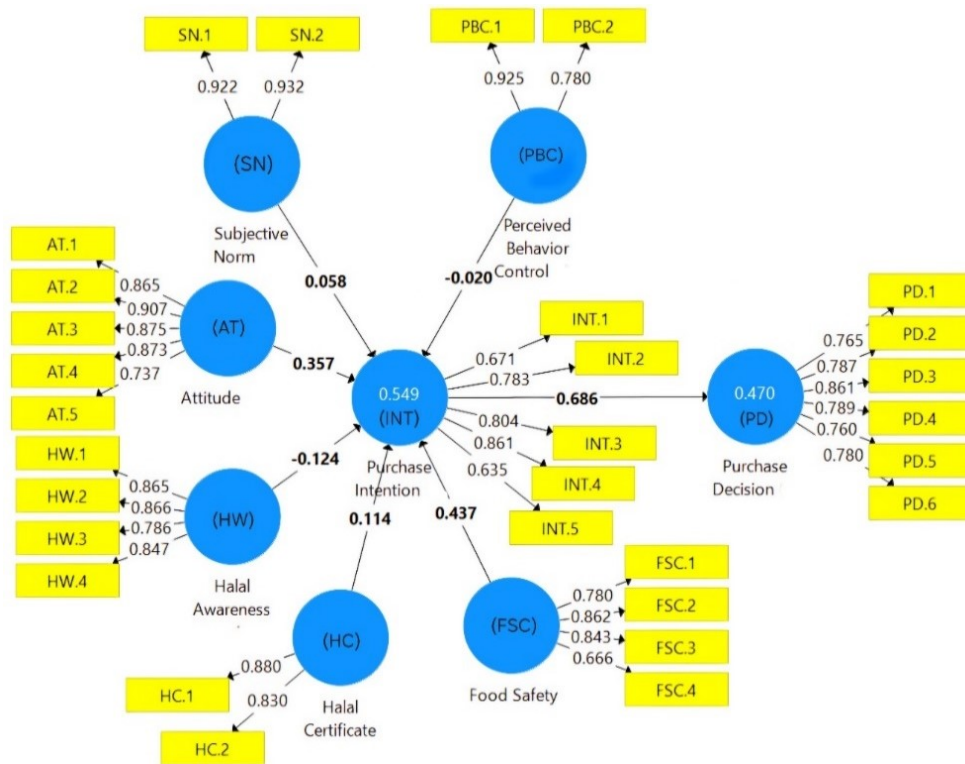
Characteristics	Amount	Percentage (%)
<i>Gender</i>		
Male	95	27.61
Female	249	72.39
<i>Age</i>		
18-23	244	71
24-29	86	25
30-35	7	2
>35	7	2
<i>Religion</i>		
Muslim	172	50
Hindu	6	1.75
Catholic	91	26.45
Christian	75	21.80
<i>Occupation</i>		
Student	187	54.36
Employee	95	27.61
Entrepreneur	34	9.88
Houswife	6	1.75
Other	22	6.40
<i>Average Monthly Income (IDR)</i>		
< 1.000.000	74	21.51
1.000.001 – 2.000.000	110	31.98
2.000.001 – 3.000.000	44	12.79
3.000.001 – 5.000.000	49	14.24
> 5.000.000	67	19.48
<b>Total</b>	<b>344</b>	<b>100</b>

Source: Author calculation (2025)



### Outer model evaluation

Convergent validity testing determines how well the indicators used in the measurement correlate with other indicators of the same construct. The correlation between the indicator and construct scores indicates convergent validity. Based on Figure 2, it is known that all indicators have a loading factor value of  $> 0.6$ ; thus, they can be considered valid because they have met the predetermined requirements (Hair et al., 2021). Convergent validity can also be measured based on the Average Variance Extracted (AVE).



**Figure 2.** Loading factor result

Source: Author calculation (2025)

Based on Table 2, all latent variables in the research had an AVE value  $> 0.5$ , which is valid. If the AVE value is  $> 0.5$ , then the tested model shows no problems, and all indicators used in this study can represent the latent variables well (Hair et al., 2021).

**Table 2.** AVE result

Variabel	AVE
Attitude (AT)	0.728
Subjective Norms (SN)	0.860
Perceived Behaviour Control (PBC)	0.732
Halal Awareness (HW)	0.708
Halal Certificate (HC)	0.732
Food Safety (FSC)	0.626
Purchase Intention (INT)	0.571
Purchase Decision (PD)	0.626

Source: Author calculation (2025)

Discriminant validity tests were performed to check whether the variables in this study accurately reflected the measured phenomenon. The discriminant test with a cross-loading value for each latent variable was considered valid. Based on Table 3, all indicators have values greater than 0.6. In addition, each indicator of the latent variable had a higher value than the cross-loading value for the other variables. For example, the AT.2 indicator had a loading factor of 0.907 for

attitude (AT). This value is greater than the value of AT.2 for subjective norm variables (SN), behavioral control (PBC), halal awareness (HW), halal certificate (HC), food safety (FSC), purchase intention (INT), and purchase decision (PD). If the cross-loading value and correlation comparison between constructs meet the criteria, there are no significant problems related to discriminant validity in the model being tested (Hamid & Anwar, 2019).

**Table 3.** Cross loading value result

Indicator	(AT)	(SN)	(PBC)	(HW)	(HC)	(FSC)	(INT)	(PD)
AT.1	<b>0.865</b>	0.728	0.552	0.702	0.489	0.546	0.529	0.581
AT.2	<b>0.907</b>	0.701	0.542	0.684	0.512	0.613	0.601	0.644
AT.3	<b>0.875</b>	0.687	0.563	0.660	0.535	0.583	0.502	0.568
AT.4	<b>0.873</b>	0.685	0.547	0.665	0.507	0.620	0.642	0.648
AT.5	<b>0.737</b>	0.603	0.538	0.607	0.428	0.500	0.497	0.505
SN.1	0.753	<b>0.922</b>	0.640	0.773	0.570	0.525	0.483	0.570
SN.2	0.728	<b>0.932</b>	0.584	0.676	0.465	0.508	0.517	0.564
PBC.1	0.659	0.664	<b>0.925</b>	0.677	0.543	0.508	0.457	0.534
PBC.2	0.392	0.425	<b>0.780</b>	0.462	0.360	0.334	0.278	0.375
HW.1	0.695	0.750	0.639	<b>0.865</b>	0.536	0.479	0.431	0.531
HW.2	0.682	0.675	0.536	<b>0.866</b>	0.534	0.527	0.472	0.545
HW.3	0.565	0.601	0.549	<b>0.786</b>	0.515	0.428	0.362	0.473
HW.4	0.666	0.599	0.586	<b>0.847</b>	0.560	0.555	0.467	0.569
HC.1	0.584	0.559	0.475	0.606	<b>0.880</b>	0.471	0.456	0.490
HC.2	0.395	0.380	0.457	0.475	<b>0.830</b>	0.432	0.388	0.424
FSC.1	0.590	0.508	0.464	0.542	0.493	<b>0.780</b>	0.571	0.644
FSC.2	0.586	0.468	0.409	0.498	0.442	<b>0.862</b>	0.571	0.651
FSC.3	0.566	0.478	0.474	0.499	0.418	<b>0.843</b>	0.569	0.590
FSC.4	0.363	0.281	0.233	0.318	0.302	<b>0.666</b>	0.450	0.398
INT.1	0.451	0.448	0.379	0.443	0.419	0.482	<b>0.671</b>	0.501
INT.2	0.443	0.360	0.264	0.328	0.324	0.509	<b>0.783</b>	0.480
INT.3	0.661	0.569	0.472	0.541	0.490	0.595	<b>0.804</b>	0.591
INT.4	0.592	0.453	0.384	0.436	0.399	0.588	<b>0.861</b>	0.585
INT.5	0.216	0.095	0.097	0.106	0.165	0.376	<b>0.635</b>	0.396
PD.1	0.512	0.476	0.440	0.497	0.475	0.550	0.596	<b>0.765</b>
PD.2	0.523	0.425	0.354	0.457	0.362	0.633	0.577	<b>0.787</b>
PD.3	0.619	0.589	0.498	0.543	0.400	0.608	0.603	<b>0.861</b>
PD.4	0.557	0.467	0.441	0.510	0.403	0.573	0.495	<b>0.789</b>
PD.5	0.554	0.495	0.449	0.498	0.446	0.561	0.464	<b>0.760</b>
PD.6	0.535	0.440	0.404	0.497	0.472	0.538	0.489	<b>0.780</b>

Source: Author calculation (2025)

Reliability testing aims to demonstrate an instrument's accuracy, consistency, and precision in measuring a construct. Based on Table 4, the composite reliability value for all constructs is above 0.70, and the Cronbach's alpha value for all constructs is above 0.60. Constructs were considered to have high reliability if the composite reliability value was  $> 0.70$ , and the construct had a Cronbach's alpha value of  $> 0.60$  (Hamid & Anwar, 2019). Thus, it can be concluded that this study passed the reliability test or was categorized as reliable.

**Table 4.** Construct reliability result

Variable	Cronbach's alpha (CA)	Composite reliability (CR)
Attitude	0.906	0.930
Subjective Norm	0.837	0.925
Perceived Behavioral Control	0.652	0.844
Halal Awareness	0.863	0.907
Halal Certificate	0.636	0.845
Food Safety	0.797	0.869
Purchase Intention	0.810	0.868
Purchase Decision	0.880	0.909

Source: Author calculation (2025)

### Inner model evaluation

Table 5 shows that the R-square value for the purchase intention variable is 0.549 and the purchase decision variable is 0.470. The R-square value of 0.67 is categorized as strong, 0.33 is categorized as medium, and 0.19 is categorized as weak (Duryadi, 2021). It can be concluded that the constructs of purchase intention and purchase decision have a moderate influence. With an R-square value of 0.549, purchase intention is influenced by 54.9% of attitude, subjective norm, perceived behavioral control, halal awareness, halal certificate, and food safety concern, while the remaining 45.1% is influenced by variables outside the model. Similarly, the purchase decision variable with an R-square value of 0.470 indicates that the purchase intention variable contributes 47% to the purchase decision, while the remaining 53% is influenced by other variables outside the model.

**Table 5.** R-Square result

Variable	R-Square
Purchase Intention	0.549
Purchase Decision	0.470

Source: Author calculation (2025)

Table 6 show, there are two relationships between model constructs that are classified as large effect categories with an  $f^2$  value  $> 0.15$ , namely the relationship between Food Safety to Purchase Intention of 0.216 and Purchase Intention to Purchase Decision of 0.886. In the medium effect category, there is only an Attitude to Purchase Intention relationship of 0.072. In the small effect category, there are four relationships between constructs, namely Subjective Norms to Purchase Intention by 0.002, Perceived Behaviour Control to Purchase Intention by 0.000, Halal Awareness to Purchase Intention by 0.009, and Halal Certificate to Purchase Intention by 0.016.

**Table 6.** Effect size ( $f^2$ ) result

Variable	f-square
Attitude (AT) $\rightarrow$ Purchase Intention (INT)	0.072
Subjective Norms (SN) $\rightarrow$ Purchase Intention (INT)	0.002
Perceived Behaviour Control (PBC) $\rightarrow$ Purchase Intention (INT)	0.000
Halal Awareness (HW) $\rightarrow$ Purchase Intention (INT)	0.009
Halal Certificate (HC) $\rightarrow$ Purchase Intention (INT)	0.016
Food Safety (FSC) $\rightarrow$ Purchase Intention (INT)	0.216
Purchase Intention (INT) $\rightarrow$ Purchase Decision (PD)	0.886

Source: Author calculation (2025)

### Hypothesis Testing

Table 7 presents the results of hypothesis testing, which includes both direct and indirect relationships.

**Table 7.** Hypothesis testing result

	Hypothesis	Path Coefficient	T-Statistic	P-Value	Result
Direct Effect	H1: Attitude (AT) $\rightarrow$ Purchase Intention (INT)	0.357	5.023	0.000	Accepted
	H2: Subjective Norms (SN) $\rightarrow$ Purchase Intention (INT)	0.058	0.767	0.443	Rejected
	H3: Perceived Behaviour Control (PBC) $\rightarrow$ Purchase Intention (INT)	-0.020	0.339	0.735	Rejected
	H4: Halal Awareness (HW) $\rightarrow$ Purchase Intention (INT)	-0.119	1.528	0.127	Rejected
	H5: Halal Certificate (HC) $\rightarrow$ Purchase Intention (INT)	0.112	2.076	0.038	Accepted
	H6: Food Safety (FSC) $\rightarrow$ Purchase Intention (INT)	0.438	6.401	0.000	Accepted
	H7: Purchase Intention (INT) $\rightarrow$ Purchase Decision (PD)	0.685	19.945	0.000	Accepted
Indirect Effect	H8: Attitude (AT) $\rightarrow$ Intention (INT) $\rightarrow$ Purchase Decision (PD)	0.245	4.951	0.000	Accepted



Hypothesis	Path Coefficient	T-Statistic	P-Value	Result
H <sub>9</sub> : Subjective Norms (SN) → Intention (INT) → Purchase Decision (PD)	0.040	0.766	0.444	Rejected
H <sub>10</sub> : Perceived Behaviour Control (PBC) → Intention (INT) → Purchase Decision (PD)	-0.013	0.340	0.734	Rejected
H <sub>11</sub> : Halal Awareness (HW) → Intention (INT) → Purchase Decision (PD)	-0.085	1.534	0.125	Rejected
H <sub>12</sub> : Halal Certificate (HC) → Intention (INT) → Purchase Decision (PD)	0.078	2.082	0.038	Accepted
H <sub>13</sub> : Food Safety (FSC) → Intention (INT) → Purchase Decision (PD)	0.299	5.769	0.000	Accepted

Source: Author calculation (2025)

## Discussion

H<sub>1</sub> indicates that the attitude variable has a positive effect on purchase intention and, as a result, the hypothesis is accepted. This study supports previous findings (Gabriella & Kurniawati, 2021; Vanany et al., 2020) showing that attitude affects the purchase intention of halal products. This positive attitude is further strengthened by the halal certification factor (H<sub>5</sub>), which functions as a symbol of quality in accordance with TPB theory, which shows that a positive attitude will influence purchasing decisions. Consumers who pay attention to halal certification feel safer when choosing products, which contributes to their long-term loyalty (Damit et al., 2019). This study uses five indicators and has a positive attitude.

H<sub>2</sub> shows that subjective norms are not significant to the purchase intention for halal products, so the hypothesis is rejected. This is in line with previous research (Gabriella & Kurniawati, 2021; Vanany et al., 2020) that shows that subjective norms do not affect the purchase intention of halal products. In this case, social norms are not significant enough for some consumers. For Muslim consumers, especially those who choose halal food because of their personal beliefs and religious obligations, not because of social pressure, this is supported by research (Vizano et al., 2021). In addition, for non-Muslim consumers, taste factor or quality is more influential than social norms (Mathew et al., 2014; Muslichah & Ibrahim, 2021), so subjective norms do not have a significant effect on their purchase intention.

H<sub>3</sub> shows that PBC is insignificant for the purchase intention of halal products. This result is in accordance with the findings of previous studies (Aslan, 2023; Fuadi et al., 2022; Hasyim & Purnasari, 2021). If there are issues regarding halal status, even if it is easy to consume, the purchase intention is not affected. Although halal Chinese food restaurants are easy to consume, the guarantee of halalness through halal logo and halal certification (H<sub>5</sub>) is an important factor (Osman et al., 2019; Simbolon, 2019). Therefore, although PBC indicators, such as control over halal food choices and ease of consumption, are relevant, halalness and trust in the eatery are more influential in consumers' purchasing decisions.

H<sub>4</sub> shows that Halal Awareness is insignificant for the purchase intention of halal products. This finding is different from previous research that shows a positive effect of Halal Awareness on purchase intention (Aslan, 2023; Aziz & Chok, 2013) but is in line with Awan et al. (2015) the finding of similar results. A factor that could cause this is the situation of the food industry in Indonesia, where the majority of consumers, both Muslims and non-Muslims, consider products in circulation to be automatically halal; thus, halal awareness does not really affect purchasing decisions (Fadillah et al., 2023). This is complemented by Vanany et al. (2020), who claimed that halal awareness is a relative concept. For a considerable number of consumers, particularly non-Muslims, concerns regarding a product's halal status may not play a substantial role in their purchasing decisions, as they ascribe greater importance to the quality and safety of food (H<sub>6</sub>) (Mathew et al., 2014).

H<sub>5</sub> indicates that halal certification has a positive effect on purchase intention. This finding is consistent with Budhijana (2023) the positive impact of halal certification on purchase intention. Halal certification is an essential factor in purchasing decisions for both Muslim and non-Muslim

consumers, because it is viewed as a symbol of food quality. The Theory of Planned Behavior (TPB) backs up these findings, implying that a positive attitude ( $H_1$ ) toward halal certification can influence buying intentions. Halal certification also serves as a form of protection for consumers from product fraud, as explained in [Hamdani et al., \(2021\)](#), which emphasizes that halal certification ensures the production process according to the standards set by MUI/BPJPH, provides a sense of security, and increases consumer confidence in the shop.

$H_6$  shows that food safety has a positive effect on purchase intention, indicating that the greater the customers' concerns about food safety, the higher their intention to buy at Chinese food restaurants that are considered safe. This study supports the findings of previous studies ([Billah et al., 2020](#); [Iqbal et al., 2021](#)). Food safety includes consumer attention to potential contamination, hazardous chemicals, and cleanliness in the food processing process, which are crucial factors that influence purchasing decisions ([Darmawan & Fathurrohman, 2023](#)). In many countries, including Indonesia, regulations such as the HACCP and BPJPH, as well as halal certification ( $H_5$ ), aim to ensure food safety ([Henderson, 2016](#); [Yakub & Zein, 2022](#)). These findings suggest that both Muslim and non-Muslim consumers are concerned about food safety, which increases their confidence in safe and health-supportive halal products ([Purwanto et al., 2021](#)). The implementation of safety standards at halal Chinese food restaurants has been demonstrated to positively influence consumers' intentions to purchase these products.

$H_7$  shows that purchase intention has a positive effect on purchase decisions, which means that increasing consumer purchase intention for halal food can influence purchasing decisions at halal Chinese food restaurants. This finding is consistent with that of previous studies ([Bashir et al., 2019](#); [Bukhari et al., 2023](#); [Vizano et al., 2021](#)). Purchase intention is the initial stage in the purchasing decision process, when consumers are influenced by internal encouragement and positive feelings towards the product ([Amri & Prihandono, 2019](#)). The intention to act can materialize into real behavior if individuals feel that they have control over the action.

$H_8$  shows that purchase intention mediates the relationship between attitude and purchase decision, which means that a positive attitude towards a product increases purchase intention, which in turn affects purchasing decisions at halal Chinese food restaurants. This finding is consistent with those of earlier studies ([Fadillah et al., 2023](#); [Gabriella & Kurniawati, 2021](#)). Attitude, which is part of the Theory, describes a positive or negative assessment of products, including halal food ([Indrawan et al., 2022](#)). In this study, the indicator with the highest loading factor is the item "I prefer halal certified food over uncertified," which describes consumers' positive attitudes towards halal products.

$H_9$  shows that purchase intention does not mediate the relationship between subjective norms and purchase decisions, meaning that social norms do not influence purchasing decisions at halal Chinese food restaurants. Consistent with earlier research, this research ([Hassan et al., 2022a](#); [Khan et al., 2023](#); [Zayed et al., 2022](#)) also found that social norms do not always affect purchasing decisions. Consumers are more likely to make decisions based on personal judgment, without relying on social pressure from friends or family. For Muslim consumers, despite differing views of halalness, social norms do not influence their decisions. Likewise, for non-Muslim consumers, factors such as quality, taste, and a healthy lifestyle play a greater role in their decisions ([Gabriella & Kurniawati, 2021](#)).

$H_{10}$  showed that purchase intention does not mediate the relationship between perceived behavioral control (PBC) and purchase decisions, which means that perceived behavioral control does not affect consumers' intention to buy at halal Chinese food restaurants. This is consistent with earlier research that PBC is irrelevant in influencing purchasing decisions, as there is no perceived intention ([Bhutto et al., 2022](#); [Zayed et al., 2022](#)). The results of this study explain that the PBC factor is not significant for Muslim and non-Muslim consumers. Although consumers feel that they have control or ease in choosing halal food, factors such as personal beliefs and habit preferences influence their decisions more. In addition, consumers' intentions may not fully reflect their purchase behavior. Therefore, consumers who do not intend to buy halal food products are unlikely to do so ([Bashir et al., 2019](#)).

H<sub>11</sub> indicates that purchase intention does not mediate the relationship between halal awareness and purchase decisions, which means that although halal awareness affects consumers' understanding of halal products, it does not indirectly affect their purchasing decisions at halal Chinese food restaurants. This study supports previous findings (Budhijana, 2023) that state that although consumers are aware of halalness, other factors, such as price, convenience, and taste, have a greater influence on their purchasing decisions. Although consumers, both Muslims and non-Muslims, are aware of the halal status of products, these factors are more prominent in determining their intention to purchase, which suggests that halal awareness is not strong enough to influence consumption behavior at halal Chinese food restaurants.

H<sub>12</sub> shows that purchase intention mediates the relationship between halal certificates and purchase decisions. This finding suggests that halal certification has a significant impact on customer purchasing decisions, either directly or indirectly. This finding is consistent with that of a previous study (Bashir, 2019; Fadillah et al., 2023; and Setyaningsih & Marwansyah, 2019). According to Mohayidin and Kamarulzaman, (2014), halal certification can also serve as a form of product differentiation for food product manufacturers, thereby providing competitive advantage and potentially enhancing consumer appeal. This ultimately improves the product's brand image (Purwanto et al., 2021).

H<sub>13</sub> shows that purchase intention mediates the relationship between food safety and purchase decisions, meaning that attention to food safety can influence purchasing decisions by increasing consumer purchase intention. This finding is consistent with that of a previous study Alimusa et al. (2023), Billah et al. (2020), and Mathew et al. (2014). Food safety has a positive effect on food purchases in halal Chinese food restaurants, indicating that both Muslim and non-Muslim consumers consider food safety factors in their purchasing decisions. Food safety prevents harmful chemical contamination that can endanger health; therefore, companies must maintain hygienic and sanitary principles in the production and marketing of halal products (Quantaniah et al., 2013).

## Conclusion

This study explores the factors that influence the purchase intention and decision to purchase halal products, with a particular focus on halal Chinese food restaurants. The findings indicate that attitude, halal certification, and food safety have a positive and significant impact on purchase intention. In contrast, subjective norms, perceived behavioral control, and halal awareness did not have a significant influence. A positive attitude towards halal products has been shown to enhance purchase intention, which, in turn, affects purchasing decisions. The results of this study demonstrate that halal certification and food safety play a crucial role in influencing purchase intentions and decisions. This is due to the fact that they instill confidence in consumers regarding the quality and safety of the product. However, subjective norms, perceived behavioral control, and halal awareness did not exert a significant influence on decisions, and purchase intention did not mediate these variables.

The implications of these findings are particularly relevant to halal restaurant owners, particularly those offering halal Chinese food. Restaurant owners should explicitly highlight halal certification, prioritize food safety, and maintain product quality to enhance consumer loyalty and fortify long-term purchasing decisions. Additionally, the government's role is crucial in strengthening the oversight of halal certification and food safety standards as well as refining existing regulations to align with global trends and address the unique needs of the local market. Future researchers should expand the research variables by incorporating or substituting variables such as quality, price, trust, and social media promotion, which will facilitate a comprehensive comparison of Muslim and non-Muslim respondents to discern the divergent attitudes of these two segments.

## Author Contributions

Conceptualization: Evina Nahdiya Sani, S Syafrial, Dwi Retno Andriani

Data curation: Evina Nahdiya Sani

Formal analysis: Evina Nahdiya Sani  
 Investigation: Evina Nahdiya Sani  
 Methodology: Evina Nahdiya Sani  
 Project administration: Evina Nahdiya Sani  
 Supervision: S Syafrial, Dwi Retno Andriani  
 Validation: S Syafrial, Dwi Retno Andriani  
 Visualization: Evina Nahdiya Sani  
 Writing – original draft: Evina Nahdiya Sani  
 Writing – review & editing: S Syafrial, Dwi Retno Andriani

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