BEYOND THE LABEL: HALAL AWARENESS AS A MEDIATOR IN MUSLIM CONSUMERS' PACKAGED FOOD CHOICES

[1]**Zulfikar Ali Ahmad, **[2]**Asiah Wati, **[3]**Haq Muhammad Hamka Habibie**
[1,2,3] Sharia Faculty of UIN Raden Mas Said Surakarta
Email: [1]zulfikar@staff.uinsaid.ac.id, [2]asiahwati@staff.uinsaid.ac.id,
[3]hamkahabibie@staff.uinsaid.ac.id

Abstract
This study aims to investigate the factors influencing Muslim consumers' intention to purchase halal packaged food products, focusing on the roles of halal certification, product composition, and halal awareness as a mediating variable. A survey was conducted with 215 Muslim undergraduate students in the Solo Raya region of Indonesia, selected through purposive sampling. The data were analyzed using Structural Equation Modeling - Partial Least Squares (SEM-PLS) to test the proposed hypotheses.The results indicate that both halal certification and product composition positively affect halal awareness. Additionally, halal awareness significantly influences the intention to purchase halal packaged food. Notably, halal awareness serves as a partial mediator between halal certification, product composition, and purchase intention.The findings suggest that manufacturers should prioritize obtaining and displaying halal certifications, provide transparent product information, and invest in consumer education about halal principles. This approach can enhance consumer trust and increase purchase intentions.This research contributes to the existing literature by providing empirical evidence on the mediating role of halal awareness in the context of halal packaged food consumption, addressing a gap in understanding consumer behavior in the halal market.

Keywords: *halal certification; halal awareness; purchase intention; product composition; muslim consumers*

A. INTRODUCTION

Indonesia, with its predominantly Muslim population, presents significant potential for the growth of the Islamic economy, particularly in the consumption of halal products. The country holds a prominent position in the global halal product trade, as evidenced by its third-place global ranking with a Global Islamic Economy Indicator (GIEI) score of 99.9 in a 2025 report released by DinarStandard in collaboration with the Ministry of National Development Planning/National Development Planning Agency (PPN/Bappenas) and the Indonesia Halal Lifestyle Center (IHLC) (Nurzaman, 2025).

Muslim consumer spending on food in Indonesia has shown consistent growth, increasing by 2.6% in 2023 to US$1.43 trillion from US$1.40 trillion in 2022. Indonesia remains the largest market based on spending, with projections indicating a rise to US$1.94 trillion by 2028, reflecting an average annual growth rate (CAGR) of 6.2% between 2023 and 2028 (Nurzaman, 2025)

The Indonesian packaged food and beverage industry has demonstrated remarkable resilience and growth, establishing itself as a key driver of the national economy. Data from the Central Statistics Agency (BPS) for 2024 shows a continuous increase in production value, from Rp87.6 trillion in 2022 to Rp100 trillion in 2024, with a projection of Rp105 trillion by the end of 2025. The sector's 6% growth in 2024 surpassed the national economic growth target of 5% (https://kowantaranews.com/, 2025).

Despite the robust growth in the packaged food industry and high public interest, there remains a lack of clarity regarding the specific factors influencing Muslim consumers' purchasing decisions for packaged food products. Previous studies have identified several influential factors, including halal certification, the composition or ingredients listed on the packaging of the packaged product. Another factor that could be a connecting factor is concern for halal products in influencing consumer interest in purchasing packaged food products.

A halal certificate, issued by BPJPH based on a written fatwa from MUI, is essential for a product to be labeled halal and plays a vital role in building consumer trust (Https://ihatec.com/label - halal/, 2021). Studies indicate that halal certification enhances consumer confidence and purchase intent, with younger consumers often viewing it as a guarantee of quality (Azam, 2016; Khalek et al., 2017; Mutmainah, 2018). Product composition, encompassing ingredients and processing, is also critical, as consumers increasingly seek safer, healthier, and more sustainable food options, paying close attention to ingredient labels (Prinyawiwatkul, 2024; Sari et al., 2018; Hussain et al., 2016; Fachrurrozie et al., 2023).

Halal awareness as an intervention or moderating factor has been widely studied by previous researchers. A study (Susilawati et al., 2023) found that halal awareness acts as a partial mediator between religiosity and the intention to purchase halal products. This means that religiosity influences the intention to purchase, but its effect is largely mediated through the halal awareness possessed by consumers. Research (Albra et al., 2023) demonstrated that religiosity positively and significantly affected halal awareness. Similarly, religiosity and halal awareness positively and significantly affected halal purchase intention. This indicates that increasing religiosity and halal awareness enhance interest in buying halal food. It can be concluded that religiosity and awareness are vital indicators in explaining the increasing interest in buying halal products. Furthermore, the mediating effect results revealed a partial mediation of halal awareness on the relationship between religiosity and halal purchase intention. This implies that halal awareness plays an essential role in mediating this relationship. Similarly, research by Djakasaputra et al. (2023) found that halal awareness directly influences purchase intention. Although not explicitly as mediation, this study emphasizes the importance of halal awareness as a key driver of purchase intention, which is often triggered by other factors such

as knowledge or religiosity.

Previous empirical studies on the role of halal awareness as a mediating effect in the relationship between product composition and halal certification on the intention to purchase halal products are still limited and difficult to access. The primary aim of this research is to investigate the factors influencing Muslim consumers' intention to purchase halal packaged food products, specifically examining the roles of halal certification, product composition, and halal awareness. The study seeks to understand how these factors interact and the extent to which halal awareness mediates the relationship between halal certification, product composition, and purchase intention. Ultimately, the research aims to provide insights that can enhance marketing strategies and consumer education within the halal food industry.

B. LITERATURE REVIEW

Halal packaged food is considered very important in social, cultural, and economic contexts, especially in countries with large Muslim populations. Halal packaged food not only considers the halal aspects of the ingredients used, but also prioritizes Sharia values in the production and distribution processes. In a global environment increasingly focused on food safety and product quality, halal packaged food provides Muslim consumers with assurance that the products they consume align with their religious laws and beliefs. This makes halal products an important choice for consumers who prioritize not only taste but also spiritual and ethical values.

The issue of halal in the food industry has shown rapid growth in recent years, in line with increasing global awareness of food that complies with sharia principles. This is inseparable from the growth of the Muslim population worldwide, which now exceeds 1.9 billion people, significantly influencing the dynamics of the halal food market (Safitri & Afandi, 2023). The halal food market is estimated to be worth around $1.17 trillion and is projected to continue growing to $1.38 trillion by 2024 (Anam, 2022). This trend reflects not only the need for products that are in line with religious beliefs, but also increasing attention to food quality and safety.

One of the main factors driving the growth of the halal industry is increasing consumer awareness of food health and hygiene. Consumers are now more selective in choosing the products they consume, considering not only halal certification but also the quality of raw materials and transparent production processes (Waharini & Purwantini, 2018). For example, research shows that the presence of halal certification on food products provides significant additional confidence for Muslim consumers to choose those products (Masruroh, 2020). With regulations such as the Halal Product Assurance Law No. 33 of 2014 in Indonesia, companies are required to obtain halal certification, which further enhances consumer confidence (Masruroh, 2020).

Trust is another reason why halal packaged foods are becoming increasingly popular. Muslim consumers feel more comfortable when they can easily identify foods that have valid halal certification, which indicates that the product has

undergone a rigorous inspection process in accordance with sharia guidelines. Research shows that consumers tend to prefer halal-certified products, as this reduces doubts and concerns about the halal status of the food they consume (Oktavianingtias & Muslichah, 2022). In this context, the presence of halal labels on packaging plays a key role in attracting consumer interest, giving them confidence in compliance with religious norms.

The Concept of Halal

Halal is an Arabic word that refers to "something that is permissible" among Muslim consumers. The concept of halal applies universally in every aspect of life and is not limited to food and beverages. However, the concept of halal in this study refers to food products. In the food industry, the concept of halal can also include the concept of "toyyiban," which is not only permissible but also considered "good, pure, or healthy." (Habibie & Donna, 2020; Hassan & Hanif, 2017; Shaari et al., 2019). This is in accordance with what is mentioned in the Quran: "Eat from what is on earth, which is halal and good" (2:168).

Halal Certification

Halal certification is the process of certifying products or services in accordance with Sharia law. In providing assurance to Muslim consumers regarding halal quality, the halal certification and verification system is considered a key element (Khan & Haleem, 2016). Halal certification is the process of obtaining a halal certificate through several steps to prove that raw materials, production processes, and halal assurance systems have been implemented in accordance with established standards (LPPOM MUI, 2008). In Indonesia, halal recognition for a product is issued by the Halal Product Assurance Agency (BPJPH) based on a written halal fatwa issued by the Indonesian Ulema Council (BPJPH, 2024).

Halal certification not only increases consumer confidence but also has a positive impact on purchase intent. This relationship is particularly strong among Muslim consumers, who prioritize halal certification when choosing food products. Halal certification builds trust among consumers, as it guarantees that the product complies with Islamic dietary laws (Saleh & Rajandran, 2025).

Based on previous research, the following hypotheses are proposed:

H1: Halal certification has a positive and significant effect on the intention to purchase halal packaged food products.

Product Composition

Product composition refers to all elements that make up the product, including the ingredients used, production processes, processing techniques, and packaging. In the context of food products, this composition must comply with the halal principles established by Islamic sharia law, which includes prohibitions on haram ingredients (such as pork and alcohol) and other non-halal components. This aspect of composition is important to consider, especially for Muslims (Permata, 2019). According to Sari et al. (2018), many consumers pay close attention to information about the food they choose, and this information is usually listed on the product label.

Consumers who are aware of the importance of this information tend to check the ingredient composition label as part of their knowledge and consideration in deciding whether to purchase or not. Hussain et al. (2016) conducted a study showing that the ingredients in a product significantly influence consumers' attitudes toward purchasing decisions. Fachrurrozie et al. (2023) found that concern for the halal status of a product to be consumed is an important consideration in the decision to purchase food products. Based on previous research, the hypothesis proposed is as follows:

H2: Product composition has a positive and significant effect on the intention to purchase halal packaged food products.

Halal Awareness

Awareness is the ability to understand, feel, and recognize every event and object that exists. Awareness is also a concept that indicates the truth of every event or issue that exists (Aziz & Chok, 2013). Awareness plays an important role in determining the intention to choose.

Halal awareness refers to consumers' awareness and knowledge of what is considered halal according to Islamic sharia law, including in the aspects of food, products, and services. This includes an understanding of the criteria, processes, and practices that make a product or service religiously acceptable. Essentially, halal awareness serves as a bridge connecting sharia principles with daily consumption decisions for Muslim consumers. Good knowledge of halal can encourage consumers to make choices that are in line with their religious beliefs (Firmansyah et al., 2023; Suryaputri et al., 2020).

Halal awareness plays an important role in influencing consumer behavior in purchasing decisions. Consumers who are highly aware of halal tend to look for products that are equipped with halal certification and clear labels. Research shows that halal awareness significantly influences Muslim consumers' purchase intentions, where the higher the halal awareness, the more likely consumers are to purchase halal products (Alinda & Adinugraha, 2022; Firmansyah et al., 2023; Habibie & Donna, 2020).

Various studies have discussed the impact of halal awareness on the intention to purchase halal products. Jannah & Al-Banna, (2021) explain that the higher the consumer awareness of product halalness, the greater the likelihood that they will purchase halal food. Habibie & Donna, (2020) state that halal awareness has a significant influence on the decision to purchase halal products among Muslim consumers. Azam, (2016) explains that Muslim consumers are now increasingly paying attention to products labeled as halal, indicating that purchasing behavior is driven by growing halal awareness. Setiawati et al. (2019) identify that one of the factors influencing millennials' intention to purchase halal products is their attitude, which is influenced by halal awareness. Khan et al. (2020) investigated the behavior of Generation Y consumers regarding their decisions to purchase halal products. This study shows that halal awareness is one of the important factors motivating consumers to choose halal products. In other words, halal awareness can be considered the primary driving factor in consumer behavior and decisions when

choosing products that align with Sharia principles. Based on previous research, the hypothesis proposed is as follows:

H3: Halal awareness has a positive and significant effect on the intention to purchase halal packaged food products.

Halal Awareness as a Mediating Variable

Mediation variables are elements that play an important role in explaining the relationship between independent and dependent variables. In this context, halal awareness can function as a mediation variable for product composition and halal certification on purchase intention. Previous empirical studies on the role of halal awareness as a mediating effect in the relationship between product composition and halal certification on the intention to purchase halal products are still limited and difficult to access. However, a study by Nurhayati and Hendar (2020) suggests that consumers' level of halal awareness is shaped by good knowledge of halal products, which further influences their intentions. This relationship clearly has a positive effect mediated through halal awareness. Based on previous research, the hypothesis proposed is as follows:

H4 Product composition mediated by halal awareness positively affects halal purchase intention.

H5. Halal certification mediated by halal awareness positively affects halal purchase intention.

C. METHOD

Design and Research Sample

This research employed a survey as a strategy for collecting the data. This method is most appropriate to capture the phenomena as well as analyze the proposed hypothesis. This survey was conducted using a measurement tool in the form of a questionnaire. The form of the questionnaire presented to respondents was an online questionnaire. The selection of online questionnaires was carried out for reasons of ease of data collection, namely by providing flexibility for respondents to access the questionnaire through their respective devices.

This study used purposive sampling method. The respondent of this study was a 215 muslim undergraduate student who studied in Solo Raya region. Solo Raya region was taken because it consists of multi ethnic groups, therefore, the food has variety.

According to Hair *et al.* (2013), the minimum sample in SEM-PLS analysis is at least ten times the number of formative indicators used to measure a constructor. Another choice is ten times the number of the largest structural paths that lead to a particular construct (Hair et al., 2013). The most significant number of indicators in a construct is 6, while the most significant number of structural lines that lead to a particular construct is three lanes. The minimum sample is 60 or 30 respondents. With a total of 215 respondents, the sample meets the minimum requirements in SEM-PLS, according to Hair *et al.* (2013). The demographic characteristics of the respondents are divided into some of the information presented in Table 1.

Table 1. Respondent Characteristics

	Note		Frequency	Percentage
Gender	Male		58	28.0%
	Female		57	72.0%
		Total	215	100%
Income	0 – Rp500.000		132	54.4%
	Rp500.001 – Rp1.000.000		68	34.3%
	Rp1.000.001 – Rp1.500.000		8	7.2%
	Rp1.500.001 – Rp2.000.000		4	2.7%
	More than Rp2.000.000		3	1.5%
		Total	215	100%

Source: Data Processed, 2025

Variable Measurement
Intention to Buy Halal Packaged Food

The research instrument used in this study was translated into Indonesian through a translate-retranslate process from its source to ensure its meaning did not change. Intention to Buy Halal Packaged Food was adapted from Yunus *et al.*, (2014) and Aziz dan Chok (2013). The measurement instrument contains five statement points as follows: 1) In my opinion, choosing halal packaged food is a good idea, 2) I will buy halal packaged food, 3) Most of the people closest to me choose halal packaged food products, 4) My family prefers halal packaged food products, 5) I will recommend halal packaged food products to others. Each statement is measured using a five-point Likert scale, 1 = "strongly disagree", 5 = "strongly agree".

Halal Certification

Halal Certification variables are measured using instruments adapted from Aziz and Chok (2013). The measurement instrument contains four statement points as follows: 1) A halal logo is something very important in choosing a product, 2) I will buy packaged food products based on a halal logo, 3) I will always be careful when choosing products with a halal logo, 4) I am aware of the difference between an original halal logo and a fake one, 5) I am aware of the difference between an original halal logo and a fake one. Each statement is measured using a five-point Likert scale, 1 = "strongly disagree", 5 = "strongly agree".

Halal Awareness

Halal Awareness variables are measured using instruments adapted from Yunus *et al.*, (2014). The measurement instrument contains five statement points as follows: 1) I am aware of the halalness of food. 2) I am aware of halal because it is an obligation in religion. 3) I am aware of food safety and hygiene. 4) Knowing the halal food production process is very important. 5) I pay attention to the packaging of halal food products. Each statement is measured using a five-point Likert scale, 1 = "strongly disagree", 5 = "strongly agree".

Product Composition

Product Composition variables are measured using instruments adapted from Yunus *et al.*, (2014) and Hussin *et al.*, (2013). The measurement instrument contains three statement points as follows: 1) I am always aware of the composition or ingredients used in making food products, 2) The information on the content/composition of the ingredients in the food labeling is very important, 3) I will not buy food ingredients that are foreign or suspicious of halal, 4) Foreign ingredients used in the product will trigger suspicion of the "halalness" of a product. Each statement is measured using a five-point Likert scale, 1 = "strongly disagree", 5 = "strongly agree".

Hypothesis testing

Hypothesis testing uses Structural Equation Model-Partial Least Square (SEM-PLS) analysis. SEM-PLS is used because it can test the relationship of more than one independent variable and the dependent variable simultaneously. Besides, SEM-PLS can be processed with a small number of samples, and there is multicollinearity between independent variables (Hair et al., 2013). Another reason for using PLS is because it does not require the assumption of a normal distribution (Hair et al., 2013). The analytical tool used is WarpPLS 7.0.

There are two stages in SEM-PLS. First is the estimation of the measurement model followed by the structural model. Estimating of the measurement model is by evaluating the validity (convergent validity and discriminant validity) and its reliability. Convergent validity is determined by looking at the loading factors of each indicator, which qualifies if the loading value is above 0.60. Discriminant validity is determined by looking at the correlation between latent variables. It fulfilled the criteria if the average variance extracted root (AVE) in the diagonal column is higher than the correlation between latent variables. Reliability is determined by the AVE value, composite reliability, and Cronbach's alpha of each latent variable. Reliability is fulfilled when AVE, composite reliability, and Cronbach's alpha are above 0.50.

Hypothesis 1 and hypothesis 2 was tested by analyzing the beta coefficient of halal certification and product composition on intention to buy halal packaged food. After that, the mediation test was tested using a step-wise approach in structural testing, according to Baron and Kenny (1986). First, estimating the direct effect of halal certification and product composition on intention to buy halal packaged food. Second, to estimate the indirect effect simultaneously for all variables in the SEM-PLS model. The conditions for mediation effects that must be fulfilled are significant influences in both stages.

The mediation hypothesis is not supported if the coefficient value of the second stage estimation result remains significant and does not change. It was concluded that partial mediation if the second stage coefficient value dropped but remained significant. If the second stage coefficient value decreases and becomes insignificant, then the form of mediation is full mediation.

Following Hair et al. (2013), mediation testing can be confirmed by analysis of Variance Accounted For (VAF). First, testing whether perceptions of halal certification

and product composition on intention to buy halal packaged food. If it has a significant influence, it can be continued with the next step. Second, include halal awareness as a mediating variable in the model and test the significance of the indirect effect. If the indirect effect is significant, the analysis of Variance Accounted For (VAF) can be calculated. Halal awareness becomes a full mediating variable when the VAF value is> 80%, partial mediation when the VAF value is between 20% -80%, and below 20%, there is no mediating effect.

Hypothesis 3 and 4 are tested by analyzing the demand coefficient beta for halal certification and product composition on halal awareness. Hypothesis 5 is tested by analyzing the beta coefficient of halal awareness in the intention to buy halal packaged food. The model of the study is in Figure 1.

Figure 1. Model of The Study

**Sig < 0.01
* Sig <0.05
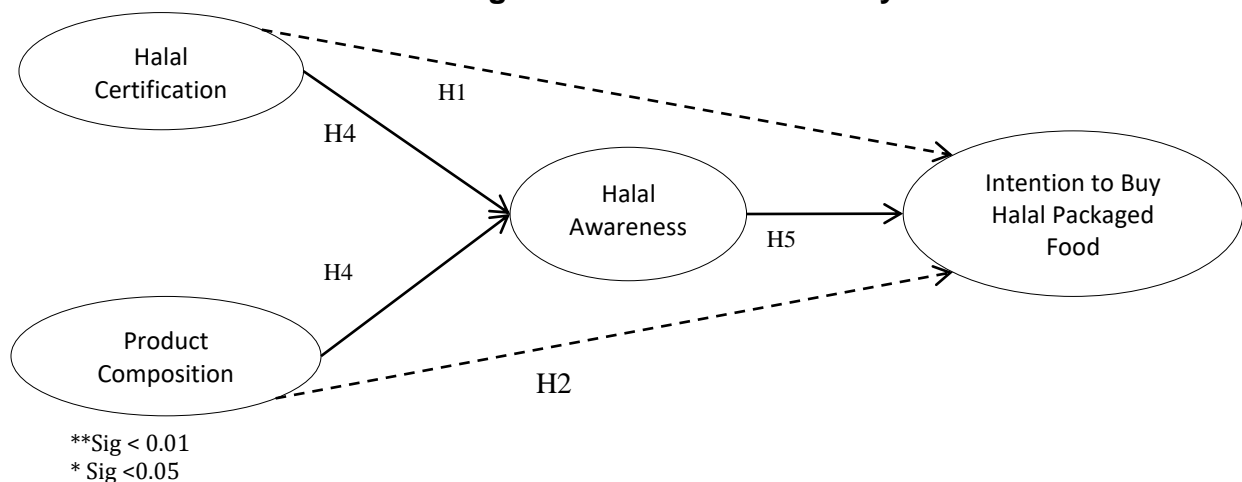
Source: Author, 2025

D. RESULT AND DISCUSSION

Descriptive Statistics

The descriptive statistical analysis describes data between variables. The results of the descriptive statistical analysis are presented in Table 2.

Table 2. Descriptive Statistics

Variable	N	Theoretical score		Actual Score		Means	SD
		Min.	Max	Min.	Max.		
Halal Awareness	215	1.00	5.00	1.00	5.00	4,68	0,323
Product Composition	215	1.00	5.00	2.00	5.00	4,29	0,504
Halal Certification	215	1.00	5.00	1.00	5.00	4,38	0,458
Intention to Buy Halal Packaged Food	215	1.00	5.00	1.00	5.00	4,60	0,449

Source: primary data processed, 2025

Measurement Model Analysis

The first stage in SEM-PLS is estimating the measurement model. In this measurement model, the construct validity and reliability evaluations are carried out in the model. The construct validity of the model is analyzed in two components: (1) convergent validity (loading factor and AVE), and (2) discriminant validity (AVE root and a correlation between latent variables). The test results for convergent validity are shown in table 3:

Table 3. Convergent and reliability validity.

Latent Variable		Std.Dev	Loading
Halal Awareness *(CR=0.804; AVE= 0.507; Cronbach Alpha=0.675)*			
Halal Awareness 1		0,428	0.703
Halal Awareness 2		0,316	0.695
Halal Awareness 3		0,486	0.772
Halal Awareness 4		0,618	0.676
Product Composition *(CR= 0.828; AVE=0.547; Cronbach Alpha=0.723)*			
Product Composition 1		0,697	0.759
Product Composition 2		0,618	0.787
Product Composition 3		0,729	0.670
Product Composition 4		0,751	0.738
Halal Certification *(CR=0.813; AVE=0.593; Cronbach Alpha=0.655)*			
Halal Certification 1		0,645	0.777
Halal Certification 2		0,778	0.825
Halal Certification 3		0,831	0.703
Intention to Buy Halal Packaged Food *(CR=0.871; AVE=0.574; Cronbach Alpha=0.813)*			
Intention to Buy Halal Packaged Food 1		0,536	0.686
Intention to Buy Halal Packaged Food 2		0,501	0.772
Intention to Buy Halal Packaged Food 3		0,608	0.812
Intention to Buy Halal Packaged Food 4		0,636	0.788
Intention to Buy Halal Packaged Food 5		0,682	0.724

Source: primary data processed, 2025

The results in Figure 3 show that the loading of each indicator has met the requirements for convergent validity that is above 0.60 and is significant. Average variance extracted (AVE) values have fulfilled the requirements above 0.50. Composite reliability (CR) and Cronbach's alpha values are also above 0.50. It shows that reliability has been fulfilled.

Table 4. Discriminant validity

	Halal Awareness	Product Composition	Halal Certification	Intention to Buy Halal Packaged Food (IBH)
Halal Awareness	0.712			

Product Composition	0.382***	0.740		
Halal Certification	0.352***	0.409***	0.770	
Intention to Buy Halal Packaged Food (IBH)	0.473***	0.343***	0.547***	0.758

Source: primary data processed, 2025

Table 4 shows that the AVE roots in diagonal columns are higher than the correlation between latent variables in columns other than the diagonal. Table 4 shows the discriminant validity has been fulfilled. Overall, the results of the measurement model show good validity and reliability. Furthermore, it can test hypotheses developed with structural models.

Structural Model Analysis

The structural models are used to test the hypothesised relationships, particularly to examine whether the effect of halal certification and product composition is direct or indirect (mediated by halal awareness). Following Sholihin et al (2011) in performing structural model analysis, we used a step wise approach. First, we tested whether halal certification and product composition affect intention to buy halal packaged food directly to test hypothesis 1 and hypothesis 2. Secondly, we ran PLS by introducing halal awareness as the mediating variable, and thirdly, we ran by including halal awareness as mediating variables, as portrayed in Fig 1. to test the other hypotheses.

Table 5. PLS Results (path coefficient, t-statistics and R^2)

Panel A. Direct Effect		
Variable	Path to	
	Intention to buy halal packaged food	
Halal Certification	0,484**	
Product Composition	0,204**	
R^2	0,360	
Panel B. Testing the mediating effect of halal awareness		
Variable	Path to	
	Halal Awareness	Intention to buy halal packaged food
Halal Certification	0.261**	0.414**
Product Composition	0.306**	0.127**
Halal Awareness		0.304**
R^2	0.230	0.440

Source: primary data processed, 2025

The results (see Table 5, Panel A) show that halal certification and product composition is positively associated with intention to buy halal packaged food (coefficient: 0,484, p<0.01 and coefficient; 0.204, p<0,01, R^2=0.360). Therefore hypothesis 1 and hypothesis 2 are supported. Conducting further analysis by introducing halal awareness as mediating variable reveals that halal certification as

well as product composition are positively affecting halal awareness (coefficient = 0.261; p<0.01 and coefficient= 0.306; p<0.01) and halal awareness also positively associated with intention to buy halal packaged food (coefficient= 0.304; p<0.01). However, the association between halal certification and product composition to intention to buy halal packaged food remains significant (coefficient= 0.414; p<0.01 and coefficient= 0.127; p<0.01) (see Table 5, Panel B). This means that halal awareness only partially mediates the relationship between halal certification and product composition on intention to buy halal packaged food. In other words, while there is an indirect effect of halal certification and product composition on intention to buy halal packaged food via halal awareness, both of them still have a direct effect on intention to buy halal packaged food.

VAF analysis was performed to confirm the conclusion of the mediation test. The results of the VAF analysis can be seen in Table 6.

Table 6. VAF calculation

|		
Indirect Effect (0.261*0.304) and (0.306*0.304) [a]HC-> HA=0.261; [b]HA-> IBH=0.304 [c]PC-> HA=0.306; [d]HA-> IBH=0.304	0.080	0.093
Direct Effect HC->IBH without HA=0.414 PC->IBH without HA=0.127	0.414**	0.127**
Total Effect	0.493	0.220
VAF = Indirect Effect / Direct Effect (0.079/0.414) (0.093/0.127)	0.190	0.732

**p<0.01

Source: primary data processed, 2025

The result of the VAF calculation shows the VAF value of 0.160 and 0.732. This value is between 20% - 80%. It shows that trust becomes a partial mediator in the HC-IBH and PC-IBH relationship and supports hypothesis 4 and hypothesis 5. The conclusion of the VAF calculation supports previous mediation testing using Baron and Kenny's approach (1986).

The results show that halal certification has a positive effect on halal awareness Therefore, hypothesis 3 (halal certification has a positive effect on halal awareness) is supported. The product composition also has a positive effect on halal awareness, therefore hypothesis 4 is supported. The results also show that halal awareness has a positive effect on the intention to buy halal packaged food, therefore hypothesis 5 (halal awareness has a positive effect on the intention to buy halal packaged food) is also supported.

Hypothesis 1 (halal certification has a positive effect on halal awareness) is supported. It shows that the higher perception of halal certification, the higher halal awareness of the people. Hypothesis 2 (product composition has a positive effect on halal awareness) is supported. It shows that the higher perception of product composition, the higher halal awareness of the people.

This study provides empirical evidence of the influence of halal certification and product composition on the intention to buy halal packaged food. However, this effect diminishes when there is a halal awareness variable. The relationship between the halal certification and the product composition on intention to buy halal packaged food is mediated by halal awareness. Hypothesis 5 shows that whether halal awareness also has an effect on the intention to buy halal packaged food. The PLS result can be observed in Figure 2.

Figure 2. PLS Result

$\beta =0.41**$

$\beta =0.26 **$

$\beta =0.31**$ $R^2=0.23$

$\beta =0.30**$

$R^2=0.44$

$\beta =0.13*$

Halal Certification

Product Composition

Halal Awareness

Intention to Buy Halal Packaged Food

**Sig < 0.01
* Sig <0.05
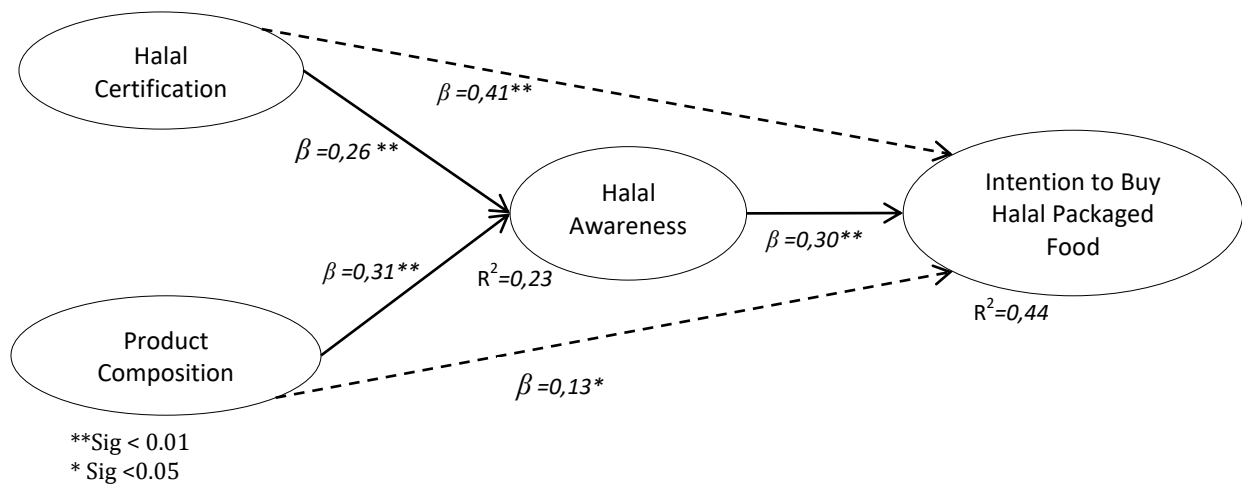
Source: primary data processed, 2025

E. CONCLUSION

The main finding of this study shows that halal certification and product composition has a positive effect on halal awareness. Halal awareness affects the intention to buy halal packaged food. Halal awareness also becomes a partial mediation variable between halal certification and product composition to the intention to buy halal packaged food.

This study makes several significant contributions to the existing literature on halal packaged food consumption. Notably, it provides empirical evidence demonstrating the positive influence of halal certification and product composition on halal awareness. More critically, this research uniquely highlights the partial mediating role of halal awareness in the relationship between both halal certification and product composition, and the intention to purchase halal packaged food. While previous studies have explored these factors, the specific investigation and confirmation of halal awareness as a partial mediator, particularly concerning product composition and halal certification, addresses a gap in the current body of knowledge. Furthermore, the findings reinforce the direct positive effects of halal awareness, offering a comprehensive understanding of consumer decision-making in this vital sector.

This study has several limitations. First, although the minimum number of samples used has met the criteria of Hair *et al.* (2013) and Cohen (1992), future

studies are expected to increase the number of samples. Second, this study uses students of Gen Z as a sample. Further research needs to use other samples to generalize the results.

This study uses two variables that influence halal awareness, namely the halal certification and product composition. Future studies are suggested to add other variables in testing.

Practical implication

The main findings of this study offer crucial practical implications for various stakeholders within the halal packaged food industry, including manufacturers, marketers, and policymakers. For manufacturers / marketers, they can prioritize halal certification, be transparent about ingredients, educate consumers on halal. For policymakers and regulators, they can strengthen halal certification systems by maintaining an efficient and trustworthy halal certification process to boost consumer confidence and market growth, and promote halal awareness by supporting public education initiatives to foster a more informed consumer base that actively chooses halal products.

F. REFERENCES

Albra, W., Muchtar, D., Nurlela, N., Muliani, M., Safitri, R., & Nisa, F. Z. (2023). The Role of Halal Awareness on the Relationship between Religiosity and Halal Purchase Intention. *International Journal of Islamic Economics and Finance (IJIEF)*, *6*(2), 312–336. https://doi.org/10.18196/ijief.v6i2.16685

Alinda, R., & Adinugraha, H. H. (2022). Pengaruh Logo Halal, Kesadaran Halal, dan Sikap Konsumen untuk Kembali Membeli Produk Makanan dan Minumam Kemasan. |, *153*(2), 2808–7089. https://doi.org/10.21274

Anam, M. S. (2022). Analisis bibliometrik perkembangan penelitian halal food. *Journal of Halal Industry Studies*, *1*(1), 21–31. https://doi.org/10.53088/jhis.v1i1.195

Azam, A. (2016). An Empirical Study on Non-Muslim's Packaged <i>halal</I> Food Manufacturers. *Journal of Islamic Marketing*, *7*(4), 441–460. https://doi.org/10.1108/jima-12-2014-0084

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 and Agribusiness Marketing*, *25*(1), 1–23. https://doi.org/10.1080/08974438.2013.723997

Baron, R. M., & Kenny, D. (1986). The Moderator-Mediator Variable Distinction in Social Psychological Research: Conceptual, Strategi, and Statistical Consideration. *Journal of Personality and Social Psychology*, *51*(6), 1173–1182.

BPJPH. (2024, January 11). *Sertifikat Halal: Pengertian dan Alur Sertifikasi Halal.* https://legalitas.org/tulisan/sertifikat-halal-pengertian-dan-alur-sertifikasi-halal

Canavari, M., Castellini, A., & Spadoni, R. (2010). Challenges in Marketing Quality Food Products. *Journal of International Food & Agribusiness Marketing, 22*, 203–209. https://doi.org/10.1080/08974431003641141

Cohen, J. (1992). A Power Primer. *Psycological Bulletin, 112*, 155–159.

Djakasaputra, A., Juliana, Aditi, B., Fachrurazi, & Mas'ad, M. A. (2023). The Influence of Halal Certification, Halal Awareness, and Brand Image on Interest in Buying Halal Food Products: An Empirical Study of Consumers in Indonesia. *International Journal of Islamic Business and Economics (IJIBEC), 7*(2), 103–115. https://doi.org/10.28918/ijibec.v7i2.2003

Fachrurrozie, Muhsin, Nurkhin, A., Mukhibad, H., & Daud, N. M. (2023). Determinants of halal food purchase decisions for Go Food and Shopee Food users. *Innovative Marketing, 19*(1), 113–125. https://doi.org/10.21511/im.19(1).2023.10

Firmansyah, M., Mu'ammal, I., & Yuli, S. B. C. (2023). Atribut Halal Dan Atribut Produk Yang Mempengaruhi Niat Beli Produk Halal Di Kota Malang. *At-Tadbir : Jurnal Ilmiah Manajemen, 7*(1), 79. https://doi.org/10.31602/atd.v7i1.9456

Ginting, C., & Hartati, F. A. (2023). Analisis Minat Beli Konsumen Berdasarkan Kemasan Produk Makanan dan Minuman. *Jurnal Pendidikan Tambusai, 7*(3), 28195–28203.

Habibie, H. M. H., & Donna, D. R. (2020). Factors that Influence the Intention to Purchase Halal Food Products (Case Study of Universitas Gadjah Mada Students). *BENEFIT Jurnal Manajemen Dan Bisnis, 5*(1), 93.

Hair, J., Hult, C., & Sartstedt, M. (2013). *A Primer on Partial Least Squares Structural Equation Modelling (PLS-SEM)*. Sage.

Hamzah, M. I., Othman, A. K., Rashid, W. E. W., & Ngah, N. M. A. (2020). The Relationship Between Halal Factors and Purchase Intention of Food Products as Moderated by Word-of-Mouth Communications. *International Journal of Business and Society, 21*(2), 865–882. https://doi.org/10.33736/ijbs.3299.2020

Haqiqi, N., & Adji, W. H. (2021). Pengaruh Kualitas Produk Terhadap Minat Beli Konsumen Di Perkebunan Sayuran Andritani Farm Kabupaten Cianjur. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi), 5*(3), 717–729.

Hassan, F. H., & Hanif, A. (2017). Viewpoint by Guest Writers Halal issues in processed food: Misuse of the Halal logo. *Islamic Research Journal of Emerging Economies & Islamic Research, 5*(3), 1–5. www.jeeir.com

Hussain, I., Rahman, S. U., Zaheer, A., & Saleem, S. (2016). Integrating factors influencing consumers' halal products purchase: Application of theory of reasoned action. *Journal of International Food and Agribusiness Marketing, 28*(1), 35–58. https://doi.org/10.1080/08974438.2015.1006973

Hussin, S. R., Hashim, H., Yusof, R. N., & Alias, N. N. (2013). SOCIAL SCIENCES & HUMANITIES Relationship between Product Factors, Advertising, and

Purchase Intention of Halal Cosmetic. *86 Pertanika J. Soc. Sci. & Hum, 21*(S), 85–100.

IHATEC. (2021). *Penjelasan Lengkap Apa Itu Label Halal.* https://ihatec.com/label-halal/.

Jannah, S. M., & Al-Banna, H. (2021). HALAL AWARENESS AND HALAL TRACEABILITY: MUSLIM CONSUMERS'AND ENTREPRENEURS'PERSPECTIVES. *Journal of Islamic Monetary Economics and ….* http://jimf-bi.org/index.php/JIMF/article/view/1328

Khan, M. I., & Haleem, A. (2016). *Understanding "Halal" and "Halal Certification & Accreditation System"-A Brief Review.* https://www.researchgate.net/publication/303459476

Khan, W., Akhtar, A., Ansari, S. A., & Dhamija, A. (2020). Enablers of halal food purchase among Muslim consumers in an emerging economy: an interpretive structural modeling approach. *British Food Journal.* https://doi.org/10.1108/BFJ-08-2018-0528

Kowantara. (2025). https://kowantaranews.com/2025/08/02/industri-kemasan-makanan-dan-minuman-indonesia-kebal-resesi-prospek-cerah/?utm_source

Masruroh, N. (2020). The Competitiveness of Indonesian Halal Food Exports in Global Market Competition Industry. *Economica: Jurnal Ekonomi Islam, 11*(1), 25–48. https://doi.org/10.21580/economica.2020.11.1.3709

Nel Arianty, R. G. (2021). Dampak Harga Terhadap Minat Beli Dengan Kualitas Produk Sebagai Variabel Intervening pada UMKM ikan lele di Desa Purwodadi Kecamatan Pagar Merbau Kabupaten Deli Serdang. *Prosiding Seminar Nasional Kewirausahaan, 2 No 1.* https://jurnal.umsu.ac.id/index.php/snk/article/view/8219

Nurhayati, T., & Hendar, H. (2020). Personal intrinsic religiosity and product knowledge on halal product purchase intention: Role of halal product awareness. *Journal of Islamic Marketing.* https://doi.org/10.1108/JIMA-11-2018-0220

Nurzaman, M. S. (2025, July 5). *Indonesia Kokoh di Peringkat Tiga Ekonomi Syariah Global.* https://kneks.go.id/berita/731/indonesia-kokoh-di-peringkat-tiga-ekonomi-syariah-global?category=1

Oktavianingtias1, M., & Muslichah2, I. (n.d.). *Niat Beli Muslim pada Makanan Korea Bersertifikasi Halal di Indonesia.*

Permata, A. R. E. (2019). Harapan dan Realitas Implementasi Regulasi Jaminan Produk Halal Di Indonesia. *Jurnal Ekonomi & Keuangan Islam Dinar, 6*(2), 1–10. https://doi.org/10.21107/dinar

Phan, T. A., & Mai, P. H. (2016). Determinants Impacting Consumers' Purchase Intention: The Case of Fast Food in Vietnam. *International Journal of Marketing Studies, 8*(5), 56. https://doi.org/10.5539/ijms.v8n5p56

Prinyawiwatkul, W. (2024). *Value-Added Foods: Composition, Sensory, and Consumer Research. Contribution 1*, 9–11.

Safitri, A., & Afandi, M. Y. (2023). Trends of Halal Industry Research: A Bibliometric Analysis. *Jurnal Ekonomi Syariah Teori Dan Terapan*, *10*(6), 605–619. https://doi.org/10.20473/vol10iss20236pp605-619

Saleh, H., & Rajandran, T. (2025). Non-Muslim Consumers Intention to Purchase Halal Products in Malaysia. *International Journal of Academic Research in Business and Social Sciences*, *15*(6). https://doi.org/10.6007/IJARBSS/v15-i6/25538

Sari, F. M., Makhrian, A., & Buldani, K. (2018). PENGARUH LABEL HALAL DAN HARGA TERHADAP KEPUTUSAN MEMBELI PRODUK KOSMETIK WARDAH (Studi Pada Mahasiswi Prodi Manajemen Universitas Bengkulu). In *Jurnal Professional FIS UNIVED* (Vol. 5, Issue 1). www.halalmui.org

Septiana, R., Syarif, D., Wissalam Bustami, A., Aunurrochim Bin Mas, M., Saleh, ad, dan Bisnis Islam, E., Agama Islam Negeri Kerinci, I., sitasi, S., & Analisis Label Halal dan Hargaterhadap Keputusan Membeli Produk Mie Samyang Bagi Remaja di Wilayah Kabupaten Kerinci Jurnal, P. (2024). Templete Jurnal Ilmiah Ekonomi Islam Pengaruh Analisis Label Halal dan Hargaterhadap Keputusan Membeli Produk Mie Samyang Bagi Remaja di Wilayah Kabupaten Kerinci. *Jurnal Ilmiah Ekonomi Islam*, *10*(02), 1398–1409.

Setiawati, L. M., Chairy, C., & Syahrivar, J. (2019). Factors affecting the intention to buy halal food by the millennial generation: The mediating role of attitude. *DeReMa (Development Research ….* https://ojs.uph.edu/index.php/DJM/article/view/1738/0

Shaari, H., Ahmad, N., Salleh, S. M., & ... (2019). Consumer purchase intention on halal packaged food products: does halal logo and ingredients matter? In *Journal of Islamic ….* researchgate.net. https://www.researchgate.net/profile/Anon-Khamwon/publication/353349151_CONSUMER_PURCHASE_INTENTION_ON_HALAL_PACKAGED_FOOD_PRODUCTS_DOES_HALAL_LOGO_AND_ING REDIENTS_MATTER/links/60f6f61216f9f3130099951e/CONSUMER-PURCHASE-INTENTION-ON-HALAL-PACKAGED-FOOD-PR

Sholihin, M., Pike, R., Mangena, M., & Li, J. (2011). Goal-setting participation and goal commitment: Examining the mediating roles of procedural fairness and interpersonal trust in a UK financial services organisation. *British Accounting Review*, *43*(2), 135–146. https://doi.org/10.1016/j.bar.2011.02.003

Susilawati, C., Joharudin, A., Abduh, M., & Sonjaya, A. (2023). The Influence of Religiosity and Halal Labeling on Purchase Intention of Non-Food Halal Products. Indonesian Journal of Halal Research, 5(2), 77–89. https://doi.org/10.15575/ijhar.v5i2.22965

Suryaputri, R. V, Kurniawati, F., & Trisakti, U. (2020). *ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI NIAT BELI PRODUK HALAL* (Vol. 1, Issue 1).

Ummah, A. C., Bahrudin, Moh., & Hilal, S. (2023). Sertifikasi Halal Dan Kesadaran Halal Pada Minat Beli Produk Makanan. *Ekonomi Keuangan Investasi Dan Syariah (Ekuitas)*, *4*(4), 1113–1119. https://doi.org/10.47065/ekuitas.v4i4.3215

Usmandani, A. L., & Darwanto, D. (2021). Factors Affecting Purchase Decision of Halal Processed Meat for Muslim Consumers in Semarang. *Al-Amwal Jurnal Ekonomi Dan Perbankan Syari Ah*, *13*(1), 46. https://doi.org/10.24235/amwal.v13i1.7969

Waharini, F. M., & Purwantini, A. H. (2018). Model Pengembangan Industri Halal Food di Indonesia. *Muqtasid: Jurnal Ekonomi Dan Perbankan Syariah*, *9*(1), 1. https://doi.org/10.18326/muqtasid.v9i1.1-13

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. https://doi.org/10.1016/j.sbspro.2014.04.018