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Religiosity, Halal Knowledge, and Halal Awareness on the Purchase Intention of Halal Food among Generation Z in Tulungagung East Java

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ABSTRACT

The Islamic economy and Islamic finance industry are currently experiencing significant development, particularly in the halal food sector. The halal industry has now become one of the fastest-growing economic sectors, not only in Muslim-majority countries but also in global markets, including Indonesia. This study connects an economic factor, namely Purchase Intention, with aspects of Religiosity, Halal Knowledge, and Halal Awareness based on the theory of consumer behaviour economics. The study aims to examine the influence of Religiosity, Halal Knowledge, and Halal Awareness on Purchase Intention; to examine the influence of Religiosity on Purchase Intention; to examine the influence of Halal Knowledge on Purchase Intention; and to examine the influence of Halal Awareness on Purchase Intention. The findings of this study emphasize the importance of increasing public knowledge about halal product standards and benefits, as well as strengthening halal awareness to encourage purchase intention. This study employs a quantitative approach with an associative research design. The data used consist of primary data obtained from the research sample. The sample comprises 100 respondents from Generation Z. Additionally, supporting data, such as demographic information, were obtained from the Central Bureau of Statistics of Tulungagung Regency for the year 2023. The findings of this research reveal that: 1) Simultaneously, Religiosity, Halal Knowledge, and Halal Awareness significantly influence the purchase intention of halal food. 2) Partially, Religiosity does not significantly influence the purchase intention of halal food. 3) Halal Knowledge significantly influences the purchase intention of halal food. 4) Halal Awareness positively and significantly influences the purchase intention of halal food.

Keywords: *awareness generation Z, halal, religiosity*

INTRODUCTION

The global halal industry is growing rapidly, and Indonesia holds a strategic position due to its Muslim-majority population. According to the (Gateway, 2023), Indonesia ranks third in the global halal economy, with domestic consumption reaching USD 184 billion and projected to increase to USD 281.6 billion by 2025. This development highlights the vast potential of the halal product market, particularly in the food sector. Therefore, understanding Muslim consumers' behaviour in choosing halal food is crucial for the sustainability of the national halal industry.

Muslim consumers are required to be more selective in choosing the food they consume because the halal aspect is an integral part of adherence to Islamic teachings. As stated in the Qur'an, Surah Al-Baqarah (2:168):

يَٰٓأَيُّهَا ٱلنَّاسُ كُلُواْ مِمَّا فِى ٱلْأَرْضِ حَلَٰلًا طَيِّبًا وَلَا تَتَّبِعُواْ خُطُوَٰتِ ٱلشَّيْطَٰنِ ۚ إِنَّهُۥ لَكُمْ عَدُوٌّ مُّبِينٌ

"*O mankind, eat from whatever is on earth [that is] lawful and good and do not follow the footsteps of Satan. Indeed, he is to you a clear enemy*."

This verse explains that consuming halal food brings blessings. The halal status of a product provides benefits in many aspects — from its physical form, ingredients, and substances it contains to its processing methods. Hence, the religiosity of a Muslim is closely related to all aspects of life, including the food they consume. In this context, religiosity plays an important role as it determines the extent to

which an individual implements religious values in daily life, including in consumption behaviour (Muhammad Ilham Atha Abhinaya & Anton Agus Setyawan, 2024). Religiosity encompasses belief, practice, knowledge, experience, and moral consequences that shape purchasing behaviour.

In addition to religiosity, halal knowledge is an important variable influencing purchase decisions. According to (Ahmad et al., 2015), consumers with higher product knowledge tend to be more confident in assessing the quality and halalness of a product. Knowledge of ingredients, production processes, and halal certification enhances consumers' sense of security and trust in products (Yaakub & Sham, 2021). Therefore, education about halal becomes a key strategy in strengthening sharia-compliant consumption behaviour. Halal knowledge is a crucial cognitive factor in shaping halal product purchasing behaviour. Consumers with a deep understanding of the concepts of halal and haram, certification processes, and the importance of halal labeling tend to have positive attitudes toward halal products. According to (Awan, 2015), the higher a consumer's level of knowledge about halal products, the greater their tendency to choose products guaranteed to be halal. Similarly, (Dwi Wahyudi, Deasy Wulandari, Agus Mahardiyanto, 2023) found that halal knowledge significantly influences purchase intention for halal products in Indonesia, as knowledgeable consumers feel more confident about a product's authenticity. Meanwhile, (Lada et al., 2009) emphasized that understanding Islamic values in consumption shapes attitudes and purchase intentions aligned with religious teachings, making halal knowledge a fundamental basis for purchase intention formation.

The third factor is halal awareness. (Basri & Kurniawati, 2019) explained that halal awareness reflects an individual's understanding of the importance of halal aspects throughout the product life cycle — from raw materials to distribution. This awareness encourages selective behaviour and cautious attitudes in choosing halal food. As halal awareness grows among the younger generation, the halal market will become increasingly robust. Halal awareness also plays a vital role in shaping purchasing decisions, as it reflects the consumer's sensitivity to consuming products in line with Islamic principles. (Saroya et al., 2024) found that the higher a person's level of halal awareness, the stronger its influence on purchase intention, as consumers become more selective in ensuring a product's halal status. This finding is reinforced by (Ahmad et al., 2015), who stated that halal awareness is a key determinant of halal product purchase decisions, especially among young Muslims. Furthermore, research by (Basri & Kurniawati, 2019) showed that halal awareness positively affects halal purchase intention among women muslim, where consumers with high awareness tend to prioritize spiritual values and trust in halal labels over price factors.

Generation Z in Tulungagung Regency is the focus of this study because they are a digital generation with high access to information and strong social awareness. According to BPS (2023), the number of Muslim residents in Tulungagung aged 15–29 years exceeds 300,000 people. Supported by regional policies such as Local Regulation No. 5 of 2020 concerning ASUH standards and the establishment of halal culinary zones, this study is important for understanding the factors influencing halal food purchase intention among Generation Z in Tulungagung Regency.

Hypotheses Development

Theory of Planned Behaviour (TPB)

The fundamental theory used in this study is the *Theory of Planned Behaviour* (TPB) by (Ajzen, 1991a), which states that an individual's behaviour is determined by their intention, which in turn is influenced by attitude, subjective norms, and perceived behavioural control. According to Kotler and Keller, consumer behaviour is a field of study that examines how individuals, groups, and organizations select, purchase, use, and dispose of products, services, ideas, or experiences to satisfy their needs. Similarly, Sangadji defines consumer behaviour as the study of purchasing units, which may include individuals, groups, or organizations. These units collectively form markets — individual or consumer markets, group purchasing units, and organizational business markets.

Consumer behaviour involves processes that occur before and after a consumer makes a purchase of a product or service. In this process, a buyer evaluates alternatives, and this evaluation ultimately influences their decision-making process regarding the purchase of a product or service. The theory of consumer behaviour studies how buyers of goods or services form groups based on their attitudes, behaviours, or interests, which is referred to as consumer behaviour. This behaviour affects how customers search for, select, and decide what they want to buy. Various factors — including social,

cultural, psychological, and personal — may influence consumer behaviour. Based on these definitions, it can be concluded that consumer behaviour encompasses all activities, actions, and psychological processes that drive such actions before purchasing, during purchasing, using, and consuming products and services, as well as evaluating them afterward.

In the context of halal food purchasing, TPB explains that religiosity, halal knowledge, and halal awareness shape attitudes and beliefs that influence purchase intention (Ajzen, 1991b). This theory serves as the foundation for the relationships among the variables in this study. Religiosity, halal knowledge, and halal awareness are jointly expected to have an effect on the intention to purchase halal food. The combination of these three factors reflects an individual's level of spiritual, cognitive, and moral commitment to halal consumption. Based on the study by (Saroya et al., 2024), this combination of internal factors significantly increases the intention to purchase halal products among young consumers.

H1: Religiosity, halal knowledge, and halal awareness jointly have a positive and significant effect on the intention to purchase halal food among Generation Z in Tulungagung Regency.

Religiosity

The term *religiosity* originates from the English word *religion*, which evolved into *religiosity*. In Indonesian, this term is translated as *keberagamaan* or *religiusitas*. This definition implies that religion contains rules and obligations that must be fulfilled, serving to bind individuals in their relationship with God, fellow humans, and the environment. As stated in the *Kamus Besar Bahasa Indonesia* (KBBI), religiosity refers to devotion to religion or piety, while *keberagamaan* (religiousness) stems from the root word *beragama* (to have a religion), which carries three meanings: adhering to a religion, being obedient to religious teachings, and prioritizing religion.

According to Glock and Stark (1965) in (Holdcroft, 2006), religiosity consists of five dimensions: belief, practice, knowledge, experience, and consequences. Individuals with a high level of religiosity tend to adhere to religious teachings in all aspects of life, including the consumption of halal food. (Basri & Kurniawati, 2019) argues that the level of religiosity determines the extent to which individuals maintain their economic behaviour in accordance with Islamic principles, such as avoiding prohibited (*haram*) products.

Religiosity is assumed to have a positive influence on the intention to purchase halal food. Individuals with higher religiosity are more likely to comply with religious rules, including in choosing halal food (Basri & Kurniawati, 2019). However, several studies, such as that of (Anggraini & Dewanti, 2020), indicate that religiosity does not always have a significant influence when economic and social factors are more dominant. Therefore, this relationship needs to be empirically tested among Generation Z, who exhibit more modern consumption patterns.

H2: Religiosity has a positive and significant effect on the intention to purchase halal food among Generation Z in Tulungagung Regency.

Halal Knowledge

Product knowledge is a crucial aspect of consumer behaviour. Knowledge can influence purchasing behaviour, information-seeking activities, and product evaluation. Kotler and Keller define a product as something offered to the market with the primary goal of attracting public attention, which eventually motivates them to choose and purchase the product.

Knowledge about halal is essential in encouraging the desire to purchase and consume halal food. In the absence of halal information, consumers tend to conduct a thorough evaluation before making a purchase. According to Ayuningsih & Maftukhah, product knowledge refers to all accurate information stored in consumers' minds that helps them decide what to buy. When consumers have greater knowledge about a product, they are more confident in selecting items that meet their expectations. This means that consumers who better understand a product tend to achieve higher satisfaction levels.

Halal knowledge refers to one's understanding of the principles and rules regarding the halal status of products (Yaakub & Sham, 2021). This knowledge includes information about product attributes, benefits, and satisfaction derived from them, as well as understanding Islamic law and halal certification. In the Islamic perspective, halal knowledge is grounded in the Qur'anic verses Al-Baqarah

(2:172–173), which prohibit the consumption of unlawful substances such as blood and pork. Consumers with a high level of halal knowledge tend to be more critical toward halal certification and food production processes (Ahmad et al., 2015).

Halal knowledge is predicted to have a significant influence on purchase intention. Consumers with higher levels of knowledge are better able to identify halal products and assess their quality (Dwi Wahyudi, Deasy Wulandari, Agus Mahardiyanto, 2023). They are also more aware of the risks of consuming non-halal products, leading them to prefer certified items. Halal knowledge enhances consumer trust and reduces uncertainty toward products.

H3: Halal knowledge has a positive and significant effect on the intention to purchase halal food among Generation Z in Tulungagung Regency.

Halal Awareness

Halal awareness refers to both internal and external consciousness of the importance of consuming halal products (Yunus, 2014). It represents the consumer's ability to identify and recall halal products in various situations. When individuals possess a deeper understanding of the concept of halal, they tend to be more cautious when purchasing goods and services. According to Sara (2016), the indicators of halal awareness include awareness of ingredients, production processes, and halal labeling. Furthermore, (Basri & Kurniawati, 2019) identifies several indicators for measuring halal awareness: (1) consumers consistently ensure that the products they consume are halal and comply with Islamic law; (2) consumers always make sure that the goods they purchase do not contain prohibited (*haram*) substances; and (3) consumers confirm that the products they buy are manufactured or processed through halal methods.

Consumers tend to purchase products only when they carry an official halal label issued by a recognized government authority. This awareness reflects a Muslim's moral responsibility to consume products that align with Islamic principles. Consumers with strong halal awareness are generally more loyal to certified halal products. Halal awareness plays an important role in shaping purchase intention. The higher an individual's awareness of the importance of halal consumption, the greater their intention to purchase products that comply with Islamic law (Rahayu & Isa, 2022). Halal awareness is not limited to recognizing halal labels but also involves a comprehensive understanding of the entire production process and the sources of the product.

H4: Halal awareness has a positive and significant effect on the intention to purchase halal food among Generation Z in Tulungagung Regency.

Purchase Intention

Purchase intention refers to an individual's tendency or willingness to buy a product (Kotler & Keller, 2016). In this context, the intention to purchase halal food is influenced by religious beliefs, attitudes toward halal products, and social norms. Based on the Theory of Planned Behaviour (TPB), the more positive an individual's perception of halal products and the greater their perceived behavioural control (ability to purchase halal products), the stronger their intention to buy such products.

According to (Garg & Joshi, 2018), indicators of halal purchase intention include: (1) willingness to purchase certified halal products in the future; (2) making efforts to regularly buy certified halal products when available; (3) preference for purchasing halal products even when the brand is not popular; (4) willingness to buy certified halal products even if the price is slightly higher; and (5) awareness that consuming halal products contributes to better health.

Conceptual Framework and Research Hypotheses

The conceptual framework of this study is developed based on the *Theory of Planned Behaviour* (TPB) proposed by (Ajzen, 1991b), which explains that individual behaviour is influenced by behavioural intention, and this intention is determined by three main factors: attitude, subjective norms, and perceived behavioural control. In the context of halal food consumption, religiosity, halal knowledge, and halal awareness represent internal factors that shape attitudes and behavioural intentions toward purchasing halal products.

Religiosity reflects an individual's level of spiritual commitment and obedience to Islamic teachings, influencing the extent to which they apply religious values in daily consumption behaviour (Glock & Stark, 1965; Antonio, 2001) in (Holdcroft, 2006). Halal knowledge represents the cognitive understanding of Islamic law regarding halal and haram, as well as the awareness of certification, ingredients, and production processes (Yaakub & Sham, 2021). Halal awareness, on the other hand, captures both internal and external consciousness of the importance of consuming halal products in accordance with Islamic law (Basri & Kurniawati, 2019).

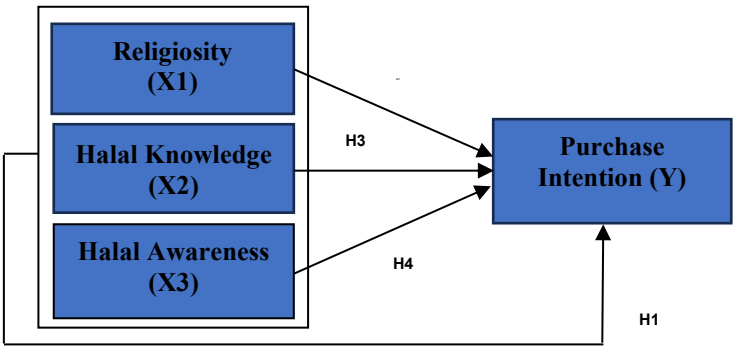
These three variables are believed to jointly and individually influence purchase intention toward halal food. Consumers who are highly religious, well-informed about halal principles, and fully aware of halal values are more likely to purchase halal products. This framework highlights the cognitive, affective, and moral dimensions that collectively drive halal consumption behaviour, particularly among Generation Z in Tulungagung Regency, who are characterized by strong digital literacy and modern consumption patterns.

Based on the literature review and theoretical discussion above, the following hypotheses are formulated:

- *H1: Religiosity, halal knowledge, and halal awareness jointly have a positive and significant effect on the intention to purchase halal food among Generation Z in Tulungagung Regency.*
- *H2: Religiosity has a positive and significant effect on the intention to purchase halal food among Generation Z in Tulungagung Regency.*
- *H3: Halal knowledge has a positive and significant effect on the intention to purchase halal food among Generation Z in Tulungagung Regency.*
- *H4: Halal awareness has a positive and significant effect on the intention to purchase halal food among Generation Z in Tulungagung Regency.*

The conceptual framework can be visually illustrated as follows:

Figure 1. Conceptual Framework



METHOD

This study employs a quantitative approach with an associative research type to identify the relationships among variables. The population of this research consists of Generation Z in Tulungagung Regency, aged 15–29 years. The sampling technique used is purposive sampling, with a total of 100 respondents. Primary data were obtained through a Likert-scale (1–5) questionnaire that measured respondents' perceptions of each research variable.

The independent variables in this study are religiosity (X1), halal knowledge (X2), and halal awareness (X3), while the dependent variable is purchase intention toward halal food (Y). Each variable was measured using indicators adapted from previous theories: religiosity from Glock & Stark (1965) in (Holdcroft, 2006), halal knowledge from (Yaakub & Sham, 2021), halal awareness from (Basri & Kurniawati, 2019), and purchase intention from (Garg & Joshi, 2018). Validity and reliability tests were conducted to ensure the instrument's feasibility. The validity test results indicated that all question items had r-count > r-table, meaning that all items were valid. The reliability test results showed that

the Cronbach's Alpha values were greater than 0.7, indicating that all variables were reliable. The data also passed the classical assumption tests, ensuring that the regression model could accurately test the research hypotheses.

Data collection was carried out through both online and offline surveys. Secondary data were obtained from BPS Tulungagung, the Global Islamic Economy Report, and regional regulations related to the halal industry. Data analysis was performed using multiple linear regression to examine the partial and simultaneous effects among variables. Prior to regression testing, the data were examined using normality, multicollinearity, and heteroscedasticity tests to ensure that classical assumptions were met. Data processing was conducted using SPSS version 30. The coefficient of determination (R^2) was used to determine the extent to which the independent variables influence the dependent variable. The F-test was used to assess the simultaneous effect, while the t-test was used to assess the partial effect of each independent variable on the intention to purchase halal food. The level of significance used in this study was 5% ($\alpha = 0.05$).

RESULT AND DISCUSSION

Validity Test

If the calculated r-value (r-count) is greater than the r-table, then the question item is considered valid. Conversely, if the r-count is smaller than the r-table, the item is invalid. Based on the results of the validity test conducted using SPSS version 30, it can be seen that all question items are valid, as the r-count values are greater than the r-table values at a significance level of $\alpha = 0.05$. The detailed results are presented in Table 1. Validity Test below.

Table 1. Validity Test

Item Pertanyaan	r count	r table	Remarks
Y1	0,737	0,1654	Valid
Y2	0,758	0,1654	Valid
Y3	0,584	0,1654	Valid
Y4	0,743	0,1654	Valid
Y5	0,810	0,1654	Valid
X1.1	0,595	0,1654	Valid
X1.2	0,647	0,1654	Valid
X1.3	0,690	0,1654	Valid
X1.4	0,577	0,1654	Valid
X1.5	0,533	0,1654	Valid
X2.1	0,704	0,1654	Valid
X2.2	0,752	0,1654	Valid
X2.3	0,733	0,1654	Valid
X2.4	0,741	0,1654	Valid
X2.5	0,810	0,1654	Valid
X3.1	0,760	0,1654	Valid
X3.2	0,687	0,1654	Valid
X3.3	0,713	0,1654	Valid

X3.4	0,673	0,1654	Valid
X3.5	0,640	0,1654	Valid
X3.6	0,731	0,1654	Valid
X3.7	0,758	0,1654	Valid

Source: Processed Data, 2025

Reliability Test

Reliability refers to the accuracy or precision level of a measurement or measuring instrument. A variable is considered reliable if the Cronbach's Alpha value is greater than 0.60. The results of the reliability test in this study can be seen in Table 2 below:

Table 2. Results of Reliability Test

Variable	*Cronbach's Alpha*	Remarks
Purchase Intention (Y)	0,785	Reliabel
Religiosity (X1)	0,781	Reliabel
Halal Knowledge (X2)	0,746	Reliabel
Halal *Awareness* (X3)	0,836	Reliabel

Source: Processed Data, 2025

Based on the results of the reliability test using SPSS version 30, it can be seen in Table 2 above that all question items are reliable, as the Cronbach's Alpha values for all three variables are greater than 0.60.

Classical Assumption Test

Table 3. Results of Classical Assumption Test

Multikolinierity			Heteroskedasticity	Normality
X1	TOL .232	VIF 4,319	X1: Sig. α (0.493) > 0,05	Asymp. Sig. (2-tailed) = 0,200
X2	TOL .416	VIF 2,406	X2: Sig α (0.377) > 0,05	
X3	TOL .243	VIF 4,115	X3: Sig. α (0.711) > 0,05	

Source: Processed Data, 2025

Based on Table 3 above, the VIF and Tolerance values in the multicollinearity test meet the required criteria, where VIF < 10 and Tolerance > 0.1 for all variables X1, X2, and X3, indicating that the data are free from multicollinearity symptoms. Furthermore, the Sig α values for all variables X1, X2, and X3 are greater than 0.05, indicating that the data are free from heteroscedasticity symptoms. The Asymp. Sig. (2-tailed) value is 0.200, meaning that the value is greater than 0.05, so the data used in this study are normally distributed.

F-Test

The F-test is conducted to measure the influence of all independent variables in the regression model on the dependent variable. If the calculated F-value (F-count) > F-table or Sig < α, then H_0 is rejected and H_1 is accepted. Conversely, if the F-count < F-table or Sig > α, then H_a is rejected and H_1 is accepted.

Table 4. F Test Result

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	522.916	3	174.305	179.302	.000[b]
	Residual	93.324	96	.972		
	Total	616.240	96			
a. Dependent Variable: Y b. Predictors (Constant), X3, X2, X1						

Source: Processed Data, 2025

Based on Table 4 above, it can be seen that the calculated F-value (F-count) is 179.302, while the F-table value is 4.287. This means that F-count > F-table and the significance value (Sig.) = 0.000 < 0.1, thus H_0 is rejected and H_1 is accepted. This indicates that the variables religiosity, halal knowledge, and halal awareness jointly have a positive and significant influence on the purchase intention of halal food.

t-Test

The t-test is essentially used to assess the extent to which an independent variable individually (partially) influences the dependent variable. If the significance value is less than 0.1, it means the independent variable significantly affects the dependent variable, and the hypothesis is accepted. Another way to analyze this is by comparing the t-count with the t-table value: if t-count > t-table, then the alternative hypothesis (H_a) is accepted; whereas if t-count < t-table, then the alternative hypothesis (H_a) is rejected.

Table 5. Results of t-Test (Partial)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.009	.964		.009	.993
	X1	.037	.086	.036	.432	.667
	X2	.322	.063	.314	5.101	.000
	X3	.459	.058	.634	7.872	.000
a. Dependent Variable: Y						

Source: Processed Data, 2025

Based on Table 5 above, the partial influence of each independent variable on the dependent variable can be explained as follows:

1. The t-count value for the Religiosity (X_1) variable is 0.432, which is less than the t-table value of 2.757, and the significance value (Sig.) is 0.667 > 0.1. Therefore, H_2 is rejected and H_0 is accepted, meaning that the religiosity variable has no significant influence on the purchase intention of halal food.
2. The t-count value for the Halal Knowledge (X_2) variable is 5.101, which is greater than the t-table value of 2.757, and the significance value (Sig.) is 0.000 < 0.1. Therefore, H_0 is rejected and H_2 is

accepted, indicating that the halal knowledge variable has a positive and significant influence on the purchase intention of halal food.

3. The t-count value for the Halal Awareness (X_3) variable is 7.872, which is greater than the t-table value of 2.757, and the significance value (Sig.) is 0.000 < 0.1. Therefore, H_0 is rejected and H_3 is accepted, meaning that the halal awareness variable has a positive and significant influence on the purchase intention of halal food.

Coefficient of Determination (R^2)

The coefficient of determination test is used to determine the extent to which the independent variables (Religiosity, Halal Knowledge, and Halal Awareness) influence the dependent variable (Purchase Intention). The results of the coefficient of determination (R^2) test in this study are presented in the following table.

Table 6. Coefficient of Determination (R^2) Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.921[a]	.849	.844	.986
a. Predictors: (Constant), X3, X2, X1				

Source: Processed Data, 2025

Based on Table 6 above, it can be seen that the coefficient of determination (R Square) value is 0.849. This indicates that religiosity, halal knowledge, and halal awareness simultaneously influence purchase intention by 84.9%, while the remaining 15.1% is influenced by other variables not analyzed in this study.

Discussion

The Influence of Religiosity, Halal Knowledge, and Halal Awareness on Halal Food Purchase Intention

According to consumer behaviour theory, these results indicate that purchase intention is formed through the influence of consumer knowledge about halal products, their awareness of the importance of choosing halal products, and the motivation derived from religious beliefs that encourage behaviour consistent with religious values. Consumer behaviour theory explains that purchase intention is a process involving information evaluation, the formation of positive attitudes toward a product, and internal or external stimuli that drive consumers to act. In this context, the three variables work together to strengthen consumer intention to buy halal products. The analysis results show that religiosity, halal knowledge, and halal awareness simultaneously have a significant effect on halal food purchase intention among Generation Z in Tulungagung Regency (significant F-test, $p < 0.05$). This indicates that these three factors collectively shape positive attitudes toward halal consumption, consistent with (Ajzen, 1991a) Theory of Planned Behaviour**.**

The Influence of Religiosity on Halal Food Purchase Intention

Consumer behaviour theory explains that purchase intention results from the interaction of various internal and external factors. Religiosity can be considered an internal factor functioning as a personal value or norm shaping individual attitudes. However, such values or norms do not always directly affect purchasing behaviour when other dominant factors exist. In this context, consumers' purchase intentions are not solely determined by religious values but also by external factors such as product perception, social environment, and culture. Consumer motivation and needs are not fully determined by religiosity but by a combination of several factors, including awareness of product quality and benefits. Therefore, consumer interest in buying halal food products is not solely based on religiosity level. Moreover, the low application of religious values in purchasing behaviour also contributes to this outcome. Consumers tend to buy products that align with their preferences and needs. Partially, the religiosity variable does not have a significant effect on halal food purchase intention. This indicates

that even if someone has high religiosity, their purchasing decisions are not always determined by spiritual aspects but also by price, taste, and lifestyle (Anggraini & Dewanti, 2020). This finding reflects a shift in values among younger generations, who tend to be more rational and pragmatic.

The Influence of Halal Knowledge on Halal Food Purchase Intention

Consumer behaviour theory suggests that knowledge is part of the cognitive component—the mental process through which consumers understand, process, and evaluate information about a product. In this study, the higher a consumer's level of halal knowledge, the greater their likelihood of developing a purchase intention for halal products. Consumers with deeper knowledge are better able to evaluate the benefits of halal products compared to others. According to consumer behaviour theory, consumers tend to make purchase decisions based on the information they possess. Halal knowledge increases consumer confidence because they believe the product meets certain standards. This trust plays a crucial role in forming purchase intention, especially for products requiring compliance with specific standards such as halal certification. Therefore, halal knowledge has a positive and significant effect on purchase intention ($p < 0.05$). Consumers with a strong understanding of the halal concept tend to be more interested in buying certified halal products. This finding aligns with (Dwi Wahyudi, Deasy Wulandari, Agus Mahardiyanto, 2023) and (Basri & Kurniawati, 2019), who found that halal education and socialization increase Muslim consumers' purchase intentions toward halal products.

The Influence of Halal Awareness on Halal Food Purchase Intention

In consumer behaviour theory, awareness falls within the affective domain, encompassing consumers' emotions, feelings, and attitudes toward a product. Awareness represents the initial stage that enables consumers to recognize a product's existence, understand its characteristics, and associate it with their personal values. The theory emphasizes that awareness is the first step in developing positive attitudes toward a product. The higher a consumer's awareness of halal products, the more likely they are to develop a positive perception of them. Individuals with high religious awareness tend to better understand the Islamic legal principles related to halal concepts. Halal awareness also has a positive and significant effect on halal food purchase intention. Consumers' awareness of the importance of halal certification encourages carefulness and the desire to ensure that products bear official halal labels. This result is consistent with (Saroya et al., 2024), which found that halal awareness is the strongest predictor of purchase intention among young Muslim consumers. Overall, this study shows that cognitive (knowledge) and affective (halal awareness) factors are more dominant than normative (religiosity) factors in influencing halal consumption behaviour among Generation Z. Thus, digital-based halal education and lifestyle campaigns are effective strategies to increase halal product purchase intention among young consumers.

CONCLUSION

This study concludes that religiosity, halal knowledge, and halal awareness simultaneously have a significant influence on halal food purchase intention among Generation Z in Tulungagung Regency. However, partially, only halal knowledge and halal awareness have significant effects, while religiosity does not. These results indicate that Generation Z's consumption behaviour is more influenced by knowledge and practical awareness rather than purely religious aspects.

The findings reinforce Islamic consumer behaviour theory, which emphasizes that halal knowledge and awareness are key factors in forming purchase intention. The greater one's understanding of halal concepts, the stronger their tendency to buy products that align with sharia principles. Therefore, halal education is essential to strengthen the national halal market.

For the industry, the results highlight the importance of clear halal communication and labeling strategies. Producers must ensure that halal-related information is easily accessible to consumers—particularly through digital media, which serves as the main platform for Generation Z. Halal certification not only boosts consumer trust but also adds competitive value to the brand.

For the academic community, this research contributes to the development of Islamic economics literature, particularly in understanding the consumption behaviour of young Muslim generations. Future research is recommended to include additional variables such as attitude, price, and trust in halal

institutions to develop a more comprehensive model. Moreover, a qualitative approach is suggested to deepen the understanding of consumers' psychological dynamics.

Practically, this study serves as a foundation for local governments and halal institutions such as LPPOM-MUI to strengthen halal product socialization and certification programs. Collaborative efforts among the government, academia, and industry players are expected to create a sustainable halal ecosystem that supports the well-being of the Muslim community.

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