

Behavioral Interest in Purchasing Halal Products: Exploring an Extended Theory of Planned Behavior Effect

Najmudin*

Universitas Sultan Ageng Tirtayasa, Banten, Indonesia
najmudin@untirta.ac.id

Ahyakudin

Universitas Sultan Ageng Tirtayasa, Banten, Indonesia
ahyakudin@untirta.ac.id

**Corresponding author*

Received: March 9, 2024

Revised: June 2, 2024

Published: June 30, 2024

Abstract

Indonesia has a large Muslim population reaching 209.1 million people or around 13.1 percent of the world's Muslim population, with the millennial generation as the largest generation, reaching 34 percent of Indonesia's population, in terms of buying behavior, the millennial generation is the subject of this study, they have a wishy-washy buying behavior, more likely to see the brand than see the halal label, so that sales of products not labeled halal are higher than products labeled halal. This study aims to determine the effect of attitude, perceived controlled behavior, subjective norms, and trust on the purchase intention behavior of halal products. The method used in this research is quantitative, with a population of millennial people in Banten Province who have consumed halal products, with a sample of 170 respondents, and the data collection technique using a questionnaire. The data was processed using Smart PLS 3.2.9 software and analyzed using the structural equation modeling (SEM) method with a partial least square (PLS) approach. The results of this study indicate that attitude and perceived controlled behavior have a significant positive effect on the purchase intention behavior of halal products, while subjective norms and trust have no effect on the purchase intention behavior of halal products. The implication of this research is that the marketing strategy for halal products must focus on increasing positive attitudes and perceived controlled behaviour of consumers. Efforts to build strong brands and facilitate access to halal products are more important than relying on subjective norms and trust. Marketing policies and campaigns should emphasize personal benefits and ease of obtaining halal products to increase purchase intention among consumers.

Keywords: Halal Products; Purchase Interest Behavior; Theory of Planned Behavior; Trust

Abstract

Indonesia memiliki populasi muslim yang besar mencapai 209,1 juta jiwa atau sekitar 13,1 persen dari populasi muslim dunia, dengan generasi milenial sebagai generasi terbanyak, yaitu mencapai 34 persen dari populasi Indonesia, ditinjau dari perilaku beli, generasi milenial yang menjadi subjek penelitian ini, mereka memiliki perilaku beli yang plin-plan, lebih cenderung melihat brand daripada melihat label halal, sehingga penjualan produk tidak berlabel halal lebih tinggi dibandingkan produk berlabel halal. Penelitian ini bertujuan untuk mengetahui pengaruh sikap, perceived controlled behavior, norma subjektif dan trust terhadap perilaku minat beli produk halal. Metode yang digunakan dalam penelitian ini adalah kuantitatif, dengan populasi masyarakat milenial Provinsi Banten yang pernah mengkonsumsi produk halal, dengan sampel sebanyak 170 responden, dan Teknik pengumpulan data menggunakan kuesioner. Data diolah menggunakan software Smart PLS 3.2.9 dan dianalisis menggunakan metode structural equation modeling (SEM) dengan pendekatan partial least

square (PLS). Hasil penelitian ini menunjukkan bahwa sikap dan perceived controlled behavior berpengaruh positif signifikan terhadap perilaku minat beli produk halal, sementara norma subjektif dan trust tidak berpengaruh terhadap perilaku minat beli produk halal. Implikasi penelitian ini adalah bahwa strategi pemasaran produk halal harus fokus pada peningkatan sikap positif dan perceived controlled behavior konsumen. Upaya untuk membangun merek yang kuat dan mempermudah akses produk halal lebih penting daripada mengandalkan norma subjektif dan trust. Kebijakan dan kampanye pemasaran sebaiknya menekankan manfaat pribadi dan kemudahan mendapatkan produk halal untuk meningkatkan minat beli di kalangan konsumen.

Kata kunci: Perilaku Minat Beli; Produk Halal; Theory of Planned Behavior; Trust

INTRODUCTION

The world Muslim population in 2015 amounted to 1.8 billion and is projected to increase 1.5 percent annually to 2.2 billion in 2030 (Reuters, 2015) and increase 70 percent to 3 billion in 2060 (Zouiten, 2023), with Indonesia as the country with the largest Muslim population in the world (Diamant, 2019) as many as 237.53 million people or the equivalent of 86.9 percent at the end of 2021 (Bayu, 2022). The Koran commands Muslims to consume halal food and prohibits haram; also orders Muslims to avoid doubtful matters (Zailani et al. 2018; Iranmanesh et al. 2020). Thus, Muslim consumers are sensitive to the products and services offered in the market and want to be assured that whatever food they eat will conform to Islamic principles (Zailani et al. 2018; Iranmanesh et al. 2020).

Muslim consumers need products that are guaranteed to be halal (Windiana and Putri 2021) and be careful in choosing the products consumed (Sururi 2021), this also gives Indonesia a large market share for halal products in the world (Adhitya Ananda and Mikhratunnisa 2020). Meanwhile in Indonesia itself, according to a Central Statistics Agency report, shows that the majority of the 1.6 million food and beverage industry players do not yet have halal product guarantee certification, only 11 thousand industry players have received halal product guarantee certification, in fact only 25 percent of the products produced circulating on the market that has a halal certificate, the remaining 75 percent has not been certified halal (Ibnunas and Harjawati 2021).

This also happened in the cosmetics industry, the Food and Drug Supervisory Agency (BPOM) in the last five years (2017-2021) also noted that there were 185,290 cosmetic products from 760 cosmetic-producing companies circulating in the community. (Ayu 2021). All of the cosmetic products spread throughout society, according to the Indonesian Ulema Council's Food, Drug, and Cosmetic Research Institute (LPPOM MUI), only 16,844 products from 210 companies have received halal certificates. (MUI 2021). This means that of the total number of cosmetic products circulating in society, only 9% of cosmetic products have been certified halal, while 91 percent of other cosmetic products have not been certified halal.

The potential for a large market share of halal products has encouraged the Indonesian Government to establish three halal industrial areas, namely the Modern Cikande Industrial Estate in Serang (Banten), the Safe n Lock Halal Industrial Park in

Sidoarjo (East Java), and the Bintan Inti Halal Hub Halal Industrial Area in Bintan Regency. It is predicted that the development of these three halal industrial areas will produce a large stock of halal products in Indonesia. But what the government does not realize is that people's buying habits have been formed, even though Indonesian consumers are predominantly Muslim, their buying habits are not always in line with Islamic ideology, because of the facts found in the field, many Muslim people, especially millennials, do not pay much attention to halal certification from the products they buy (Iranmanesh et al., 2020) (Mahliza and Prasetya, 2021). So sales of products not labeled halal are higher than products labeled halal. In addition, the availability of halal-certified products on the market is still limited, out of 10 million products, only 3 million products are halal-certified (Linkumkm, 2024)

The factor that influences consumer buying interest is the theory of planned behavior which consists of subjective norms, attitudes, and perceived controlled behavior. Several previous researchers such as (Su et al. 2022) stated that attitude has a positive effect on buying interest, Tan et al., (2017), Zhao et al. (2019) And Choi & Johnson (2019) confirm the influence of subjective norms on buying interest, and Hsu et al., (2017), Tan et al., (2017), And Zhao et al., (2019) stated that perceived controlled behavior had a positive effect on purchase intention, while (Yang and Lee 2017) states that attitude has a positive effect on buying interest. Huang & Ge, (2019) stated that subjective norms do not affect buying interest, and (Zerbini, Luceri, and Vergura 2017) And (Choi and Johnson 2019) stated that perceived controlled behavior did not affect buying interest.

Previous research that used the same model as this research was conducted by Pinasthika, Suroso, and Wulandari (2021), their research was entitled The Analysis of Intention to Buy: An Extended Theory of Planned Behaviour. The novelty of the author's research compared to this research lies in the objects and variables adopted to extend TPB, the object of the author's research is halal food while the object of the research is Unsoed Press services. and the variable used to extend TPB in this study is trust in halal products, while the above research uses brand awareness and price variables.

Based on the research problem and research gap above, this research needs to be carried out. The research gap above is bridged by adding the trust variable in halal product labeling because halal labeling not only confirms the permissibility of consumption but also the safety and hygiene of the product for consumption.

LITERATURE REVIEW

Extended Theory Of Planned Behavior

The theory of planned behavior (TPB) is a development of the theory of reasoned action (TRA) (Liu, Liu, and Mo 2020) (Mariana, Suhartanto, and Gunawan 2020), according to (Ajzen 2012) the theory of planned behavior shows that human actions are predicted based on attitudes, subjective norms, and behavioral control. Attitude is a behavior that reflects the level of evaluation of a person or certain

actions. Aryadhe et al. (2018) And Syihabudin and Najmudin (2023) define attitude as an expression that reflects feelings of dissatisfaction or liking for an object. The attitudes carried out by consumers are part of general feelings that express the consumer's desire for an object that encourages responses, both in the form of positive and negative responses (Amar 2017), attitude is also a psychological tendency that refers to how much a person assesses the good and bad of the behavior being considered toward halal food products (Khasanah and Supriyanto 2022). Attitude indicators according to (Han, Hsu, and Sheu 2010) are (1) Buying Products is a good idea, (2) Buying Products is a wise choice, (3) Buying Products is profitable, (4) Buying Products is fun, and (5) Buying Products is positive.

Subjective norms can be defined as the social pressure that individuals feel to perform or not perform certain behaviors (Elseidi 2018). Apart from that, subjective norms also mean personal perceptions that are influenced by people outside themselves, including family, friends, and colleagues known to service users (Suk, Kim, and Kim 2020). Another definition for subjective norms is a belief that an important person or group of people will approve and support certain behavior (Ham, Jeger, and Ivković 2015). Subjective norms relate to an individual's view of social pressures that will influence interest in carrying out or not carrying out purchasing behavior toward halal food products. Subjective norms are a construct that combines (1) an individual's beliefs about certain referents and (2) a person's motivation to obey their referents (Nurofik 2013) (Syihabudin and Najmudin 2023).

Perceived behavioral control is an individual's perception of whether carrying out a certain behavior is easy or difficult Ajzen (1991) (Liu, Liu, and Mo 2020). This behavioral control variable is determined by the individual's beliefs regarding the strength of external factors and internal factors to facilitate behavior (Ajzen 2012). Ajzen explains feelings related to controlling behavior by distinguishing them from the locus of control or center of control proposed by Rotter. The center of control relates to a person's beliefs that are relatively stable in all situations (Amar 2017). Perceived control behavior is influenced by past experiences and a person's estimation of whether or not it is difficult to carry out certain behaviors (Azwar 2003). According to Nugroho et al., (2018) Indicators for measuring behavioral control about halal products are (1) knowing the benefits of halal products, (2) can be used to obtain halal and tayyib benefits and (3) having a wide and easy to find merchant network.

The theory of planned behavior concerning halal products is developed by adding the trust variable (trust in halal products). Trust is defined as the belief that the trustee will act cooperatively to meet the trustor's expectations without exploiting his or her vulnerabilities (Zerbini, Luceri, and Vergura 2017). Meanwhile, according to McAllister (1995) as cited by (Akgunduz and Cin 2015) trust is being confident in words, behavior, and decisions, and being eager to act following those beliefs. Trust is identified as the expectation that an individual's or group's promises are reliable (Mohajerani, Shahrekordi, and Azarlo 2015) (Shuhaiber 2018), therefore knowing how trust is developed and how it influences consumer behavior is essential

to creating a successful marketing strategy (Amaro and Duarte 2016). According to (Hasrina, Yusri, and Sy 2019) Trust indicators are (1) Credibility (can be trusted), (2) Competency (Ability), and (3) Courtesy (moral attitude).

Purchase Interest Behavior

In general, interest can be defined as a desire to do something you like (Mahliza and Prasetya 2021). Purchase interest according to Schiffman & Kanuk (2010) as cited by (Anggraini and Dewanti 2020) And (Najmudin et al., 2021) is choosing one of two or more alternative options to buy a product. Assael (2001) as cited (Nurchahyo and Hudrasyah 2017) And (Najmudin and Shihabudin 2022) hold the view that purchasing interest is a consumer's tendency to buy something or take purchasing action which can be measured by the consumer's desire to make a purchase (Nurchahyo and Hudrasyah 2017). Kotler (2009) in Puspita A. et al (2020) state that buying interest grows after consumers receive stimulus from the product they see, then a desire to try appears, until finally the desire to buy and own a product grows (Puspita, Sunaryo, and Wijayanti 2020). Indicators to measure buying interest (1) decision to buy (2) recommending the product to others (3) desire to buy (4) satisfaction (Widyanto and Irfanur 2019).

RESEARCH METHOD

The method used in this research is quantitative. According to Arikunto (2010) Quantitative research is research where the data is expressed in the form of quantities or numbers that can be calculated systematically. The population of this research is millennials moeslims who live in Banten Province and have purchased halal products. The determination of the sample size in this study refers to the opinion of Ferdinand (2002), which states that the sample size depends on the number of indicators used in all variables. The number of samples is equal to the number of indicators multiplied by 5-10. So the sample size in this study was set at 170 respondents, which was obtained from all variable indicators in this study, totaling 17, then multiplied by 10 ($17 \times 10 = 170$). The data in this research was obtained by sending questionnaires directly to respondents. The data was processed using Smart PLS software version 3.2.9. The data was then analyzed using the structural equation modeling (SEM) method with a partial least squares (PLS) approach. The stages of data analysis carried out in this research were testing construct validity, convergent validity, discriminant validity, reliability, and hypothesis testing.

RESULTS AND DISCUSSION

Structural Model Testing (Outer Model)

Testing of the structural model (outer model) in this research was carried out using smart PLS software version 3.2.9, the test results can be seen in Figure 1.

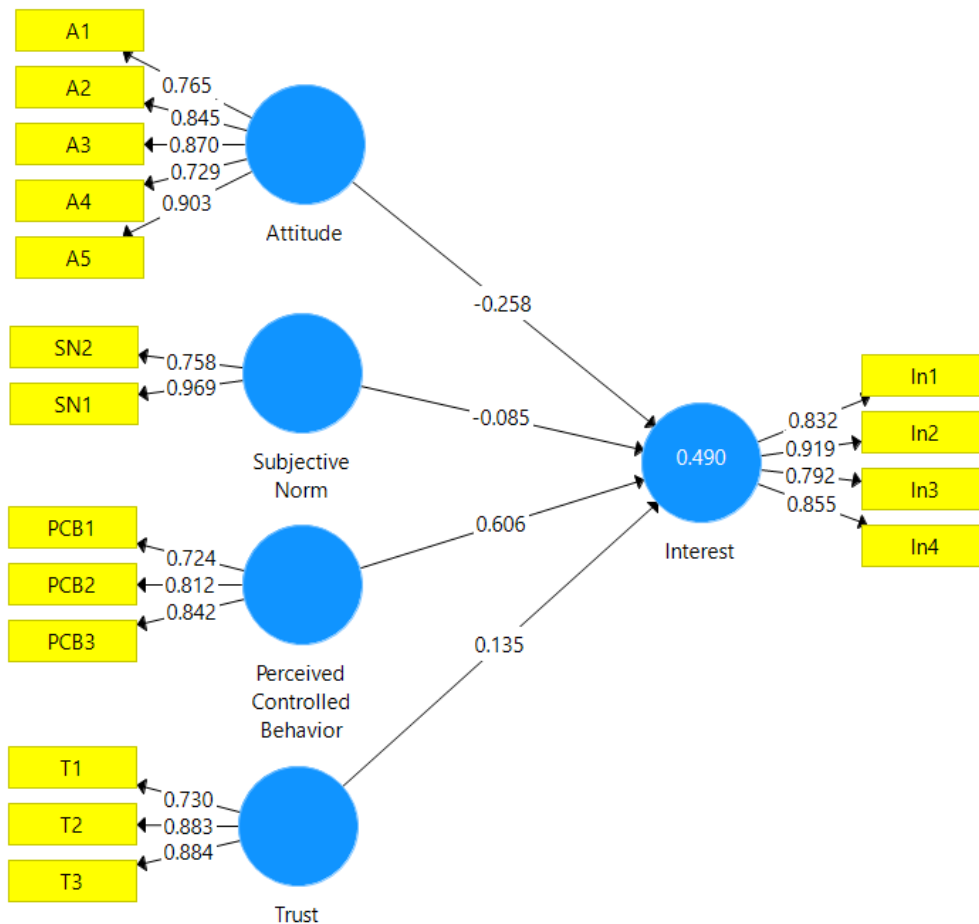


Figure 1. Inner Model

Construct Validity Test

The construct validity test in SEM-PLS consists of two stages, namely convergent validity and discriminant validity.

Convergent Validity

In convergent validity, two value criteria are evaluated, namely the loading factor value and the average variance inflation factor (AVE) value. The convergent validity test was carried out using Smart PLS software version 3.2.9. Test results

Table 1. Outer Loading Values

	Attitude	Interest	Perceived Controlled Behavior	Subjective Norm	Trust
A1	0.765				
A2	0.845				
A3	0.870				
A4	0.729				
A5	0.903				
In1		0.832			
In2		0.919			
In3		0.792			
In4		0.855			
PCB1			0.724		
PCB2			0.812		
PCB3			0.842		
SN2				0.758	
T1					0.730
T2					0.883
T3					0.884
SN1				0.969	

Source: Authors' Processed Data, 2024

Table 1 shows that the outer loading value of all indicators for the variables attitude, subjective norms, perceived controlled behavior, trust, and purchase interest is greater than 0.60, thus all indicators forming the construct of all the variables above are in the valid category.

Table 2. Average Variance Extracted (AVE) Value

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Attitude	0.889	0.926	0.914	0.681
Interest	0.873	0.893	0.913	0.724
Perceived Controlled Behavior	0.714	0.742	0.836	0.631
Subjective Norm	0.729	1,257	0.860	0.757
Trust	0.796	0.872	0.873	0.698

Source: Authors' Processed Data, 2024

Table 2 shows that the AVE value for the construct of each variable, attitude = 0.681, interest = 0.726, perceived control behavior = 0.627, subjective norm = 0.747, and trust = 0.694, all constructs have a value ≥ 0.50 , meaning that all constructs are categorized as valid.

Discriminant Validity

Discriminant validity assessment is carried out by looking at the formula, the square value of AVE is higher than the correlation value between variables (Hamid and Anwar 2019). Discriminant validity testing was carried out using Smart PLS software version 3.2.9. The test results can be seen in Table 3.

Table 3. Latent Variable Correlation Values

	Attitude	Interest	Perceived Controlled Behavior	Subjective Norm	Trust
Attitude	0.825				
Interest	-0.363	0.851			
Perceived Controlled Behavior	-0.218	0.657	0.794		
Subjective Norm	0.663	-0.280	-0.205	0.870	
Trust	0.622	-0.191	-0.168	0.750	0.836

Source: Authors' Processed Data, 2024

Table 3 shows that the AVE square value for all indicators of one construct is greater than the correlation value between variables, thus, all indicators for the three constructs are in the valid category.

Reliability Test

Reliability testing was carried out using Smart PLS software version 3.2.9. Test results can be seen in Table 4.

Table 4. Reliability Test Results

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Attitude	0.889	0.926	0.914	0.681
Interest	0.873	0.893	0.913	0.724
Perceived Controlled Behavior	0.714	0.742	0.836	0.631
Subjective Norm	0.729	1,257	0.860	0.757
Trust	0.796	0.872	0.873	0.698

Source: Authors' Processed Data, 2024

Table 4 shows that the composite reliability values for the constructs of attitude, subjective norms, perceived controlled behavior, trust, and purchase intention have values above 0.70. So, the constructs of attitude, subjective norms, perceived controlled behavior, trust, and purchase intention have good reliability.

Structural Model Testing (Inner Model)

Structural Model (Inner Model) testing was carried out using PLS software version 3.2.9. Inner Model test results can be seen in Figure 2.

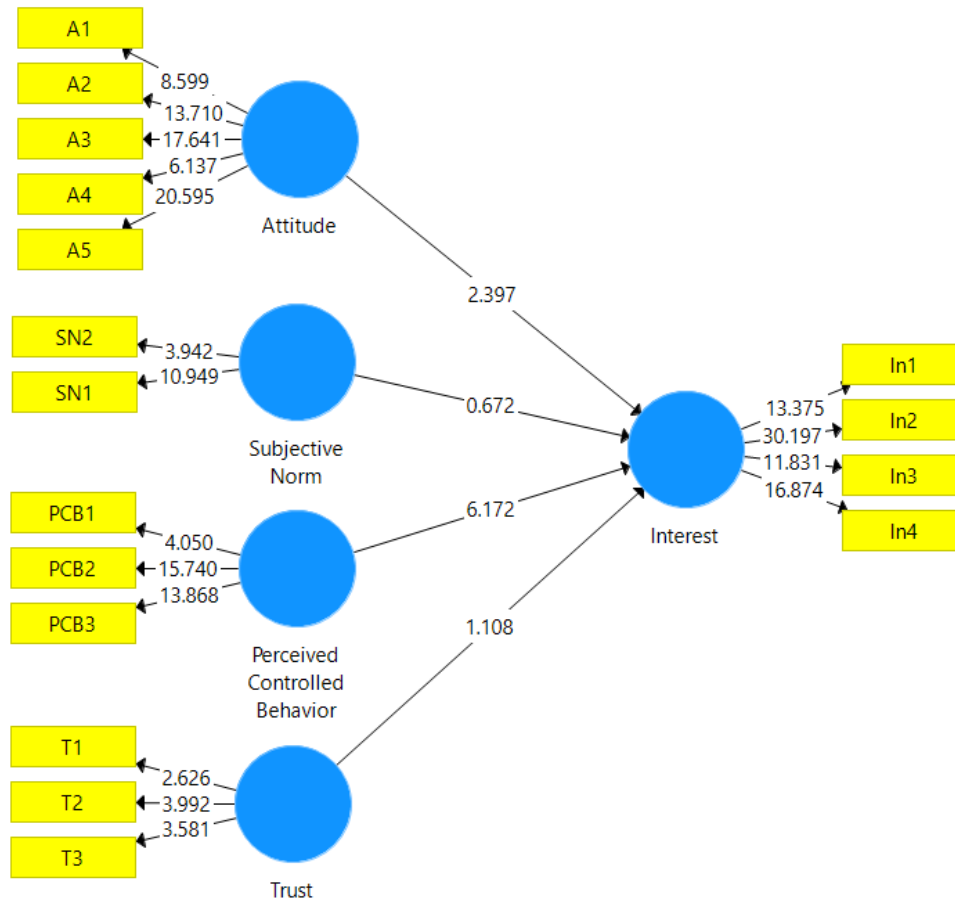


Figure 2. Inner Model

Research Hypothesis Testing

Hypothesis testing in this research was carried out by looking at the values in the path coefficients and total indirect effects tables. Hypothesis testing was carried out using Smart PLS software version 3.2.9. The test results can be seen in Table 5.

Table 5. Path Coefficients Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Attitude -> Interest	-0.258	-0.257	0.108	2,397	0.017
Perceived Controlled Behavior -> Interest	0.606	0.606	0.098	6,172	0,000
Subjective Norm -> Interest	-0.085	-0.074	0.127	0.672	0.502
Trust -> Interest	0.135	0.107	0.121	1,108	0.268

Source: Authors' Processed Data, 2024

Based on Table 5, it is known that the attitude and perceived controlled behavior variables each have a significant positive effect on buying interest, this is shown by the P-Values for each of the variables above being less than 0.05. Meanwhile, the subjective norm and trust variables have a negative and insignificant effect on buying interest, this is shown by the P-Values for each of these variables being greater than 0.05.

Discussion

The Effect of Attitudes on Behavior of Interest in Buying Halal Product

The results of the research above show that the p-values of attitude towards the behavior of interest in buying halal products are smaller than 0.05 ($0.017 < 0.05$) and ($0.000 < 0.05$). This calculation shows that attitude has a significant positive effect on behavior in buying halal products. The significant positive impact of consumer attitude on behavior in purchasing halal products indicates that enhancing consumers' perceptions of halal products can directly increase their purchasing interest. This insight emphasizes that consumer attitudes, shaped by the belief that buying halal products is a good idea, wise choice, profitable, enjoyable, and positive, are crucial in driving sales. Therefore, businesses should prioritize strategies that cultivate and reinforce these positive attitudes to boost consumer interest and purchase behavior effectively. These findings imply that companies must create and promote positive perceptions of halal products through targeted marketing campaigns, product quality improvements, and consumer education. By highlighting the benefits, ethical aspects, and positive experiences associated with halal products, companies can shape consumer attitudes favorably. This approach increases immediate sales and builds long-term customer loyalty, enhancing brand reputation and market share in the competitive halal market.

This result is in line with the findings (Su et al. 2022) which states that attitude has a positive effect on interest in buying skincare products, (Choi and Johnson 2019), which states that attitude has a positive effect on interest in buying green products (Rizkitysha and Hananto 2022) which states that attitude significantly positively affects interest in purchasing detergent products labeled halal.

The Effect of Perceived Control on Behavior of Interest in Buying Halal Product

The results of the research above show that the p-values of perceived control behavior on interest in buying halal products are smaller than 0.05 ($0.000 < 0.05$) and ($0.000 < 0.05$). The results of this calculation show that perceived control behavior significantly affects the behavior of interest in purchasing halal products. This finding underscores the importance of consumers' perception of their ability to find and benefit from halal products easily. When consumers know the benefits, such as obtaining halal and tayyib profits, and have access to a wide and easily accessible merchant network, their interest in purchasing these products increases. Therefore,

enhancing consumers' perceived control over their ability to purchase halal products is key to driving their buying behavior. These findings imply that businesses should focus on strategies that enhance consumers' perceived control over purchasing halal products. This can be achieved by educating consumers about the benefits of halal products, expanding the availability of these products across various distribution channels, and ensuring that halal products are easily accessible through a wide merchant network. By doing so, companies can significantly increase consumer interest and purchase behavior, ultimately leading to higher sales and a stronger market presence in the halal industry.

The results of this research are in line with the findings Hsu et al., (2017), Tan et al., (2017), and Zhao et al., (2019) state that perceived controlled behavior has a positive effect on buying interest.

The Effect of Subjective Norms on the Behavior of Interest in Buying Halal Product

The results of the research above show that the p-values of the subjective norm variable on interest in buying halal products are greater than 0.05 ($0.502 > 0.05$) and ($0.897 > 0.05$), the results of this calculation show that subjective norms have a negative and insignificant effect on the behavior of interest in purchasing halal products suggests that social pressure and the influence of others do not play a crucial role in determining consumers' interest in buying these products. This indicates that consumers' decisions to purchase halal products are more likely driven by personal attitudes and perceived control rather than by the expectations or behaviors of peers, family, or societal norms. Therefore, marketing strategies should focus less on leveraging social influence and more on individual consumer perceptions and control. These findings imply that businesses should prioritize enhancing individual consumer perceptions and experiences over trying to influence social norms to increase interest in halal products. Efforts should be directed towards improving product quality, accessibility, and educating consumers on the personal benefits of halal products. By focusing on individual attitudes and perceived control rather than societal pressures, companies can more effectively boost consumer interest and drive purchasing behavior, leading to better market penetration and consumer loyalty in the halal product sector.

The results of this study are in line with the findings of Yazdanpanah & Forouzani, (2015) and Huang & Ge, (2019) stated that subjective norms do not affect buying interest. And not in line with (Jeon et al. 2021) which states that subjective norms have a significant positive effect on purchase intention.

The Effect of Trust on Behavior of Interest in Buying Halal Product

The results of the research above show that the p-values of the trust variable on interest in buying halal products are greater than 0.05 ($0.268 > 0.05$), the results of this calculation show that trust has a negative and insignificant effect on the behavior of buying interest in halal products suggests that trust, contrary to what might be

expected, is not a primary driver of consumer interest in purchasing halal products. This indicates that consumers may already have a baseline level of trust in the certification and integrity of halal products, making trust a less critical factor compared to other factors such as personal attitudes and perceived control. Therefore, building additional trust might not be as crucial for influencing buying interest as previously thought. These findings imply that businesses should shift their focus from heavily investing in trust-building measures to enhancing other factors that more significantly influence buying interest, such as improving consumer attitudes and perceived behavioral control. Marketing strategies could benefit from emphasizing the personal benefits and accessibility of halal products rather than solely focusing on trust-related aspects. By reallocating resources towards educating consumers about the advantages of halal products and ensuring they are readily available and easy to purchase, companies can more effectively increase consumer interest and drive sales in the halal market.

The results of this study are in line with the findings of Yazdanpanah & Forouzani, (2015) and Huang & Ge, (2019) stated that trust does not affect purchasing interest behavior. And not in line with (Jeon et al. 2021) who states that trust has a significant positive effect on buying interest.

CONCLUSION

The results of the research and discussion above show that attitude, and perceived controlled behavior, each have a significant positive effect on the behavior of Generation Z's interest in buying halal products, while subjective norms and trust, respectively, have a negative and insignificant effect on the behavior of interest in buying halal products. The results of this research can be used as recommendations to policyholders who are developing three large halal industries in Indonesia, one of which is in Banten, and especially industrial players and MSMEs who produce halal products, to always pay attention to aspects of attitude, perceived controlled behavior, in product marketing halal to society. This research has several limitations, first, this research is limited to examining the millennial generation of Banten Province, and second this research only adds the variable trust in halal products to develop the theory of planned behavior, so it is recommended for subsequent researchers to expand the research area, such as in Jabodetabek, or Java Island, or a mixture of Java and outside Java, and it is recommended to use other variables that have been proven to be able to strengthen the impact of the theory of planned behavior on the behavior of interest in purchasing halal products.

REFERENCES

- Adhitya Ananda, Nova, and Mikhratunnisa. 2020. "Keputusan Pembelian Produk Halal Pada Generasi Muslim (Genm)." *Jurnal TAMBORA* 4 (2A): 47–53. <https://doi.org/10.36761/jt.v4i2a.774>.
- Ajzen, Icek. 2012. "The Theory of Planned Behavior." *Handbook of Theories of Social*

- Psychology: Volume 1*, no. January 2012: 438–59. <https://doi.org/10.4135/9781446249215.n22>.
- Akgunduz, Yilmaz, and Firdevs Melis Cin. 2015. "Job Embeddedness as a Moderator of the Effect of Manager Trust and Distributive Justice on Turnover Intentions." *Anatolia* 26 (4): 549–62. <https://doi.org/10.1080/13032917.2015.1020504>.
- Amar, Faozan. 2017. "Implementasi Filantropi Islam Di Indonesia." *AL_URBAN: Jurnal Ekonomi Syariah Dan Filantropi Islam* 2 (1): 1–10. <https://doi.org/10.22236/alurban>.
- Amaro, Suzanne, and Paulo Duarte. 2016. "Travellers' Intention to Purchase Travel Online: Integrating Trust and Risk to the Theory of Planned Behaviour." *Anatolia* 27 (3): 389–400. <https://doi.org/10.1080/13032917.2016.1191771>.
- Anggraini, Inar, and Diah Setyawati Dewanti. 2020. "The Effect of Halal Foods Awareness on Purchase Decision with Religiosity as a Moderating Variable." *Journal of Economics Research and Social Sciences* 4 (1). <https://doi.org/10.18196/jerss.040116>.
- Arikunto. 2010. *Prosedur Penelitian: Suatu Pendekatan Praktik*. Edisi Revi. Jakarta: Rineka Cipta.
- Aryadhe, Trisdayana, Alit Suryani, and Ida Bagus Sudiksa. 2018. "PENGARUH SIKAP DAN NORMA SUBJEKTIF TERHADAP NIAT BELI DAN KEPUTUSAN PEMBELIAN." *E-Jurnal Manajemen Universitas Udayana* 7 (3): 255052. <https://doi.org/10.24843/EJMUNUD.2018.v7.i03.p12>.
- Ayu, Ipak. 2021. "Industri Kosmetika Diproyeksi Tumbuh 7 Persen Tahun Ini." *Ekonomi.Bisnis.Com*. 2021. <https://ekonomi.bisnis.com/read/20210412/257/1379994/industri-kosmetika-diproyeksi-tumbuh-7-persen-tahun-ini>.
- Azwar, Saifuddin. 2003. *Sikap Manusia Teori Dan Pengukurannya*. 2nd ed. Yogyakarta: Pustaka Pelajar.
- Bayu, Dimas. 2022. "Sebanyak 86,9% Penduduk Indonesia Beragama Islam." *DataIndonesia.Id*. 2022. <https://dataindonesia.id/ragam/detail/sebanyak-869-penduduk-indonesia-beragama-islam>.
- Choi, Dooyoung, and Kim K.P. Johnson. 2019. "Influences of Environmental and Hedonic Motivations on Intention to Purchase Green Products: An Extension of the Theory of Planned Behavior." *Sustainable Production and Consumption* 18 (xxxx): 145–55. <https://doi.org/10.1016/j.spc.2019.02.001>.
- Diamant, Jeff. 2019. "The Countries with the 10 Largest Christian Populations and the 10 Largest Muslim Populations." Pew Research Center. 2019. <https://www.pewresearch.org/short-reads/2019/04/01/the-countries-with-the-10-largest-christian-populations-and-the-10-largest-muslim-populations/>.
- Elseidi, Reham I. 2018. "Determinants of Halal Purchasing Intentions: Evidences from UK." *Journal of Islamic Marketing* 9 (1): 167–90. <https://doi.org/10.1108/JIMA-02-2016-0013>.
- Ferdinand. 2002. *Structural Equation Modeling Dalam Penelitian Manajemen*. Edisi Revi. Semarang: Badan Penelitian Universitas Diponegoro.

- Ham, Marija, Marina Jeger, and Anita Frajman Ivković. 2015. "The Role of Subjective Norms in Forming the Intention to Purchase Green Food." *Economic Research-Ekonomska Istrazivanja* 28 (1): 738–48. <https://doi.org/10.1080/1331677X.2015.1083875>.
- Hamid, Rahmad Solling, and Suhardi M Anwar. 2019. *Structural Equation Modelling (SEM) Berbasis Varian*. Jakarta Pusat: Institut Penulis Indonesia.
- Han, Heesup, Li Tzang (Jane) Hsu, and Chwen Sheu. 2010. "Application of the Theory of Planned Behavior to Green Hotel Choice: Testing the Effect of Environmental Friendly Activities." *Tourism Management* 31 (3): 325–34. <https://doi.org/10.1016/j.tourman.2009.03.013>.
- Hasrina, Cut Delsie, Yusri Yusri, and Dwi Rianda Agusti Sy Sy. 2019. "Pengaruh Akuntabilitas Dan Transparansi Lembaga Zakat Terhadap Tingkat Kepercayaan Muzakki Dalam Membayar Zakat Di Baitul Mal Kota Banda Aceh." *Jurnal Humaniora: Jurnal Ilmu Sosial, Ekonomi Dan Hukum* 2 (1): 1–9. <https://doi.org/10.30601/humaniora.v2i1.48>.
- Hsu, Chia Lin, Chi Ya Chang, and Chutinart Yansritakul. 2017. "Exploring Purchase Intention of Green Skincare Products Using the Theory of Planned Behavior: Testing the Moderating Effects of Country of Origin and Price Sensitivity." *Journal of Retailing and Consumer Services* 34 (October 2016): 145–52. <https://doi.org/10.1016/j.jretconser.2016.10.006>.
- Huang, Xiangqian, and Jianping Ge. 2019. "Electric Vehicle Development in Beijing: An Analysis of Consumer Purchase Intention." *Journal of Cleaner Production* 216: 361–72. <https://doi.org/10.1016/j.jclepro.2019.01.231>.
- Ibnunas, Bintang Ghaliyan, and Tri Harjawati. 2021. "Pengaruh Religiusitas Terhadap Minat Pembelian Produk Halal." *Jurnal Ilmiah Mahasiswa* 1 (2): 85–100. <https://doi.org/10.32493/jmw.v1i2.10105>.
- Iranmanesh, Mohammad, Maryam Mirzaei, Seyed Mehrshad Parvin Hosseini, and Suhaiza Zailani. 2020. "Muslims' Willingness to Pay for Certified Halal Food: An Extension of the Theory of Planned Behaviour." *Journal of Islamic Marketing* 11 (1): 14–30. <https://doi.org/10.1108/JIMA-03-2018-0049>.
- Jeon, Hyeon Gyu, Cheong Kim, Jungwoo Lee, and Kun Chang Lee. 2021. "Understanding E-Commerce Consumers' Repeat Purchase Intention: The Role of Trust Transfer and the Moderating Effect of Neuroticism." *Frontiers in Psychology* 12 (June): 1–14. <https://doi.org/10.3389/fpsyg.2021.690039>.
- Khasanah, Noor Maulida, and Agus Supriyanto. 2022. "Minat Beli Produk Halal Samyang Food Ditinjau Dari Theory Of Planned Behavior Pada Generasi Muslim Di Kabupaten Kudus." *Amkop Management Accounting Review (AMAR)* 2 (1): 28–41. <https://doi.org/10.37531/amar.v2i1.134>.
- Linkumkm. 2024. "7 Juta Produk UMKM Belum Bersertifikat Halal Menurut Kemenkop." [Linkumkm.id. 2024. https://linkumkm.id/news/detail/14387/7-juta-produk-umkm-belum-bersertifikat-halal-menurut-kemenkop](https://linkumkm.id/news/detail/14387/7-juta-produk-umkm-belum-bersertifikat-halal-menurut-kemenkop).
- Liu, Matthew Tingchi, Yongdan Liu, and Ziyang Mo. 2020. "Moral Norm Is the Key: An Extension of the Theory of Planned Behaviour (TPB) on Chinese Consumers' Green Purchase Intention." *Asia Pacific Journal of Marketing and Logistics* 32

- (8): 1823–41. <https://doi.org/10.1108/APJML-05-2019-0285>.
- Mahliza, Febrina, and Prita Prasetya. 2021. "Determining Purchase Intention in Halal Personal Care Product: Study on Muslimah Millennial Generation." *Jurnal Aplikasi Manajemen* 19 (2): 319–34. <https://doi.org/10.21776/ub.jam.2021.019.02.08>.
- Mariana, Tessa, Dwi Suhartanto, and Arie Indra Gunawan. 2020. "Prediksi Minat Beli Makanan Cepat Saji Halal: Aplikasi Theory of Planned Behavior." *Prosiding Industrial Research Workshop and National Seminar* 11 (1): 1180–85.
- Mohajerani, Somayeh, Sharareh Zarean Shahrekordi, and Mitra Azarlo. 2015. "The Impact of Privacy and Security Concerns, Trust in Technology and Information Quality on Trust in e-Government and Intention to Use e-Government." *2015 9th International Conference on E-Commerce in Developing Countries: With Focus on e-Business, ECDC 2015*, no. April: 1–6. <https://doi.org/10.1109/ECDC.2015.7156332>.
- MUI, LPPOM. 2021. "Awat, Hindari Kosmetik Haram Dan Najis." Halalmui.Org. 2021. <https://halalmui.org/mui14/main/detail/awat-hindari-kosmetik-haram-dan-najis>.
- Najmudin, Najmudin, Syihabudin Syihabudin, and Ahmad Fatoni. 2021. "The Effect of Halal Awareness and Food Ingredients on Consumer Interests of Culinary Seafood Beach Tourism." *ISLAMICONOMIC: Jurnal Ekonomi Islam* 12 (1): 23–38. <https://doi.org/10.32678/ijei.v12i1.273>.
- Najmudin, and Shihabudin. 2022. "Subjective Norms and Behavioral Control: The Effectiveness on Interest in Sharia Insurance." *Jurnal Ilmiah Ekonomi Islam* 8 (01): 39–46.
- Nugroho, Anton, Mukhamad Najib, and Megawati Simanjuntak. 2018. "Factors Affecting Consumer Interest In Electronic Money Usage With Theory Of Planned Behavior (TPB)." *Journal of Consumer Sciences* 3 (1): 15. <https://doi.org/10.29244/jcs.3.1.15-27>.
- Nurchahyo, Agung, and Herry Hudrasyah. 2017. "The Influence of Halal Awareness, Halal Certification, and Personal Societal Purchase Intention." *Journal of Business and Management* 6 (1): 21–31.
- Nurofik, Nurofik. 2013. "Pengaruh Sikap, Norma Subyektif, Dan Kontrol Perilaku Pada Pengungkapan Tanggung Jawab Sosial." *Jurnal Akuntansi & Auditing Indonesia* 17 (1): 43–56. <https://doi.org/10.20885/jaai.vol17.iss1.art4>.
- Pinasthika, Danu Gilang, Agus Suroso, and Siti Zulaikha Wulandari. 2021. "The Analysis of Intention To Buy: An Extended Theory of Planned Behavior." *Journal of Management and Islamic Finance* 1 (1): 91–109. <https://doi.org/10.22515/jmif.v1i1.3559>.
- Puspita, Wanda A, Sunaryo, and Risna Wijayanti. 2020. "The Effects between Religious Belief, Halal Logo, and Halal Product Knowledge on Purchase Intention Mediated by Halal Awareness (Study on Consumers Of Beverage Franchise Products In Malang)." *South East Asia Journal of Contemporary Business, Economics and Law* 21 (5): 306–19.

- Rizkitysha, Talita Leoni, and Arga Hananto. 2022. "Do Knowledge, Perceived Usefulness of Halal Label and Religiosity Affect Attitude and Intention to Buy Halal-Labeled Detergent?" *Journal of Islamic Marketing* 13 (3): 649–70. <https://doi.org/10.1108/JIMA-03-2020-0070>.
- Shuhaiber, Ahmed. 2018. *The Role of Perceived Control, Enjoyment, Cost, Sustainability and Trust on Intention to Use Smart Meters: An Empirical Study Using SEM-PLS. Advances in Intelligent Systems and Computing*. Vol. 746. Springer International Publishing. https://doi.org/10.1007/978-3-319-77712-2_74.
- Su, Yuandong, Asadullah Khaskheli, Syed Ali Raza, and Sara Qamar Yousufi. 2022. "How Health Consciousness and Social Consciousness Affect Young Consumers Purchase Intention towards Organic Foods." *Management of Environmental Quality: An International Journal* 33 (5): 1249–70. <https://doi.org/10.1108/MEQ-12-2021-0279>.
- Suk, Minho, Minki Kim, and Wonjoon Kim. 2020. "The Moderating Role of Subjective Norms and Self-Congruence in Customer Purchase Intentions in the LCC Market: Do Not Tell Me I Am Cheap." *Research in Transportation Business and Management*, no. November: 100595. <https://doi.org/10.1016/j.rtbm.2020.100595>.
- Sururi, M. 2021. "Preferensi Konsumen Dalam Pembelian Produk Yang Dipasarkan Di Supermarket TIP TOP Cabang Ciputat." *Jurnal Bisnis, Keuangan, Dan Ekonomi Syariah* 1 (1): 47–56.
- Syihabudin, Syihabudin, and Najmudin Najmudin. 2023. "The Purchasing Decisions of Sharia Insurance Products During Covid-19 Period; Effectiveness of Theory Planned Behavior." *Amwaluna: Jurnal Ekonomi Dan Keuangan Syariah* 7 (2): 185–95. <https://ejournal.unisba.ac.id/index.php/amwaluna/article/view/9442>.
- Tan, Chin Seang, Hooi Yin Ooi, and Yen Nee Goh. 2017. "A Moral Extension of the Theory of Planned Behavior to Predict Consumers' Purchase Intention for Energy-Efficient Household Appliances in Malaysia." *Energy Policy* 107 (May): 459–71. <https://doi.org/10.1016/j.enpol.2017.05.027>.
- Widyanto, Hanif Adinugroho, and Muhammad Khalil Irfanur. 2019. "Faith-Based Marketing: Antecedents of Purchase Intention for Halal-Certified Personal Care Products." *Jurnal Muara Ilmu Ekonomi Dan Bisnis* 3 (2): 421. <https://doi.org/10.24912/jmieb.v3i2.7338>.
- Windiana, Livia, and Desiana Nuriza Putri. 2021. "Pengaruh Logo Halal Terhadap Sikap Dan Minat Beli Konsumen UMM Bakery." *Jurnal Ekonomi Pertanian Dan Agribisnis* 5 (4): 1206–16. <https://doi.org/10.21776/ub.jepa.2021.005.04.22>.
- Yang, Sujin, and Yun Jung Lee. 2017. "Are the Factors Affecting Satisfaction and Actual Purchase the Same? Comparisons between Unplanned and Planned Purchase." *Journal of Fashion Marketing and Management* 21 (2): 172–86. <https://doi.org/10.1108/JFMM-04-2016-0034>.
- Yazdanpanah, Masoud, and Masoumeh Forouzani. 2015. "Application of the Theory of Planned Behaviour to Predict Iranian Students' Intention to Purchase Organic Food." *Journal of Cleaner Production* 107: 342–52.

<https://doi.org/10.1016/j.jclepro.2015.02.071>.

Zailani, Suhaiza, Shima Jafarzadeh, Mohammad Iranmanesh, Davoud Nikbin, and Nur Izatul Irani Selim. 2018. "Halal Logistics Service Quality: Conceptual Model and Empirical Evidence." *British Food Journal* 120 (11): 2599–2614. <https://doi.org/10.1108/BFJ-07-2017-0412>.

Zerbini, Cristina, Beatrice Luceri, and Donata Tania Vergura. 2017. "Leveraging Consumer's Behaviour to Promote Generic Drugs in Italy." *Health Policy* 121 (4): 397–406. <https://doi.org/10.1016/j.healthpol.2017.01.008>.

Zhao, Chunan, Ming Zhang, and Wenwen Wang. 2019. "Exploring the Influence of Severe Haze Pollution on Residents' Intention to Purchase Energy-Saving Appliances." *Journal of Cleaner Production* 212: 1536–43. <https://doi.org/10.1016/j.jclepro.2018.12.134>.

Zouiten, Sara. 2023. "Global Muslim Population Exceeds 2 Billion." *Morocoworldnews.Com*. 2023. <https://www.morocoworldnews.com/2023/04/354870/global-muslim-population-exceeds-2-billion>.