

Influence of halal credence, halal awareness, halal certification, and health consciousness to halal purchase intention through STHF (Satisfaction towards halal food) and religiosity as a moderation variable

Fernando¹, Citra Kusuma Dewi^{2*}

^{1,2}Master of Management Study Program, School of Economics and Business, Telkom University, Bandung, Indonesia; fernandof@student.telkomuniversity.ac.id (F.) citrakusumadewi@telkomuniversity.ac.id (C.K.D.)

Abstract: Consumer interest in halal goods continues to increase, along with increasing public awareness of halal aspects of food consumption. This research analyzes the influence of "Halal Credence, Halal Awareness, Halal Certification, and Health Consciousness on Satisfaction Towards Halal Food (STHF)." A quantitative methodology was utilized in this research. This research uses primary data sources, such as online questionnaires via Google Forms and PLS-SEM analysis techniques. This research shows that Halal Credence, Halal Awareness, Halal Certification, and Health Consciousness positively affect satisfaction with halal food (STHF). Furthermore, STHF positively affects the intention to purchase halal products (Halal Purchase Intention) and acts as a mediating variable in the relationship between these factors and the intention to purchase halal. Moreover, Religiosity acts as a moderating variable, which strengthens the relationship between STHF and Halal Purchase Intention, indicating that the higher a person's Religiosity, the stronger the influence of satisfaction with halal food on halal purchase intention. This finding also has practical implications for MSME meat shops in Bandung, suggesting they should enhance halal certification visibility, highlight health benefits, engage religious consumers, and maintain high-quality standards to increase satisfaction and boost sales of halal products.

Keywords: *Halal credence, Halal awareness, Halal certification, Health consciousness, Halal purchase intention, Satisfaction towards halal food.*

1. Introduction

The halal industry in the global market continues to increase, both in terms of demand and supply. Many nations are placing a high priority on growing their halal sectors. According to Halal, Zainuddin, et al. [1] is now a worldwide phenomenon fueled by nations' competitive drive to become the halal market's central players. According to Statista [2] six halal industries compete globally: "*halal food, modest fashion, media & recreation, Muslim-friendly travel, pharmaceuticals, and cosmetics.*"

Data from the Central Statistics Agency [3] also states that in Indonesia, the consumption value of halal products continues to increase, based on data from 2020 to 2024. Based on Databoks [4] Indonesia is the world's largest consumer of halal food and drinks, with consumption figures reaching US\$135 billion in 2020 and anticipated to hit US\$204 billion in 2025. Therefore, from this data, we get the picture that if we look at it based on six industries, *halal food* is the most prominent and likely to be needed in the next few years due to the high growth rate of the Muslim community in the world with a population reaching two billion [5].

Draft *halal food* can be seen from the cleanliness and purity of halal food starting from the manufacturing process, the cleanliness and purity of the cooking utensils, and the place where it is made. Food and drinks must be free from haram ingredients, notably pork, and any derivatives, to be deemed

halal. These animals are not slaughtered by Islamic guidelines, blood and its derivative products, alcohol, and intoxicating substances. Thus, one of the foods that must be considered halal is meat.

Consuming meat will be considered halal when seen from the method of slaughter: the animal must be healthy at the time of slaughter, the slaughter must be carried out by a Muslim who is of sound mind, and the name of Allah must be mentioned (by saying "Bismillah" followed by "Allahu Akbar") when slaughtering, the animal's blood must be completely drained from the blood vessels, and not contaminated with haram items, Islamic guidelines mandate the cleaning of equipment, utensils, and facilities used in halal food preparation, processing, and storage to ensure freedom from haram contamination [6]. Therefore, meat sales must be ensured through slaughtering, processing, and storage processes by halal guidelines.

Based on news released by evermos.com (*social e-commerce* the first to empower MSMEs and local brands native to Indonesia by connecting MSMEs and local brands to consumers through the presence of resellers), there are at least 10 MSME *meat shops* in Bandung City [7]. MSME's *meat shop* in the city of Bandung plays an important role in providing the community with quality fresh and processed meat. Several MSME *meat shops*, such as *Agro Meat Shop*, *OK Beef Meat Shop*, and *Dan Vinie Meat Shop*, offer a variety of clean and hygienic local and imported beef products. They also support culinary businesses by providing delivery services to the area around their shop. MSME-operated meat shops fulfill essential food needs and simultaneously provide a substantial economic contribution to their local areas. This business absorbs labor, increases people's income, and encourages the growth of the culinary industry in Bandung. Apart from that, MSME *meat shops* also contribute to maintaining the sustainability of the meat supply chain, from farmers to consumers. Even though they play an important role, MSME *meat shops* in Bandung City also face a number of challenges, such as intense competition, fluctuating meat prices, and consumer demands regarding the quality and safety of their food.

Through interviews with multiple MSMEs, the *meat shop* in Bandung City's sales level experienced fluctuations. These results are based on findings in the field, mainly from *meat shops* saying that their sales levels were erratic. In other words, sales on regular days are not in line with targets. In fact, on the other hand, there is also one *meat shop* that complained that their sales level had experienced a significant decline due to various factors, one of which was the large number of competitor *meat shops*. Only those who dare to lower prices. Apart from that, most people also buy more meat at the market because the prices are more affordable than at *meat shops*. Thus, buying interest (*purchase intention*) in *meat shops* in Bandung City, in general, tends to decrease, where purchase intention itself refers to the consumer's tendency to buy a product or service because they feel the need for it or as a reflection of their attitude and perception toward the product [8].

On the other hand, low buying interest (*purchase intention*) can be caused by STHF (*Satisfaction Toward Halal Food*), which is low [9]. STHF represents achieving customer fulfillment regarding needs, wants, and expectations related to halal food products [9]. In other words, STHF will appear when someone feels that religious regulations have been fulfilled, namely by buying halal food. However, STHF is still low because it can be seen from data in the field that there are complaints from consumers who are unsatisfied because there are too many *meat shops*. Bandung City does not yet have an official halal certificate, so this is not in line with what was expected. So, consumers do not reach STHF (*Satisfaction Toward Halal Food*) from MSME *meat shops* in Bandung City. In fact, according to Putra, et al. [10] To achieve a level of satisfaction, a Muslim must prioritize several things, namely that the goods consumed are halal, both in substance and in the method of obtaining them, not israf (royal) and tabzir (waste). Therefore, a Muslim's satisfaction is not based on the goods consumed by the consumer but on how much value of worship he gets from what he consumes. One consumer who gave a review also expressed disappointment in *Google's review* and said that it is difficult to ask for halal attachments. Thus, STHF (*Satisfaction Toward Halal Food*) is still low.

The level of health awareness (*health consciousness*) also affects STHF [9]. *Health consciousness* is a tendency felt by someone to focus on their health [9]. Not to mention, health insurance for

underprivileged people is still not running well, so many people still have difficulty getting treatment when they fall sick. Apart from that, based on Afrizal [11] there are still health problems caused by a lack of awareness about maintaining a healthy diet, so this is a concern especially for Muslims because, according to Hassan, et al. [12] a conscious effort should be made by Muslims to appreciate the value of food and choose healthy options that align with Islamic recommendations. In fact, according to research by Dewi, et al. [13] an increasing number of non-Muslim consumers also seek organic and healthy products with halal certification as a guarantee of quality. Therefore, consumers with health awareness tend to pay more attention to their well-being.

Beyond the previously mentioned influences, Religiosity significantly reinforces the connection between STHF and consumers' intent to buy halal products [9] Religiosity is the expression of one's religious beliefs through belief systems and ritualistic behaviors, demonstrated through commitment and actions [14]. *Religiosity* is also a consideration for someone to make an investment, where recently, there have been widespread issues regarding purchasing a product related to its value. *Religiosity* individual [15]. This is because there are quite a few cases or issues related to customers evaluating a product or food based on their religion, which influences people's purchasing behavior and is linked to several reasons or factors, such as the safety and hygiene of the product and food [16]. Therefore, this concerns consumer confidence in their religious values, which can increase consumer perceptions of a particular product [17].

Therefore, this research focuses on the factors that influence STHF (*Satisfaction Towards Halal Food*), ultimately influencing *halal purchase intention* in MSME *meat shops* in Bandung City. Motivated by the issues and trends described in the background, the researcher intends to investigate "The Influence of Halal Credence, Halal Awareness, Halal Certification, and Health Consciousness regarding Halal Purchase Intention through Sthf (Satisfaction Towards Halal Food) and Religiosity as Moderating Variables (At MSMEs Meat Shops in Bandung City)."

2. Research Methods

2.1. Research Design

This study employs a quantitative research design suitable for testing hypotheses and examining relationships between variables using statistical tools. The research specifically investigates the influence of halal credence, halal awareness, halal certification, and health consciousness on halal purchase intention, mediated by Satisfaction Towards Halal Food (STHF) and moderated by Religiosity.

2.2. Population and Sampling Technique

The population in this study consists of individuals residing in Bandung City who are aware of and have experience purchasing from MSME meat shops. A purposive sampling technique was utilized to select participants who meet specific criteria relevant to the research objectives. Based on the recommendation by Hair, et al. [18] which suggests 10 respondents per indicator, the minimum sample size required was 280 respondents (28 indicators \times 10).

2.3. Data Collection Method

The study used primary data collected through a structured questionnaire distributed online via Google Forms. Respondents were informed about the research objectives, and their participation was voluntary. Ethical principles such as informed consent, confidentiality, and anonymity were strictly observed throughout the data collection process.

2.4. Variable Operationalization

All research variables were operationalized using established indicators from previous studies. Each construct of halal credence, halal awareness, halal certification, health consciousness, STHF,

Religiosity, and halal purchase intention was measured using a Likert scale to capture respondents' perceptions accurately.

2.5. Data Analysis Technique

The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0 software. The analysis included two main stages:

1. Outer model evaluation: assessing indicator reliability, internal consistency (Cronbach's Alpha and Composite Reliability), convergent validity (Average Variance Extracted), and discriminant validity.
2. Inner model evaluation: testing the structural relationships among variables, including the significance of path coefficients, R-square values, and mediation and moderation effects.

3. Research Result

3.1. Measurement Model Evaluation (Outer Model)

SEM-PLS utilizes the measurement model to verify construct validity, ensuring the indicators effectively capture the intended latent variables [18]. The outer model is used to evaluate the measurement quality of latent constructs, which are not directly measured. SmartPLS analysis involves examining loading factors, construct validity and reliability, and discriminant validity.

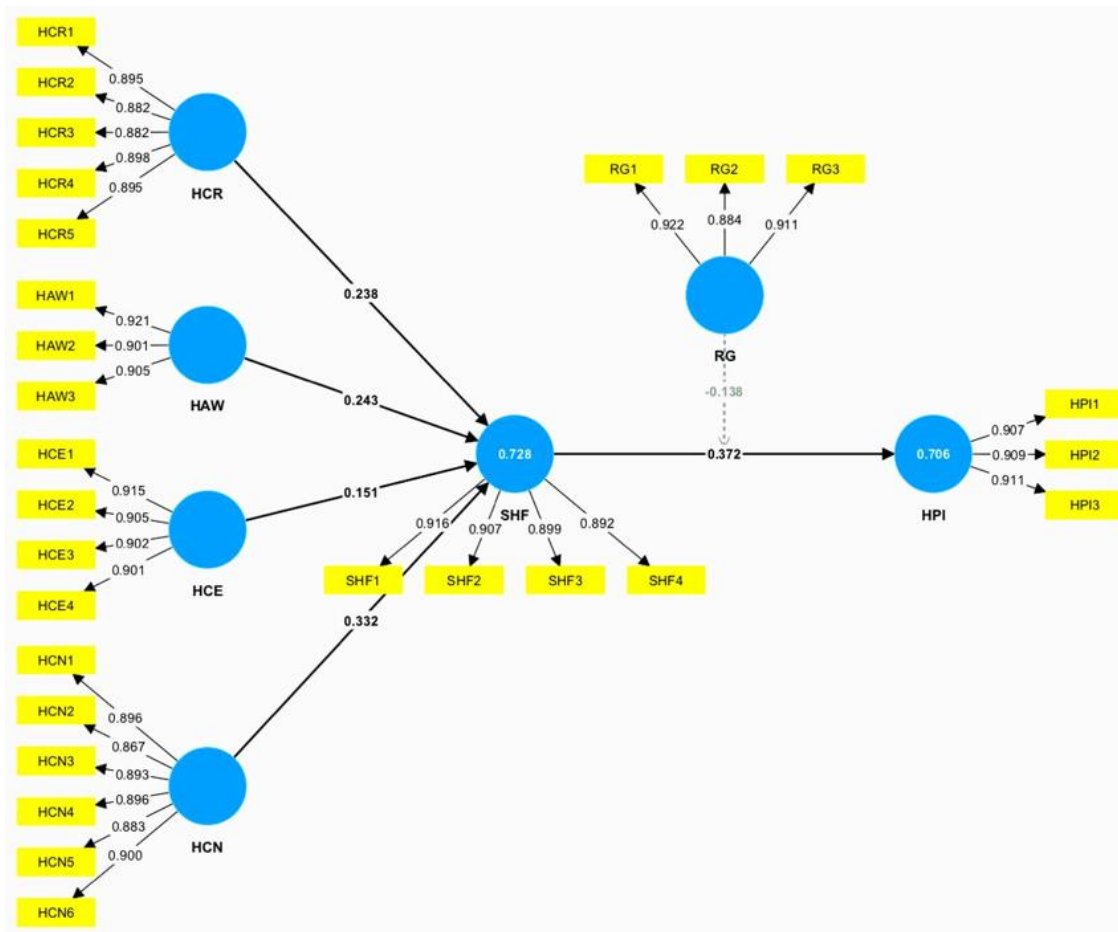


Figure 1.
Value diagram loading factor outer evaluation.

Table 1.

Values Loading Factor Every Indicator.

No	Indicator	Loading Factor	Information	No	Indicator	Loading Factor	Information
1	HCR1	0.895	Valid	15	HCN3	0.893	Valid
2	HCR2	0.882	Valid	16	HCN4	0.896	Valid
3	HCR3	0.882	Valid	17	HCN5	0.883	Valid
4	HCR4	0.898	Valid	18	HCN6	0.900	Valid
5	HCR5	0.895	Valid	19	SHF1	0.916	Valid
6	HAW1	0.921	Valid	20	SHF2	0.907	Valid
7	HAW2	0.901	Valid	21	SHF3	0.899	Valid
8	HAW3	0.905	Valid	22	SHF4	0.892	Valid
9	HCE1	0.915	Valid	23	RG1	0.922	Valid
10	HCE2	0.905	Valid	24	RG2	0.884	Valid
11	HCE3	0.902	Valid	25	RG3	0.911	Valid
12	HCE4	0.901	Valid	26	HPI1	0.907	Valid
13	HCN1	0.896	Valid	27	HPI2	0.909	Valid
14	HCN2	0.867	Valid	28	HPI3	0.911	Valid

With all loading factor values "above 0.7", as shown in the table, all indicators meet the criteria for inclusion in the research and require no removal.

3.2. Average Variance Extracted (AVE)

According to Hair, et al. [18] The Average Variance Extracted (AVE) metric measures the proportion of variance in an indicator attributable to the latent construct it is designed to measure. A high AVE value indicates that these indicators can explain most of the construct variance so that construct validity is considered strong. On the other hand, a low AVE value indicates that the indicator is less efficient in representing the construct, so the validity of the construct needs to be questioned [19]. An AVE value "above 0.5" indicates that a construct is reliable. If the AVE surpasses this threshold, the variable is deemed free from reliability issues and suitable for research.

Table 2.

Test Results AVE.

Variable	Average Variance Extracted (AVE)
Halal Awareness	0.827
Halal Certification	0.821
Health Consciousness	0.791
Halal Credence	0.793
Halal Purchase Intention	0.826
Religiosity	0.820
STHF (Satisfaction Towards Halal Food)	0.817

Table 2 reveals that each variable's AVE surpasses 0.5, indicating strong construct validity.

Therefore, all indicators effectively reflect their latent variables and are included in the study.

Table 3.

Values Cronbach's Alpha Every Variable.

Variable	Cronbach's Alpha
Halal Awareness	0.895
Halal Certification	0.927
Health Consciousness	0.947
Halal Credence	0.935
Halal Purchase Intention	0.895
Religiosity	0.890
STHF (Satisfaction Towards Halal Food)	0.925

The data presented in Table 3 confirms that each variable's Cronbach's Alpha "surpasses the 0.7 threshold", signifying a high degree of reliability. As a result, all variables are considered consistent and suitable for inclusion in the study.

Table 4.
Test Results R Square.

Variable	R Square	Information
Halal Purchase Intention	0.706	Model moderate
STHF (Satisfaction Towards Halal Food)	0.728	Model moderate

From the R-square results shown in Table 4, it is evident that:

1. Variable Halal Purchase Intention is influenced by the independent variable, namely 0.706 or if the percentage is 70.6%. Meanwhile, the remaining 29.4% was influenced by other factors not included in the scope of this research.
2. Variable STHF (Satisfaction Towards Halal Food) influenced by variables The independent value is 0.728 or if the percentage is 72.8%. Meanwhile, the remaining 27.2% was influenced by other factors not included in the scope of this research.

Table 5.
Path Coefficient.

Construct	Path Coefficient
HAW → SHF	0.243
HCE → SHF	0.151
HCN → SHF	0.332
HCR → SHF	0.238
RG → HPI	0.421
SHF → HPI	0.372
RG x SHF → HPI	-0.138

Based on Table 5 above, it can be concluded that:

1. Variable Halal Awareness has a significant positive relationship with the variable STHF (Satisfaction Towards Halal Food) with a Path Coefficient of 0.243.
2. Variable Halal Certification has a significant positive relationship with the STHF variable (Satisfaction Towards Halal Food) with a Path Coefficient of 0.151.
3. Variable Health Consciousness has a significant positive relationship with the STHF variable (Satisfaction Towards Halal Food) with a Path Coefficient of 0.332.
4. The Variable Halal Credibility has a significant positive relationship with the STHF variable (Satisfaction Towards Halal Food), with a Path Coefficient of 0.238.
5. Variable Religiosity has a significant positive relationship with the variable Halal Purchase Intention with a Path Coefficient of 0.421.
6. The variable STHF (Satisfaction Towards Halal Food) has a significant positive relationship with the variable Halal Purchase Intention, with a Path Coefficient of 0.372.
7. The Variables Religion and STHF (Satisfaction Towards Halal Food) have a significant negative relationship with the variable Halal Purchase Intention, with a Path Coefficient of -0.138.

4. Discussion

4.1. Halal Credence Has a Positive Influence on STHF (Satisfaction Towards Halal Food)

Based on the hypothesis test results, a positive coefficient value of 0.238 was found with a T-value of 3.141, which far exceeds the significance threshold of 1.65 and a P-value of 0.001, more diminutive than 0.05. Therefore, it can be concluded that Halal Credence positively and significantly affects STHF (Satisfaction Towards Halal Food). The analysis outcomes reflect actual market conditions, highlighting

the importance of building consumer trust in halal products. Based on interviews with several owners or managers of MSME meat shops in Bandung City, it is known that the slaughtering process, production methods, and manufacture of processed meat products are optimally observed by Islamic law. This causes many consumers to question the halalness of the meat being sold, considering that halal slaughter can only be fulfilled if all the requirements regarding the slaughterer, the animal being slaughtered, the tools used, and the body parts being slaughtered comply with Sharia provisions. This shows that consumers' trust in meat shops in Bandung City greatly influences one aspect of their satisfaction with the product.

The results are corroborated by a previous study by Abdou, et al. [9] which found that trust in halal credentials significantly impacts STHF. This indicates a strong relationship between consumer trust in halal products and their satisfaction. If consumers trust that a product meets halal standards and is safe for consumption, they will be more satisfied with it. In other words, satisfaction can be achieved if business actors exceed consumer desires [20].

Halal credence significantly contributes to shaping consumer satisfaction toward halal food (STHF), particularly in contexts where consumers rely on belief-based attributes due to the inability to verify halal compliance directly. This study affirms that when consumers perceive strong credibility in halal claims such as proper slaughtering practices, hygiene, and adherence to Islamic principles, their trust increases, fostering satisfaction. In line with the theory of credence goods, halal food satisfaction is influenced by tangible quality and the belief that the product aligns with religious and ethical expectations. Empirical results support that trust in halal attributes positively correlates with STHF, reflecting the essential role of perceived integrity and transparency in the halal supply chain. These findings are ethically derived from data collected through informed consent and analyzed objectively, ensuring the validity and reliability of results by academic standards.

4.2. Halal Awareness Has a Positive Influence on STHF (Satisfaction Towards Halal Food)

Hypothesis testing shows a positive coefficient of 0.243, a T-statistic of 3.170 (exceeds 1.65), and a P-value of 0.001 (below 0.05), which indicates a significant positive influence between halal awareness and STHF. The significant positive effect between halal awareness and STHF can occur because individuals with a high level of halal awareness tend to pay more attention to halal aspects in every decision. This awareness reflects a deeper understanding of halal principles regarding products and related processes. Along with this, increased awareness, trust, and compliance with halal standards are also getting stronger, which leads to an increase in STHF.

This finding supports research from Abdou, et al. [9] which finds that halal awareness positively and significantly influences STHF (Satisfaction Towards Halal Food). This shows that when consumers have high awareness about halal food products, they can make more appropriate choices that suit their needs. They can also increase their trust in halal food products and feel safer and more comfortable consuming them. A greater understanding of halal product standards fosters increased consumer satisfaction [21].

Halal awareness significantly enhances consumer satisfaction toward halal food (STHF), as it reflects individuals' knowledge, sensitivity, and vigilance in ensuring food products align with Islamic dietary laws. Consumers with high halal awareness are more likely to scrutinize ingredients, production processes, and certification, leading to increased confidence and perceived value in halal offerings. This cognitive involvement fosters satisfaction, as consumers feel their religious and ethical standards are respected. Data were ethically collected through informed consent, ensuring voluntary participation and confidentiality. The results align with established theoretical frameworks in consumer behavior, reinforcing the pivotal role of awareness in shaping satisfaction with halal consumption.

4.3. Halal Certification Has a Positive Influence on STHF (Satisfaction Towards Halal Food)

The hypothesis test yielded a positive coefficient of 0.151 and a T-statistic of 2.154 ($p = 0.016$), exceeding the significance threshold, thus confirming a significant positive impact of halal certification

on STHF. The significant positive impact of halal certification on STHF can occur because halal certification assures the halalness of a product, which in turn increases consumer trust and confidence. With certification, products are more readily accepted by markets that care about halal aspects, increasing demand. In addition, halal certification also reflects compliance with strict standards, which can improve product quality and competitiveness. These factors increase STHF, as consumers feel safer and more confident in choosing halal-certified products.

The results of this analysis are based on findings in the field, where halal certification not only influences consumer satisfaction at MSME meat shops in Bandung City but also provides a sense of security regarding compliance with religious sharia. In addition, the outcomes of this research correspond to studies by Abdou, et al. [9] which show that halal certification significantly influences STHF (Satisfaction Towards Halal Food). This shows that halal certification proves that food products have met strict standards, increasing consumer confidence. Confidence in a product's halalness makes consumers feel secure and at ease when eating it. In line Nukha, et al. [22] revealed that halal certification influences customer satisfaction because the inclusion of the halal certification logo makes consumers feel more confident about the product they want to buy, so that this makes consumers feel satisfied with the product.

4.4. Health Consciousness Has a Positive Influence on STHF (Satisfaction Towards Halal Food)

The hypothesis test revealed a significant positive relationship between health consciousness and STHF, with a coefficient of 0.332 and a T-statistic of 4.055 ($p < 0.001$), indicating a strong effect.

The significant positive effect between health awareness and STHF may occur because individuals with a high level of health awareness tend to be more selective in choosing products and services supporting a healthy lifestyle. This awareness encourages a preference for safer, higher quality products, and by health standards, including aspects of hygiene and safety in the production process. In addition, increased information and education on the importance of health also influences consumer behavior in making more conscious and responsible decisions.

These findings corroborate the work of Abdou, et al. [9] which shows that health consciousness significantly influences STHF (Satisfaction Towards Halal Food). Health awareness plays a significant part in boosting customer satisfaction with halal products. Individuals with a strong health consciousness are likelier to choose halal and nutritious food options, leading to greater satisfaction. According to research from Hassan, et al. [12] as Muslims become more conscious of halal food, they prioritize healthy, compliant choices, leading to higher purchase intent and greater satisfaction.

Health consciousness positively influences Satisfaction Towards Halal Food (STHF) by encouraging consumers to prioritize food safety, nutritional value, and hygienic preparation in their dietary choices. Individuals with heightened health awareness associate halal food with religious compliance and cleanliness, purity, and quality. This dual alignment of religious and health-related enhances satisfaction as consumers perceive halal food as contributing to spiritual and physical well-being. The study employed ethical research practices, including informed consent and data anonymity, ensuring participant rights were upheld. The findings support health behavior theories that suggest greater health awareness leads to more deliberate and satisfying food consumption decisions.

4.5. STHF (Satisfaction Towards Halal Food) Has a Positive Influence on Halal Purchase Intention

The statistical findings demonstrate a positive and significant effect of STHF on halal purchase intention, supported by a coefficient of 0.372 and a highly significant P-value of 0.000. This is relevant to the findings found in interviews with several meat shop MSMEs in Bandung City regarding the decline in buying interest in meat shops in Bandung City. Even though customer satisfaction with halal products is a key factor in boosting purchase intent, meat shops in Bandung City are still subject to significant sales fluctuations. Many of these meat businesses reported a decline in sales caused by tight price competition from new meat shops and more consumers choosing to buy meat at traditional markets because the prices are more affordable. This shows that although satisfaction with halal

products has the potential to increase purchasing interest, price factors and tighter competition also play a significant role in influencing consumer decisions and feelings of satisfaction.

The findings of this study corroborate the work of Abdou, et al. [9] confirming that STHF (Satisfaction Towards Halal Food) significantly contributes to the growth of halal purchase intention. This highlights the substantial effect of consumer satisfaction on their likelihood to purchase halal food items. The higher consumer satisfaction with halal food products, the higher their intention to buy the product, which means that consumers who are satisfied with it will be more inclined to buy the product in the future. Therefore, MSME meat shops in Bandung City must also focus on increasing consumer satisfaction with their products.

4.6. Halal Credence Has a Positive Influence on Halal Purchase Intention Through STHF (Satisfaction Towards Halal Food)

The statistical findings demonstrate a positive and significant indirect effect of halal credence on halal purchase intention, mediated by STHF, supported by a coefficient of 0.089 and a significant P-value of 0.005. STHF acts as a link that clarifies how halal beliefs can be translated into purchasing decisions. With a better understanding of halal assurance, consumers feel more confident and motivated to choose products that are in line with their halal values. These results correspond with the work of Koc, et al. [23] which showed that halal credence strongly and positively affects consumers' buying decisions and satisfaction with halal goods. As consumers' trust in a product's halal standards grows, so does their inclination to buy and their positive perception of it. This shows that strong trust in halal certification increases purchase intentions and influences overall consumer satisfaction.

Halal credence positively affects halal purchase intention through the mediating role of Satisfaction Towards Halal Food (STHF). When consumers believe that a product adheres to halal principles covering ingredients, processing, and handling, they develop trust, which enhances satisfaction. This perceived assurance strengthens emotional and cognitive evaluations, increasing the likelihood of future halal purchases. STHF acts as a bridge, transforming abstract beliefs into concrete purchasing behavior. The research was conducted under strict ethical guidelines, ensuring data integrity, confidentiality, and voluntary participation. These findings align with consumer decision-making theories, which posit that belief-driven satisfaction significantly contributes to behavioral intentions in value-sensitive markets like halal consumption.

4.7. Halal Awareness Has a Positive Influence on Halal Purchase Intention Through STHF (Satisfaction Towards Halal Food)

The results of the hypothesis test show a positive coefficient value of 0.090, a T statistic with a value of 3.013, which exceeds the significance threshold of 1.65, and a P-value of 0.001, which is smaller than 0.05. Therefore, it can be concluded that halal awareness positively and significantly affects halal purchase intention through STHF (Satisfaction Towards Halal Food).

These findings' results are similar to those of Septiani and Ridlwan [24]. Consumers who are highly aware of halal aspects experience greater satisfaction, which drives their intention to purchase halal products. Findings suggest that halal awareness and trust in certification significantly enhance satisfaction and loyalty, promoting long-term, sustainable purchasing intentions.

Halal awareness positively influences halal purchase intention through the mediating effect of Satisfaction Towards Halal Food (STHF). Consumers with a strong awareness of halal concepts tend to be more discerning in their food choices, leading to greater trust and satisfaction when those choices align with Islamic dietary laws. This satisfaction, in turn, fosters stronger intentions to purchase halal products regularly. Emotional assurance derived from religious compliance reinforces the cognitive link between awareness and behavior. This study was conducted ethically, with informed consent and confidentiality upheld throughout. The findings support behavioral intention models, emphasizing knowledge-based satisfaction as a predictor of purchase intention.

4.8. Halal Certification Has a Positive Influence on Halal Purchase Intention Through STHF (Satisfaction Towards Halal Food)

The data analysis indicates a statistically significant positive indirect effect of halal certification on halal purchase intention, mediated by STHF, with a coefficient of 0.056 and a T-statistic of 1.942 ($p = 0.026$). This supports the research of Elwardah, et al. [25] which shows that halal certification significantly impacts consumer trust, with certified products gaining a higher level of trust from consumers. Consumer satisfaction and purchase intent are significantly increased by comprehending and fulfilling consumer expectations regarding product quality, authenticity, and halal standards.

Halal certification positively influences halal purchase intention through the mediating role of Satisfaction Towards Halal Food (STHF). Certified halal labels are a formal assurance that products comply with Islamic dietary laws, enhancing consumer trust and perceived product integrity. This verification fosters satisfaction by aligning consumption with religious and ethical values. As satisfaction increases, so does the consumer's intention to repurchase or recommend halal-certified products. The study followed ethical research protocols, ensuring transparency, voluntary participation, and data confidentiality. These findings align with signaling theory, highlighting certification as a credible cue that strengthens consumer behavior through satisfaction-driven pathways.

4.9. Health Consciousness Has a Positive Influence on Halal Purchase Intention Through STHF (Satisfaction Towards Halal Food)

The hypothesis test confirmed a significant positive indirect effect of Health Consciousness on Halal Purchase Intention, mediated by STHF, with a coefficient of 0.124 and a T-statistic of 3.283 ($p = 0.001$). This is similar to research conducted by Vizano, et al. [26] which maintains that heightened halal awareness directly contributes to consumer satisfaction and subsequently increases their intention to purchase. The belief that halal products provide enhanced quality and trustworthiness drives consumer satisfaction and motivates them to purchase.

Health consciousness positively impacts halal purchase intention through the mediating effect of Satisfaction Towards Halal Food (STHF). Consumers prioritizing health are likelier to choose halal food due to its association with cleanliness, safety, and ethical preparation. This alignment between health values and halal standards enhances satisfaction, driving the intention to purchase halal products consistently. The research was ethically conducted, ensuring informed consent, data confidentiality, and unbiased analysis. These findings are consistent with the Theory of Planned Behavior, where internal motivations such as health awareness influence behavioral intention through attitudinal responses like food quality and safety satisfaction.

4.10. Religiosity Moderates the Relationship between STHF (Satisfaction Towards Halal Food) and Halal Purchase Intention

The statistical analysis showed a significant negative moderating effect of Religiosity on the relationship between STHF and halal purchase intention, with a coefficient of -0.138 and a T-statistic of 3.977 ($p < 0.001$). The negative moderating effect of Religiosity on the relationship between STHF and halal purchase intention may occur because individuals with higher levels of Religiosity tend to have more substantial standards and beliefs towards the halalness of products, regardless of STHF factors. For them, the decision to buy halal products is more based on personal beliefs and religious principles, so the role of STHF in influencing purchase intention becomes weaker. In contrast, for individuals with lower levels of Religiosity, STHF can be a more decisive factor in increasing trust and motivation to buy halal products. This explains why Religiosity may weaken the relationship between STHF and halal purchase intention.

Religiosity significantly moderates the relationship between Satisfaction Towards Halal Food (STHF) and halal purchase intention, indicating that the strength of this relationship varies based on an individual's level of religious commitment. Consumers with higher Religiosity exhibit a stronger internal motivation to purchase halal products, often guided by faith-based obligations rather than

satisfaction alone. Thus, while STHF may influence intention, its effect is amplified or diminished depending on religious adherence. This study adhered to ethical research protocols, including voluntary participation and confidentiality assurances. The results align with value-belief-behavior theory, where Religiosity acts as a personal value shaping consumer attitudes and purchase behaviors.

4.11. Practical Implications

The findings suggest several practical implications for MSMEs in the halal food industry, especially for MSEM meat shops in Bandung. MSMEs should focus on enhancing halal certification visibility and consumer awareness, ensuring their products are credible and trusted. Highlighting the health benefits of halal products can also cater to health-conscious consumers, increasing their satisfaction. Additionally, MSMEs should recognize the role of Religiosity in influencing halal purchase intentions. Tailoring marketing strategies to engage religious consumers and emphasizing the spiritual value of halal food can strengthen the connection with this group. Prioritizing customer satisfaction by maintaining high-quality products that align with halal standards will further boost consumer intentions to purchase. Finally, marketers can create targeted campaigns that cater to different consumer segments based on Religiosity and health awareness, allowing for more effective engagement and increased sales.

5. Limitation

While providing valuable insights into the factors influencing halal purchase intention through Satisfaction Towards Halal Food (STHF), this study has several limitations. First, using a non-probability purposive sampling method within a specific geographic area (MSME meat shops in Bandung City) may limit the generalizability of the findings to broader or more diverse populations. Second, relying on self-reported questionnaire data may introduce response bias, including social desirability or misunderstanding of the questions. Third, the study is cross-sectional, capturing consumer perceptions simultaneously, which restricts the ability to observe behavioral changes over time. Future research should consider longitudinal designs to assess how satisfaction and purchase intentions evolve. Expanding the scope to include other halal product categories (e.g., cosmetics, pharmaceuticals) and incorporating cross-cultural comparisons could provide more comprehensive insights. Additionally, qualitative or mixed-methods approaches could enrich understanding by exploring deeper consumer motivations, beliefs, and emotional factors underlying halal consumption behavior.

6. Conclusion

Results confirm that Halal Credence, Awareness, Certification, and Health Consciousness positively influence STHF (Satisfaction Towards Halal Food), leading to higher halal purchase intentions. STHF also plays a crucial mediating role in the impact of these factors on consumer halal purchasing decisions. Furthermore, this research finds that Religiosity is a moderating variable that strengthens the relationship between STHF and Halal Purchase Intention. This means that the higher a person's level of religiosity, the greater the influence of satisfaction with halal food on increasing consumers' intention to buy halal products. These findings confirm that besides halal credibility, awareness, certification, and health awareness factors, spiritual aspects also play an important role in consumer decisions regarding halal products.

Transparency:

The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

Copyright:

© 2025 by the authors. This open-access article is distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

References

- [1] N. Zainuddin, A. M. Saifudin, N. Deraman, and N. Mahidin, "Effect of Halal certification and labelling process on Halal supply chain performance," *International Journal of Supply Chain Management*, vol. 8, no. 4, pp. 1075-1081, 2019.
- [2] Statista, "Total value of halal consumer spending worldwide in 2021 and forecast for 2025, by category (billion U.S. dollars)," Retrieved: <https://www.statista.com/statistics/1232904/global-halal-consumer-spending-value-by-category/>. [Accessed Mar. 17, 2025], 2021.
- [3] Central Statistics Agency, "Number of population by District and Religion in Bandung City (People), 2021-2022," Retrieved: <https://www.bps.go.id/id>. [Accessed Mar. 17, 2025], 2022.
- [4] Databoks, "Consumption of halal products in each sector of Indonesia is projected to increase in 2025," Retrieved: <https://databoks.katadata.co.id/produk-konsumen/statistik/47122175b4969f6/konsumsi-produk-halal-tiap-sektor-indonesia-diprojektikan-meningkat-pada-2025>. [Accessed Mar. 18, 2025], 2025.
- [5] M. Pradana, N. Rubiyanti, and F. Marimon, "Measuring Indonesian young consumers' halal purchase intention of foreign-branded food products," *Humanities and Social Sciences Communications*, vol. 11, no. 1, pp. 1-8, 2024.
- [6] M. Sahib and N. Ifna, "The urgency of implementing halal and thoyyib principles in consumption activities," *Journal of Economics & Management*, vol. 6, no. 1, pp. 53-64, 2024.
- [7] Evermos, "Apa itu Evermos?," Retrieved: <https://evermos.com/apa-itu-evermos/>. [Accessed April 4, 2025], 2025.
- [8] P. C. P. Yones and S. Muthaiyah, "eWOM via the TikTok application and its influence on the purchase intention of something products," *Asia Pacific Management Review*, vol. 28, no. 2, pp. 174-184, 2023.
- [9] A. H. Abdou, M. P. Chan, S. U. Rehman, A. I. A. Albakhit, and M. Y. Almahayitah, "Islamic food laws: Customer satisfaction effect halal purchase intention in China, moderating role of religiosity," *British Food Journal*, vol. 126, no. 8, pp. 3088-3112, 2024.
- [10] A. D. Putra, R. Desiana, and M. Alhalim, "The effect of halal slaughtering on consumer behavior and satisfaction," *Journal of Islamic Economics and Business*, vol. 6, no. 2, pp. 30-37, 2022.
- [11] S. H. Afrizal, "Increasing awareness of health through education on clean and healthy living behavior in elementary schools," *Jurnal Pengabdian Masyarakat Bakti Parahita*, vol. 4, no. 2, pp. 49-60, 2023.
- [12] S. H. Hassan, N. Mat Saad, T. A. Masron, and S. I. Ali, "Buy Muslim-made first—does halal consciousness affect Muslims' intention to purchase?," *Journal of Islamic Marketing*, vol. 13, no. 2, pp. 466-480, 2022.
- [13] C. K. Dewi, M. Pradana, R. Huertas-García, N. Rubiyanti, and S. Syarifuddin, "Developing halal consumer behavior and tourism studies: Recommendations for Indonesia and Spain," *Frontiers in Psychology*, vol. 13, p. 863130, 2022.
- [14] M. Sadiq, M. Adil, and J. Paul, "An innovation resistance theory perspective on purchase of eco-friendly cosmetics," *Journal of Retailing and Consumer Services*, vol. 59, p. 102369, 2021. <https://doi.org/10.1016/j.jretconser.2020.102369>
- [15] M. Khedmati, M. Aminu Sualihu, and A. Yawson, "Does religiosity matter for corporate labor investment decisions?," *Journal of Contemporary Accounting and Economics*, vol. 17, no. 2, p. 100264, 2021. <https://doi.org/10.1016/j.jcae.2021.100264>
- [16] M. Sherwani, A. Ali, A. Ali, and S. Hussain, "Determinants of halal meat consumption in Germany," *Journal of Islamic Marketing*, vol. 9, no. 4, pp. 863-883, 2018. <https://doi.org/10.1108/JIMA-01-2018-0009>
- [17] A. Kusumawati, S. Listyorini, and E. Yulianto, "The impact of religiosity on fashion knowledge, consumer-perceived value and patronage intention," *Research Journal of Textile and Apparel*, vol. 23, no. 4, pp. 269-290, 2019.
- [18] J. F. Hair, G. T. M. Hult, C. M. Ringle, and M. Sarstedt, *A primer on partial least squares structural equation modeling (PLS-SEM)*, 2nd ed. Thousand Oaks: SAGE Publications, 2018.
- [19] G. D. Garson, *Partial least squares: Regression & structural equation models*. Asheboro, North Carolina, USA: Statistical Associates Publishing, 2016.
- [20] B. A. Fida, U. Ahmed, Y. Al-Balushi, and D. Singh, "Impact of service quality on customer loyalty and customer satisfaction in Islamic banks in the Sultanate of Oman," *Sage Open*, vol. 10, no. 2, p. 2158244020919517, 2020.
- [21] A. Novia, H. W. Satria, F. Sumarni, F. I. Arfat, O. Syuhada, and S. Silvinar, "The influence of price, service quality and halal awareness on consumer satisfaction at meatball stalls in Padang," *Jurnal Ekonomi dan Bisnis Islam*, vol. 5, no. 1, pp. 1-15, 2020.
- [22] Z. U. Nukha, R. R. Kurniati, and R. N. Hardati, "The effect of halal certification, price and product quality on consumer satisfaction through purchasing decisions (Study on HPAI herbal product consumers in Poncokusumo District)," *Journal of Business Administration Science*, vol. 10, no. 1, pp. 75-84, 2021.
- [23] F. Koc, B. Ozkan, M. Komodromos, I. H. Efendioglu, and T. Baran, "The effects of trust and religiosity on halal products purchase intention: indirect effect of attitude," *EuroMed Journal of Business*, vol. 20, no. 5, pp. 141-165, 2024.
- [24] D. Septiani and A. A. Ridlwan, "The effects of halal certification and halal awareness on purchase intention of halal food products in Indonesia," *Indonesian Journal of Halal Research*, vol. 2, no. 2, pp. 55-60, 2020. <https://doi.org/10.5575/ijhar.v2i2.6657>

- [25] K. Elwardah, Y. Yusniar, S. P. Palembang, B. Harto, and N. Solapari, "The effect of halal certification, halal product marketing, and consumer satisfaction on the growth of the Halal industry in Indonesia," *Jurnal Multidisiplin West Science*, vol. 3, no. 05, pp. 658–669, 2024. <https://doi.org/10.58812/jmws.v3i05.1195>
- [26] N. A. Vizano, K. Khamaludin, and M. Fahlevi, "The effect of halal awareness on purchase intention of halal food: A case study in Indonesia," *The Journal of Asian Finance, Economics and Business*, vol. 8, no. 4, pp. 441–453, 2021.