



# Halal Awareness, Halal Certification, and Their Impact on Consumer Purchase Intention in Indonesia

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**Keywords:** Halal awareness, Halal certification, Purchase intention.

**Abstract:** The rapid growth of the halal industry has increased the need for reliable halal products, yet concerns persist regarding consumer awareness and the credibility of certification systems. This study examines the effects of Halal Awareness and Halal Certification on Purchase Intention among university students in Semarang, Indonesia. A quantitative cross-sectional survey was conducted using structured online questionnaires distributed to 100 undergraduate students. This sample size meets minimum methodological recommendations for regression analyses, allowing adequate statistical testing of the proposed relationships. Data were analyzed through validity and reliability assessments, classical assumption tests, and multiple regression analysis using IBM SPSS Statistics 25. The results show that Halal Awareness ( $\beta = 0.391$ ,  $p = 0.006$ ) and Halal Certification ( $\beta = 0.566$ ,  $p < 0.001$ ) both have significant positive effects on Purchase Intention. The model explains 43.8% of the variance in purchase intention (Adjusted  $R^2 = 0.438$ ), indicating moderate explanatory power while suggesting that more than half of consumer intention is influenced by factors not measured in this study. The analysis focuses specifically on awareness and certification constructs, without incorporating additional variables such as religiosity, perceived quality, or prior purchasing experience. Because the respondents were drawn from a single Islamic university, the findings are context-specific and not representative of the broader Indonesian population. Nonetheless, the study highlights the importance of improving consumer understanding of halal principles and strengthening certification credibility. Future research should employ more diverse samples and longitudinal designs to enhance generalizability and clarify causal relationships.

## Introduction

The global halal industry has expanded significantly over the past two decades, driven by increasing Muslim consumer demand and growing international recognition of halal standards (1). As of 2023, the halal market is valued at more than USD 2.29 trillion and is projected to continue rising due to population growth, heightened food-safety concerns, and cross-border trade (2). In Indonesia the world's largest Muslim-majority nation halal awareness and certification play a particularly critical role in shaping purchasing decisions because consumers expect strict compliance with halal principles across food, cosmetics, and daily products (3, 4). Despite government initiatives and the establishment of formal certification frameworks, consumer skepticism and inconsistent industry compliance remain pressing challenges (5).

While halal certification serves as an important mechanism for assuring product integrity, its effectiveness depends on consumer awareness and trust (6, 7). Studies indicate that although many consumers express a preference

for halal-certified goods, a significant proportion remains unaware of certification processes or struggles to differentiate between certified and uncertified products. This gap between regulation and perception undermines both consumer confidence and market efficiency (8). University students represent a unique demographic: they exhibit high purchasing power in urban areas, frequently consume packaged foods and beverages, and often rely on labeling information to make quick decisions. Yet prior studies highlight that many students struggle to distinguish authentic halal labels, underestimate the role of formal certification, or rely on assumptions rather than verified information (9, 10). This makes them a strategically important group for examining how awareness and certification interact to shape purchase intention.

This study addresses this gap by investigating the relationship between halal awareness, halal certification, and purchase intention specifically among university students in Semarang City. Semarang represents a rapidly developing urban center with diverse consumer behavior, strong exposure to halal products, and high student population

density, making it an appropriate microcosm for examining youth-driven market dynamics. Unlike earlier studies that examine these variables separately, this research integrates them into a single analytical model to provide empirical evidence on how awareness and certification jointly influence student purchase decisions. The expected findings aim to clarify existing behavioral gaps, support policymakers in designing targeted educational interventions, and assist industries in developing more effective halal marketing strategies.

## Methodology

### Study Design and Rationale

This study employed a quantitative cross-sectional survey design to analyze the relationship between halal awareness, halal certification, and consumer purchase intention among university students. The research was purposely focused on Semarang City to represent an urban student population with high exposure to halal-labeled products, without intending to generalize findings to the national Indonesian context. The survey approach was selected because it enables systematic and standardized data collection suitable for examining correlational relationships among predefined variables.

### Population, Sample Size, and Sampling

The target population consisted of undergraduate students at UIN Walisongo Semarang during the 2022/2023 academic year. A total of 100 respondents was determined as adequate based on methodological recommendations for regression analyses. Purposive sampling was used, and respondents were included only if they were currently enrolled as undergraduate students, had purchased packaged food or beverage products within the last three months, recognized at least one official halal certification logo such as BPJPH or MUI, and voluntarily agreed to participate in the study. Students who did not meet these criteria or did not complete the questionnaire were excluded. The sampling approach may introduce bias due to the religiously homogeneous population and the single-university scope; therefore, this limitation is acknowledged and considered when interpreting the study results.

### Materials and Data Collection Procedures

Data collection was carried out using a structured questionnaire distributed through Google Forms. The instrument consisted of three constructs: halal awareness, halal certification, and purchase intention measured using a five-point Likert scale ranging from strongly disagree to strongly agree. The items were adapted from previously validated questionnaires used in halal consumer behavior studies and were reviewed by academic experts to ensure suitability for the context of university students in Semarang. Several wording adjustments were made to align the instrument with current Indonesian halal regulations and the typical purchasing habits of the target population.

### Data Analysis

Prior to hypothesis testing, data were screened for completeness, outliers, and normality. Descriptive statistics were used to summarize respondent characteristics and variable distributions. Reliability was assessed using Cronbach's alpha, with a threshold of  $\geq 0.70$  considered acceptable for internal consistency. Construct validity was examined using exploratory factor analysis (EFA) with

varimax rotation. Hypotheses were tested using multiple linear regression to determine the effect of halal awareness and halal certification on purchase intention. The choice of regression analysis was justified by its suitability for examining predictive relationships between independent and dependent variables while controlling for covariates. Statistical analyses were conducted using SPSS version 25.0.

## Result

### Respondent Characteristics

A total of 100 undergraduate students from Universitas Islam Negeri (UIN) Walisongo Semarang participated in the study. Respondent characteristics were categorized by gender and faculty of enrollment, as shown in Tables 1 and 2.

#### Gender Distribution

**Table 1** presents the distribution of respondents by gender. The majority were female (66%), while male respondents accounted for 34%. This reflects the overall demographic composition of the student population at UIN Walisongo, which is predominantly female.

#### Faculty Distribution

**Table 2** summarizes the distribution of respondents by faculty. Participants were drawn from all eight faculties of UIN Walisongo, ensuring adequate representation across disciplines. The largest proportion of respondents came from the Faculty of Da'wah and Communication (34%), followed by the Faculty of Economics and Islamic Business (16%) and the Faculty of Psychology and Health (13%).

### Respondents' Responses

Respondents' perceptions were assessed through a structured questionnaire covering three key constructs: halal

**Table 1.** Respondents by gender.

No	Gender	Frequency	Percentage
1	Male	34	34%
2	Female	66	66%
<b>Total</b>		<b>100</b>	<b>100%</b>

**Table 2.** Respondents by Faculty.

No	Faculty	Frequency	Percentage
1	Faculty of Tarbiyah and Teacher Training (FITK)	11	11%
2	Faculty of Ushuluddin and Humanities (FUHUM)	8	8%
3	Faculty of Science and Technology (FST)	3	3%
4	Faculty of Economics and Islamic Business (FEBI)	16	16%
5	Faculty of Sharia and Law (FSH)	11	11%
6	Faculty of Da'wah and Communication (FDK)	34	34%
7	Faculty of Social and Political Sciences (FISIP)	4	4%
8	Faculty of Psychology and Health (FPK)	13	13%
<b>Total</b>		<b>100</b>	<b>100%</b>

awareness, halal certification, and purchase intention. The majority of respondents reported positive attitudes across all variables, with mean scores exceeding the midpoint of the Likert scale. To complement the mean scores, distributional measures were also examined. Standard deviations for each construct ranged from 0.41 to 0.78, indicating moderate response clustering around the mean. Skewness values fell within  $-1$  to  $+1$ , suggesting that the responses did not exhibit extreme asymmetry and were sufficiently homogeneous for further parametric analysis.

A detailed summary of responses for each construct is presented in the following subsections.

### Respondents' Perceptions of Halal Awareness (X1)

The survey assessed seven indicators of halal awareness. Responses were predominantly positive, with the majority of students selecting "agree" or "strongly agree" across all items. **Table 3** summarizes the results.

Overall, the highest agreement was recorded for Q2 (72% "agree") and Q7 (61% "strongly agree"), indicating that respondents demonstrate strong awareness of halal principles. Only one respondent (1%) expressed disagreement with the statements, suggesting very limited resistance or lack of awareness.

### Respondents' Perceptions of Halal Certification (X2)

The construct of halal certification was assessed using eight items. Responses were overwhelmingly positive, with most students selecting "agree" or "strongly agree." **Table 4** summarizes the mean scores and dominant responses for each item.

Overall, the highest level of agreement was observed in Q1 (60% "strongly agree"), while disagreement was negligible ( $\leq 1\%$ ). These findings indicate that respondents place strong trust in halal certification and consider it an important determinant of their purchasing decisions.

**Respondents' Responses Regarding Purchase Intention (Y)** The respondents' responses regarding purchase intention can be seen in the **table 5**.

Overall, respondents demonstrated a very strong purchase intention toward halal-certified products. The highest levels of agreement were observed in Q4, Q5, and Q7 (54% "strongly agree"), while disagreement was negligible ( $\leq 1\%$ ). These findings confirm that halal certification and awareness strongly translate into positive purchasing preferences.

### Data Analysis

Prior to hypothesis testing, the quality of the data was assessed to ensure validity and reliability. The dataset was derived from structured questionnaires distributed online to undergraduate students of UIN Walisongo, consisting of 7 items measuring halal awareness (X1), 8 items measuring halal certification (X2), and 8 items measuring purchase intention (Y).

The analysis included several steps. First, descriptive statistics were computed to summarize the distribution of responses across variables. Second, reliability testing was conducted using Cronbach's alpha, with a threshold of  $\geq 0.70$  considered acceptable. Third, validity was assessed through exploratory factor analysis (EFA) to confirm construct consistency. Finally, multiple linear regression analysis was performed to examine the effect of halal awareness (X1) and halal certification (X2) on purchase intention (Y).

**Table 3.** Respondents' perceptions of halal awareness.

Item	Mean Score (1-5)	Dominant Response	%
Q1	4.11	Agree	66%
Q2	4.15	Agree	72%
Q3	4.65	Strongly Agree	65%
Q4	4.44	Agree	52%
Q5	4.34	Agree	57%
Q6	4.53	Strongly Agree	53%
Q7	4.61	Strongly Agree	61%

**Table 4.** Respondents' perceptions of halal certification.

Item	Mean Score (1-5)	Dominant Response	%
Q1	4.60	Strongly Agree	60%
Q2	4.45	Agree	50%
Q3	4.39	Agree	48%
Q4	4.27	Agree	62%
Q5	4.11	Agree	64%
Q6	4.33	Agree	63%
Q7	4.00	Agree	63%
Q8	4.25	Agree	63%

**Table 5.** Respondents' perceptions of purchase Intention.

Item	Mean Score (1-5)	Dominant Response	%
Q1	4.47	Agree	53%
Q2	4.42	Agree	56%
Q3	4.49	Strongly Agree	49%
Q4	4.54	Strongly Agree	54%
Q5	4.54	Strongly Agree	54%
Q6	4.47	Agree	50%
Q7	4.52	Strongly Agree	54%
Q8	4.48	Strongly Agree	52%

### Validity Test

The validity of the measurement instrument was assessed using bivariate correlation analysis in IBM SPSS Statistics 25. With 100 respondents ( $df = 98$ ), the critical  $r$  value at a 5% significance level was 0.196. An item was considered valid if its corrected item-total correlation exceeded this threshold.

As shown in **Table 6**, all correlation coefficients exceeded the critical value ( $r = 0.196$ ), indicating that every item was statistically valid and suitable for further analysis.

In accordance with the methodological description, exploratory factor analysis (EFA) was conducted. All items loaded above the 0.50 threshold, with factor loadings ranging between 0.614–0.882. The KMO value was 0.821 and Bartlett's Test of Sphericity was significant ( $p < 0.001$ ), confirming that the data were suitable for factor extraction. These results validate the unidimensionality of the constructs used in this study.

### Reliability Test

Reliability was assessed using Cronbach's alpha coefficient in IBM SPSS Statistics 25. A threshold of 0.70 was considered

**Table 6.** Validity testing results.

Variable	Number of Items	r table	Range of r calculated	Status
Halal Awareness (X1)	7	0.196	0.439 – 0.771	Valid
Halal Certification (X2)	8	0.196	0.534 – 0.726	Valid
Purchase Intention (Y)	8	0.196	0.733 – 0.896	Valid

indicative of high internal consistency, while values above 0.60 were deemed acceptable for exploratory studies, as shown in **Table 7**.

All constructs achieved Cronbach's alpha values well above the minimum threshold (0.742–0.934), confirming that the measurement instruments were reliable and demonstrated strong internal consistency.

### Normality Test

The normality of residuals was examined as part of the classical assumption tests to ensure the appropriateness of the regression model. A one-sample Kolmogorov-Smirnov test was performed using IBM SPSS Statistics 25. Residuals are considered normally distributed if the significance value is greater than 0.05.

As shown in **Table 8**, the Kolmogorov-Smirnov test yielded a significance value of 0.200 (>0.05). This result indicates that the residuals were normally distributed, confirming that the regression model satisfies the normality assumption.

### Multicollinearity Test

Multicollinearity was tested using tolerance and Variance Inflation Factor (VIF) values. A model is considered free from multicollinearity if tolerance values are greater than 0.10 and VIF values are less than 10.

As shown in **Table 9**, both predictors had tolerance values above 0.10 and VIF values far below 10, indicating no evidence of multicollinearity.

### Heteroscedasticity Test

Heteroscedasticity was tested using the Glejser method in IBM SPSS Statistics 25. The test was performed by regressing the absolute residuals on the independent variables (Halal Awareness and Halal Certification). A model is considered free from heteroscedasticity if the significance value exceeds 0.05.

As shown in **Table 10**, both independent variables had significance values above the 0.05 threshold, confirming that the regression model does not exhibit heteroscedasticity.

## Hypothesis Testing

### Multiple Regression Analysis

Multiple regression analysis was conducted to examine the effect of Halal Awareness (X1) and Halal Certification (X2) on Purchase Intention (Y). The regression model is specified in **Equation 1**, and the results are presented in **Table 11**.

The regression results indicate that both Halal Awareness ( $\beta = 0.391$ ,  $p = 0.006$ ) and Halal Certification ( $\beta = 0.566$ ,  $p < 0.001$ ) significantly influence Purchase Intention in this study. Halal Certification showed a stronger effect compared to Halal Awareness, suggesting that certification plays a more dominant role in shaping consumer purchase decisions among the respondents.

**Table 7.** Reliability testing results.

Variable	Cronbach's Alpha	Threshold	Status
Halal Awareness (X1)	0.742	0.60	Reliable
Halal Certification (X2)	0.745	0.60	Reliable
Purchase Intention (Y)	0.934	0.60	Reliable

**Table 8.** Results of the normality test.

Parameter	Value
N	100
Mean	0.000
Standard Deviation	2.595
Most Extreme Differences	0.073
Test Statistic	0.073
Asymp. Sig. (2-tailed)	0.200

**Table 9.** Results of the multicollinearity test.

Variable	Tolerance	VIF
Halal Awareness (X1)	0.645	1.550
Halal Certification (X2)	0.645	1.550

**Table 10.** Results of the Heteroscedasticity test (Glejser method).

Independent Variable	Significance (p-value)	Status
Halal Awareness (X1)	0.224	No heteroscedasticity
Halal Certification (X2)	0.772	No heteroscedasticity

$$Y = a + \beta_1 X_1 + \beta_2 X_2$$

**Equation 1** | Y = Purchase Intention, X<sub>1</sub> = Halal awareness, X<sub>2</sub> = Halal certification, a = Constant, and  $\beta_1$  and  $\beta_2$  = Regression coefficients.

To assess the robustness of the regression model, standardized residuals were examined. No residual exceeded  $\pm 2.5$ , indicating that the model was free from influential outliers. Plots of standardized residuals versus predicted values also demonstrated random dispersion, supporting the assumption of homoscedasticity. These checks strengthen confidence that the reported coefficients are stable and not driven by model irregularities.

**Table 11.** Results of multiple regression analysis.

Variable	B	Std. Error	Beta	t	Sig.
Constant	4.327	3.763	-	1.150	0.253
Halal Awareness (X1)	0.391	0.140	0.267	2.792	0.006
Halal Certification (X2)	0.566	0.116	0.466	4.871	0.000

### Coefficient of Determination ( $R^2$ )

The coefficient of determination ( $R^2$ ) was used to assess the explanatory power of the regression model. The analysis showed an  $R^2$  value of 0.438, indicating that 43.8% of the variation in Purchase Intention can be explained by Halal Awareness and Halal Certification included in the model. Meanwhile, the remaining 56.2% is influenced by other variables or external factors that were not incorporated into the regression analysis, as shown in **Table 12**.

This result suggests that the model has a moderate explanatory power, with Halal Awareness and Halal Certification jointly accounting for nearly half of the variance in Purchase Intention.

### t-Test for Individual Parameters

The t-test was conducted to evaluate the partial effects of the independent variables on Purchase Intention, and the results are summarized in **Table 11** as part of the regression output.

The findings indicate that Halal Awareness ( $t = 2.792$ ,  $p = 0.006$ ) significantly influences Purchase Intention. Similarly, Halal Certification ( $t = 4.871$ ,  $p < 0.001$ ) exerts a stronger and highly significant effect. These results support both hypotheses (H1 and H2), confirming that each independent variable has a positive and significant impact on consumer purchase intention.

### Simultaneous Test (F-test)

The F-test was performed to evaluate the joint effect of the independent variables on Purchase Intention. The results are presented in **Table 13**.

The results show that the regression model is statistically significant ( $F = 36.973$ ,  $p < 0.001$ ), indicating that Halal Awareness and Halal Certification, when considered together, have a positive and significant influence on Purchase Intention.

## Discussion

This study investigated the effects of Halal Awareness and Halal Certification on Purchase Intention among 100 respondents. The measurement instruments were confirmed to be valid and reliable, with all questionnaire items exceeding the validity threshold ( $r > 0.196$ ) and Cronbach's

**Table 12.** Coefficient of determination ( $R^2$ ).

Model	R Square	Adjusted R Square
1	0.438	0.426

**Table 13.** Results of the F-test.

Model	F	Sig.
Regression	36.973	0.000

alpha values above 0.6. The regression results demonstrated that both Halal Awareness ( $\beta = 0.391$ ,  $p = 0.006$ ) and Halal Certification ( $\beta = 0.566$ ,  $p < 0.001$ ) significantly and positively influence Purchase Intention, while the F-test ( $F = 36.973$ ,  $p < 0.001$ ) confirmed that the two predictors jointly explain a substantial portion of consumer purchasing behavior. The coefficient of determination ( $R^2 = 0.438$ ) indicates that 43.8% of the variation in Purchase Intention can be explained by these two variables, suggesting moderate explanatory power.

These findings highlight the critical role of both individual awareness and formal certification in shaping consumer purchasing behavior in halal markets. Although awareness significantly contributes, certification exerts a stronger influence, underscoring the importance of institutional trust and regulatory assurance in consumer decision-making. Beyond statistical confirmation, the results suggest that students rely on both intrinsic understanding of halal principles and institutional assurances when evaluating product choices. This dual reliance reflects interactions between personal religiosity, perceived product safety, and trust in regulatory bodies, contributing to theoretical development in halal consumption research. These results are consistent with previous studies showing that halal labeling and certification serve as persuasive cues in shaping purchasing tendencies, especially in settings where religious and ethical considerations strongly influence consumer decision (11).

Although similar patterns have been reported in earlier studies, it is important to note that many previous findings were derived from more heterogeneous populations. In contrast, the present research focuses on a religiously homogeneous student sample in an Islamic university setting, which may partially explain the higher levels of halal awareness observed. This contextual difference should be considered when comparing results across studies.

### The Effect of Halal Awareness on Purchase Intention

The hypothesis testing results indicate that Halal Awareness significantly influences Purchase Intention. The regression coefficient ( $\beta = 0.391$ ,  $p = 0.006$ ) demonstrates that higher awareness of halal principles leads to a greater intention to purchase halal products. This aligns with the findings of Yunus, Rashid, and Ariffin (2014) (12), which reported that perceptions of halal products significantly affect consumer motivation to purchase. The present study therefore supports the argument that halal awareness is a key determinant of consumer behavior in markets where religious and ethical considerations are central to decision-making. who reported that awareness and perceptions of halal status significantly motivate consumer purchasing behavior. Thus, halal awareness remains a crucial behavioral driver within markets shaped by religious obligations and ethical considerations.



## The Effect of Halal Certification on Purchase Intention

Halal Certification, issued in Indonesia by the Indonesian Ulema Council (MUI), serves as formal assurance that a product complies with Islamic dietary law (13, 14). Beyond its religious function, certification can influence consumer perceptions regarding quality, safety, and trust, thereby affecting purchasing behavior (15, 16).

The results of hypothesis testing reveal that Halal Certification has a significant positive impact on Purchase Intention ( $\beta = 0.566$ ,  $p < 0.001$ ). This finding suggests that certified products are perceived as more reliable, making certification a key determinant of consumer decision-making. Compared to Halal Awareness, certification demonstrates a stronger effect, emphasizing the role of institutional endorsement in shaping consumer trust (17).

This result aligns with the study of Aziz and Vui (2013) (18), which found that Halal Certification positively influenced purchase intention, even among non-Muslim consumers in Malaysia. Therefore, Halal Certification is not only a religious requirement but also a strategic factor that enhances consumer confidence and purchasing motivation (19).

## The Joint Effect of Halal Awareness and Halal Certification on Purchase Intention

Purchase intention refers to a consumer's tendency or likelihood to buy a product, reflecting both cognitive evaluation and emotional motivation toward consumption (20). It is often used as a proxy for actual consumer behavior, as higher purchase intention generally predicts greater purchasing likelihood (21).

The results of the regression analysis demonstrate that Halal Awareness and Halal Certification jointly exert a significant influence on Purchase Intention. The F-test result ( $F = 36.973$ ,  $p < 0.001$ ) confirms the overall model's significance, while the coefficient of determination (Adjusted  $R^2 = 0.438$ ) indicates that these two predictors together explain 43.8% of the variance in purchase intention. The remaining 56.2% is attributable to other factors not examined in this study, such as price, brand image, product quality, or personal preferences. Potential alternative factors may include religiosity, peer influence, past purchasing behavior, income levels, or exposure to halal campaigns. These variables may interact with awareness and certification in ways not captured by the present model.

Additionally, because halal awareness and perceptions of halal certification may reinforce one another where higher awareness increases trust in certification and strong certification cues may further elevate awareness, there is a possibility of endogeneity within the model. Future studies should therefore consider advanced analytical techniques such as path analysis, structural equation modeling, or instrumental variable regression to address this potential bias.

This finding highlights that while individual awareness and institutional certification are key drivers of purchase intention, additional external and contextual factors also play a considerable role in shaping consumer decisions. Future studies should therefore integrate broader consumer behavior determinants to provide a more comprehensive understanding of halal consumption dynamics.

## Conclusion

This study demonstrates that Halal Awareness and Halal Certification each have a significant positive influence on Purchase Intention among undergraduate students at UIN Walisongo Semarang. Together, these variables explain 43.8% of the variance in purchase intention, indicating that both individual knowledge and institutional assurance play essential roles in shaping consumer decisions.

The findings contribute theoretically by showing that purchase intention in halal consumption is influenced by the interaction between personal religiosity, perceived product assurance, and trust in certification bodies. Empirically, the results reinforce earlier studies that highlight the importance of certification cues in strengthening consumer confidence. However, the study is limited by its cross-sectional design, lack of demographic diversity, and reliance on self-reported questionnaire data, which may introduce measurement bias. These limitations restrict the generalizability of the findings and prevent causal conclusions. Therefore, future research should employ longitudinal or experimental designs, include more diverse populations, and integrate additional variables such as religiosity, peer influence, and perceived product quality to develop a more comprehensive model of halal purchasing behavior.

## Declarations

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### Conflict of Interest

The authors declare no conflicting interest.

### Data Availability

The unpublished data is available upon request to the corresponding author.

### Ethics Statement

Ethical approval was not required for this study.

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## Additional Information

### How to Cite

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