

THE IMPACT OF HALAL PRODUCT KNOWLEDGE ON PURCHASE INTENTION BY ENHANCING ATTITUDES TOWARD HALAL FOOD

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Abstract: *This research aims to analyze the role of halal product knowledge on halal food purchase intention through increasing attitudes towards halal food. Using quantitative methods with a survey approach, data was collected from 100 Muslim respondents in Yogyakarta who were aware of the importance of halal food. The research results show that knowledge of halal products significantly influences attitudes towards halal food, which ultimately increases the intention to purchase halal food. The implications of this research support the importance of halal education for consumers to strengthen the halal food market.*

Keywords: *Halal Product Knowledge, Attitude Towards Halal Food, Halal Food Purchase Intention, Halal Education, Muslim Consumer.*

Abstrak: Penelitian ini bertujuan untuk menganalisis peran pengetahuan produk halal terhadap niat pembelian makanan halal melalui peningkatan sikap terhadap makanan halal. Menggunakan metode kuantitatif dengan pendekatan survei, data dikumpulkan dari 100 responden muslim di Yogyakarta yang sadar akan pentingnya makanan halal. Hasil penelitian menunjukkan bahwa pengetahuan produk halal berpengaruh signifikan terhadap sikap terhadap makanan halal yang pada akhirnya meningkatkan niat pembelian makanan halal. Implikasi penelitian ini mendukung pentingnya pendidikan halal bagi konsumen untuk memperkuat pasar makanan halal.

Kata Kunci: Pengetahuan Produk Halal, Sikap Terhadap Makanan Halal, Niat Membeli Makanan Halal, Pendidikan Halal, Konsumen Muslim.

INTRODUCTION

The demand for halal food has seen significant growth in recent years, driven by the increasing awareness among Muslim consumers about the importance of adhering to shariah-compliant dietary practices. As highlighted in the State of the Global Islamic Economy Report (2022), the halal food market is expected to reach a value of USD 2.4 trillion by 2024. In Indonesia, home to the world's largest Muslim population, ensuring the availability of halal food remains a primary concern. However, despite the increasing demand for halal products, halal food purchase intention among consumers is not fully optimized. This phenomenon can be caused by consumers' limited knowledge of the concept of halal as well as a lack of positive attitudes towards halal food that can encourage purchasing behavior.

In understanding halal food purchasing behavior, The Theory of Planned Behavior (TPB) serves as a relevant theoretical framework, suggesting that behavioral intentions are shaped by three key factors: attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). In the context of halal food, positive attitudes towards halal food and knowledge about halal products (halal product knowledge) are important factors that can influence consumer purchase

intentions. Sufficient knowledge can form a positive attitude which in turn increases purchase intention (Rahman et al., 2022). However, this relationship does not always run linearly, given that there are other factors such as consumer expectations and perceived quality that can affect the effectiveness of these variables.

Although various studies have discussed the relationship between Halal Product Knowledge, Attitude Towards Halal Food, and Halal Food Purchase Intention, there are still several research gaps that need further exploration. Halal Product Knowledge has a significant impact on attitudes and purchase intentions for halal products. Positively, knowledge about halal can enhance consumers' understanding of the halal aspects of a product, helping them make more rational purchasing decisions (Rahman et al., 2022). Consumers who have a better understanding of the concept of halal and the certification process are also more likely to develop a positive attitude toward halal products, as they are more confident in their quality and safety (Mohd Suki, 2018).

However, on the other hand, a higher level of knowledge does not always correlate linearly with purchase intention. Consumers with a deep understanding of halal often have higher expectations of halal products. If the product does not meet the standards they expect, their purchase intention may decrease (Tursino, 2019; Zhao et al., 2021). Additionally, overly complex or excessive information about halal may confuse consumers, thus hindering their decision-making process when purchasing halal products.

Attitude towards halal food plays a major role in determining consumers' purchase intentions. Positively, a good attitude toward halal food can increase the likelihood of someone purchasing halal products (Maichum et al., 2017). Consumers who perceive halal food as high quality and beneficial are more likely to make it their primary choice in their consumption patterns. This positive attitude can also be a key factor in strengthening consumer loyalty to halal products, making them more consistent in choosing food that aligns with halal principles (Ashraf, 2019).

However, as stated by Andrew et al. (2016), not all consumers have a sufficiently strong attitude toward halal food, even if they possess high knowledge. If attitudes toward halal food are not sufficiently positive, purchase intention may remain low despite a good understanding of halal. Additionally, a lack of awareness about the additional benefits of halal food, such as health and hygiene factors, can lead to weaker support for consuming halal products (Ashraf, 2019). Therefore, it is important for the halal industry to not only focus on religious aspects but also on educating consumers about the additional benefits of halal food.

Halal food purchase intention has broad impacts, both on consumer behavior and the development of the halal industry. Positively, a high purchase intention for halal products can drive the halal industry to grow faster and raise public awareness of the importance of consuming halal products (Rahman et al., 2022). Furthermore, high purchase intention can also increase consumer adherence to halal principles in daily life, thereby reinforcing religious values in their consumption patterns (Teng & Jusoh, 2021).

However, high purchase intention does not always translate into actual purchasing behavior. Several external factors, such as price and the availability of halal products, can become obstacles in realizing purchase intentions (Fandos & Flavian, 2006). Additionally, consumers who are overly focused on purchase intention without understanding product quality aspects may fall into impulsive buying behavior that does not always meet their needs. Therefore,

marketing strategies are needed that not only encourage purchase intention but also ensure that halal products are easily accessible and provide clear added value for consumers. Although various studies have discussed the effect of halal product knowledge on purchase intention of halal products, there are research gaps that need to be filled. Some studies, such as those conducted by Manurang & Mawardi (2018), show that halal product knowledge has a positive influence on purchase intention. Khairunnisa and Hendratmi (2019), show that halal product knowledge affects purchase intention, but rarely integrate the role of attitude as a significant mediating variable. However, this study did not explore the role of attitude as a mediator in the relationship. In addition, there are indications that consumers with high knowledge sometimes have excessive expectations of the quality of halal products, which can have a negative impact on purchase intention if these expectations are not met (Tursino, 2019; Zhao et al., 2021). This suggests the need for a more in-depth analysis of the potential positive and negative effects of independent variables on the dependent.

In addition, attitude towards halal food is often considered as the main positive factor that mediates the relationship between knowledge and purchase intention. However, some studies show that a less positive attitude can be a barrier, especially if consumers do not understand the additional benefits of halal products beyond religious aspects (Ashraf, 2019). This gap indicates the need for further studies to understand the dynamics between the positive and negative effects of independent variables on the dependent, especially in the context of the Muslim market in Indonesia.

This research's uniqueness lies in its comprehensive analysis of the relationship between halal product knowledge, attitudes toward halal food, and purchase intention. By using Partial Least Square (PLS), this study not only measures direct effects but also indirect effects through attitude as a mediating variable. The focus on Muslim consumers in Yogyakarta provides a unique local context, which has not previously been a concern in similar studies. The city of Yogyakarta was chosen because it is one of the educational centers in Indonesia with a diverse Muslim student population. In addition, Yogyakarta is also known as a city with a high consumption culture and a center of culinary tourism destinations, thus providing a unique opportunity to explore the dynamics of the halal market in this region. This study focuses on the role of halal product knowledge as a key factor influencing halal food purchase intention through increasing attitude toward halal food. A better understanding of this relationship is expected to contribute to the development of effective marketing strategies in the halal industry.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) builds upon the Theory of Reasoned Action (TRA) and was developed by Ajzen (1991). According to TPB, individuals who possess the necessary opportunities and resources are likely to succeed in performing a behavior, as its execution depends on both their motivation (intention) and their ability (behavioral control) (Astohar et al., 2022). Ajzen (1991) identifies three key factors that shape behavior: attitude, subjective norms, and perceived behavioral control. This theory also suggests that trust can influence an individual's intention to adopt a particular technology (Noviyanti & Erawati, 2021).

In more detail Ajzen & Driver, (1992) shows that there are several factors that underlie

a person's behavior. These factors encompass informational, personal, and social aspects. Personal factors refer to an individual's attitude when facing situations, including traits like personality, intelligence, values, and emotions. Social factors involve characteristics such as age, religion, gender, income level, ethnicity, and education. Meanwhile, informational factors pertain to knowledge and exposure gained through media experiences. TPB asserts that positive attitudes (attitude), knowledge as a form of perceived behavioral control, and potential social norms (subjective norms) together form and increase Halal Product Purchase Intention. Companies that want to increase the purchase intention of halal products can utilize this theory by focusing on building positive attitudes, increasing consumer education, and creating social support for halal products.

Halal Product Knowledge

Knowledge refers to all verified information stored in consumers' minds, including insights about halal products, often termed Halal Product Knowledge (Vristiyana, 2019). Product knowledge encompasses an understanding of a product's characteristics, features, benefits, and the resulting consequences and satisfaction it offers to consumers. It includes details about product attributes, purchasing knowledge such as when and where to buy the product, and usage knowledge, which involves guidance provided by producers to ensure the product is used or consumed effectively (Nurhayati & Hendar, 2020).

Halal product knowledge is how much someone understands about healthy, proportional and safe (halal) food for consumption. Consumers with greater knowledge about a product tend to make more rational decisions when selecting a product to purchase. If the knowledge possessed by consumers about a product is higher, then consumers will have a higher ability to choose a product (Tursino, 2019).

Attitude Towards Halal Food

According to Sreen et al. (2018), attitude is described as a psychological tendency that reflects an individual's favor or disfavor toward a specific object. The Theory of Planned Behavior suggests that a more positive attitude toward a particular behavior increases the likelihood of engaging in that behavior. Wibowo and Ahmad (2016) explain that Attitude Toward Halal Food involves evaluating whether consumers and respondents perceive it as beneficial or harmful, influencing their decision to engage in or avoid certain behaviors. Attitude towards halal food is very important in determining consumer behavior towards halal food (Maichum et al., 2017). According to Ashraf, (2019) Attitude towards halal food refers to the assessment of the respondent's favorable or unfavorable performance or not to perform people's behavior regarding the perspective of religiosity.

Halal Food Purchase Intention

Interest is described as motivational factors that drive behavior and reflect the effort a person is willing to exert to engage in a particular action (Jalal, 2009). Purchase interest refers to the motivational elements that encourage an individual to make a purchase. Fandos and Flavian (2006) define purchase intention as an indicator of consumers' short-term behavior regarding future purchasing decisions (next purchase plan). Purchase intention is considered the most

accurate predictor of consumer behavior, representing the likelihood of a consumer purchasing a product. It is an individual's deliberate plan to exert effort toward buying a product (Chi et al., 2011).

Halal Product Knowledge and Halal Food Purchase Intention

The results of research by Manuarang and Mawardi (2018), namely Product Knowledge has an influence on buying interest, quantitative method testing shows a significant value in the product knowledge variable on buying interest. Furthermore, Limartha and Erdiansyah (2018) whose results product knowledge has an influence on buying interest. Testing with quantitative methods shows a significant value on the product knowledge variable on purchase intention.

The conclusion of Erida and Rangkuti (2017) is that product knowledge has an influence on buying interest. Testing with quantitative methods shows a significant value in the product knowledge variable on purchase intention. According to (Rahman et al, 2022) that a good understanding of halal products increases positive attitudes towards halal food. Based on related explanations, a hypothesis can be proposed, namely:

H1: Halal Product Knowledge influences Halal Food Purchase Intention

Halal Product Knowledge and Attitude Towards Halal Food

Halal product knowledge has an effect on attitude towards halal food, which means that the more positive aspects someone knows about the product, the higher the positive attitude towards the object. This finding was revealed (Khairunnisa & Hendratmi, 2019). Research conducted by (Zhaou, You, Liu, & Yang, 2021) shows that knowledge has a positive effect on consumer attitudes. Knowledge influences attitudes toward choosing halal food products, as consumers possess enough understanding to differentiate between permissible and forbidden ingredients (Mohd Suki, 2018). Based on related explanations, a hypothesis can be proposed, namely:

H2: Halal Product Knowledge influences Attitude Towards Halal Food

Attitude Towards Halal Food and Halal Food Purchase Intention

The results of the study (Andrew et al, 2016) provide results that prove that there is an influence between the independent variable, namely attitude towards the dependent variable, namely purchase intention. This can be seen from the analysis of the research data obtained. This result means that attitude affects the interest in buying online for FEB Unsrat Manado students.

Based on the test results conducted by (Endah Nur, 2021), namely the attitude variable on the purchase intention variable, it shows that attitude has a positive and significant influence on purchase intention. The results of this research are in line with the research of Hanks and Cokki (2020), Adinata and Yasa (2018). If the consumer's attitude towards a brand is good, there will be a probability of increasing someone's buying interest in buying a product. So it can be concluded that the researcher proposes a hypothesis, namely:

H3: Attitude Towards Halal Food influences Halal Food Purchase Intention.

RESEARCH METHODS

This study employs a quantitative survey design, collecting primary data through questionnaires

on Halal Product Knowledge, Attitude Toward Halal Food, and Halal Food Purchase Intention. The study uses a non-probability sampling technique, specifically purposive sampling, where respondents are selected based on specific criteria (Rahi, 2017). The sample consists of 100 Muslims in Yogyakarta interested in purchasing halal food. The indicators are measured using a 5-point Likert scale ranging from strongly disagree (STS) to strongly agree (SS). According to Sugiyono (2018), this scale measures agreement and determines the interval length in the measurement tool to ensure accurate data collection .

Halal Product Knowledge encompasses consumers' understanding of the halal aspects of a product. The first indicator is knowledge about the concept of halal, understanding the halal certification process, knowledge of halal and non-halal ingredients, awareness of the health benefits of halal products, and knowledge about the quality standards of halal products (Khairunnisa & Hendratmi, 2019). Attitude towards halal food refers to the positive or negative perception of consumers toward halal products. The indicators include the belief that halal food is of high quality, the perception that halal food is safe and healthy to consume, awareness that consuming halal food is a form of religious compliance, positive evaluation of innovation in halal products, and consumers' preference for choosing halal products over non-halal ones (Maichum et al., 2017). The intention to purchase halal food reflects consumers' willingness to select and consume halal products. The indicators include consumers' willingness to purchase halal products in the future, their preference to always prioritize halal products, plans to recommend halal food to others, considering price as a secondary factor in choosing halal food, and actively seeking information about halal products (Chi et al., 2011). Data will be analyzed using Partial Least Squares (PLS) 4.0 software to test the research model.

RESULTS AND DISCUSSION

This quantitative study aims to examine the relationship between halal product knowledge, attitude toward halal food, and halal food purchase intention. It involves a survey of 100 Muslim respondents in Yogyakarta interested in purchasing halal food. Data were collected via questionnaires and analyzed using Partial Least Squares (PLS) 4.0, a statistical tool for Structural Equation Modeling (SEM). The analysis consists of two stages: the outer model test, which evaluates construct validity and reliability (including convergent and discriminant validity), and the inner model test, which assesses the relationships between variables, including direct and indirect effects.

Measurement Data Analysis (Outer Model)

Outer model testing assesses the validity and reliability of the measurement model to ensure that indicators accurately represent latent variables. It includes tests for convergent validity, discriminant validity, and construct reliability. Key tests in this analysis are Outer Loading, Discriminant Validity (Fornell-Larcker and Cross Loading), and Construct Reliability, each with specific criteria.

The Outer Loading test is used to evaluate convergent validity, namely the extent to which indicators are highly correlated with the latent variable being measured. The requirement for this test is that the outer loading value must be greater than 0.7 to show strong validity. However, values between 0.5 to 0.7 are still acceptable with certain considerations. Based on table 1 outer

Table 1. Outer Loading Value

	Halal Product Knowledge	Attitude Towards Halal Food	Halal Product Purchase Intention
HPK1	0.719		
HPK2	0.726		
HPK3	0.714		
HPK4	0.712		
HPK5	0.716		
AHF1		0.726	
AHF2		0.707	
AHF3		0.716	
AHF4		0.728	
AHF5		0.728	
HPI1			0.737
HPI2			0.738
HPI3			0.732
HPI4			0.709
HPI5			0.748

Source: Data processed Smart PLS 4.0, (2024)

loading value, all indicators in the Halal Product Knowledge, Attitude Towards Halal Food, and Halal Product Purchase Intention variables have an outer loading value above 0.7. This shows that each indicator has a strong correlation with the latent variable being measured, so it can be declared valid. A high outer loading value strengthens convergent validity, namely the extent to which indicators are able to represent latent variables well.

Discriminant Validity Fornell-Larcker evaluates the ability of a latent variable to be distinct from other latent variables. To meet the criteria, the square root of the Average Variance Extracted (AVE) for each latent variable must exceed its correlation with other variables in the model. The AVE value should be above 0.5, indicating that more than 50% of the indicator variance is explained by the latent variable. For example, in Table 2, the square root of AVE

Table 2. Discriminant Validity - Fornell-Larcker

	Attitude Towards Halal Food	Halal Product Knowledge	Halal Product Purchase Intention
Attitude Towards Halal Food	0.721		
Halal Product Knowledge	0.715	0.718	
Halal Product Purchase Intention	0.737	0.665	0.733

Source: Data processed Smart PLS 4.0, (2024)

for Halal Product Purchase Intention (0.733) is greater than its correlation with Halal Product Knowledge (0.665) and Attitude Toward Halal Food (0.737), demonstrating good discriminant validity for each variable.

Based on table 3. cross loading, each indicator has a higher loading value on its latent variable compared to other latent variables. For example, indicator X1.1 has the highest loading on

Table 3. Dicriminant Validity - Cross Loading

	Halal Product Knowledge	Attitude Towards Halal Food	Halal Product Purchase Intention
X1_1	0.719	0.529	0.514
X1_2	0.726	0.557	0.512
X1_3	0.714	0.437	0.426
X1_4	0.712	0.530	0.430
X1_5	0.716	0.499	0.492
Y1_1	0.521	0.567	0.737
Y1_2	0.584	0.562	0.738
Y1_3	0.472	0.518	0.732
Y1_4	0.396	0.501	0.709
Y1_5	0.443	0.546	0.748

Source: Data processed Smart PLS 4.0, (2024)

Table 4. Construct Reliability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Attitude Towards Halal Food	0.769	0.769	0.844	0.520
Halal Product Knowledge	0.765	0.766	0.841	0.515
Halal Product Purchase Intention	0.785	0.787	0.853	0.537

Source: Data processed Smart PLS 4.0, (2024)

Halal Product Knowledge (0.719) compared to Attitude Towards Halal Food (0.529) and Halal Product Purchase Intention (0.514). These results strengthen the evidence that the indicators have good discrimination, showing the ability to measure their specific latent variables better than other variables.

Construct reliability is evaluated using Cronbach's Alpha, Composite Reliability (CR), and AVE, with values above 0.7 for Cronbach's Alpha and CR indicating good internal consistency. The AVE value should exceed 0.5 for adequate convergent validity. In this study, all variables meet these criteria, with Cronbach's Alpha values above 0.7, the highest being 0.785 for Halal Product Purchase Intention. Additionally, Composite Reliability values for all variables are above 0.7, and AVE values are greater than 0.5, demonstrating that over 50% of the indicator variance is explained by the latent variables, confirming good convergent validity.

Structural Model Analysis (Inner Model)

Structural Model Analysis (Inner Model) assesses the relationships between latent constructs in the model, including testing path coefficients, significance via t-statistics and p-values, and direct and indirect effects of exogenous variables on endogenous variables. The relationship is considered significant if the t-statistic is ≥ 1.96 or the p-value is < 0.05 at a 95% confidence level. Additionally, the model must meet the R-Square (R^2) criterion, with an R^2 value of ≥ 0.25 indicating good predictive ability and explaining the variance in endogenous variables.

This study tested the relationship between Halal Product Knowledge, Attitude Towards Halal Food, and Halal Product Purchase Intention. Results show that Attitude Towards Halal Food has a positive effect on Purchase Intention (coefficient of 0.535, t-statistic of 4.600,

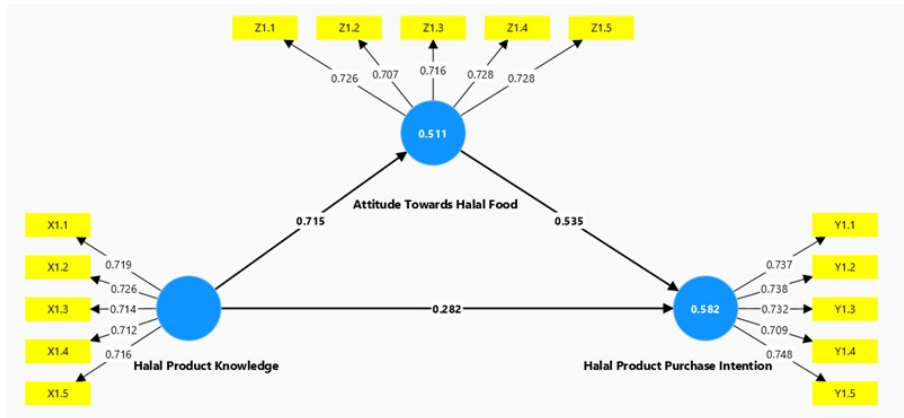


Figure 1. Structural Model

p-value of 0.000). Additionally, Halal Product Knowledge strongly influences Attitude Towards Halal Food (coefficient of 0.715, t-statistic of 15.006, p-value of 0.000), and also has a direct, though smaller, effect on Purchase Intention (coefficient of 0.282, t-statistic of 2.354, p-value of 0.019). A significant indirect effect of Halal Product Knowledge on Purchase Intention through Attitude Towards Halal Food was also found (coefficient of 0.383, t-statistic of 4.445, p-value of 0.000). The R-Square values indicate that 51.1% of the variation in Attitude Towards Halal Food is explained by Halal Product Knowledge, and 58.2% of the variation in Purchase Intention is explained by both variables, suggesting a strong model with potential for identifying additional factors.

DISCUSSION

Relationship between Attitude Towards Halal Food and Halal Product Purchase Intention

Theoretically, this relationship illustrates that consumers' attitudes toward halal products are one of the main determinants in predicting their purchase intention. These attitudes encompass consumers' perceptions of the importance of halal food, which can be influenced by various factors such as religious beliefs, cultural values, as well as social and media influences. When consumers have a positive attitude toward halal food, they tend to value the principles behind the halal nature of a product, which then translates into the intention to purchase the product.

Companies producing halal products need to pay attention to the factors that shape consumer attitudes, such as education on the health benefits of halal products, strengthening the halal image in marketing, and ensuring product compliance with religious and moral principles. When consumers' attitudes toward halal products are reinforced, they are more likely to make purchases.

The attitude toward behavior element in TPB emphasizes that an individual's attitude toward a particular action will influence their intention to perform it. This study found that Attitude Towards Halal Food has a significant positive influence on Halal Product Purchase Intention, indicating that a positive attitude toward halal food such as the belief that halal food is of high quality, safe, and aligned with religious principles directly enhances purchase intention. This aligns with TPB, where a positive attitude toward a behavior encourages individuals to have a stronger intention to perform it.

Relationship between Halal Product Knowledge and Attitude Towards Halal Food

The more information consumers obtain about halal products, the greater their tendency to develop a positive attitude. This knowledge provides confidence and assurance to consumers that the products they consume align with religious and health principles. To enhance consumers' positive attitudes toward halal food, companies should focus on educational programs and transparent information campaigns about the halal status of their products. Increasing consumer understanding of the values and standards applied to halal products can strengthen their connection to the brand and motivate them to choose halal products.

Consumers' knowledge about halal products, or Halal Product Knowledge, can be associated with perceived behavioral control in TPB. Good knowledge about the halal certification process, halal ingredients, and the benefits of halal products gives consumers confidence in making purchase decisions. In this study, Halal Product Knowledge has a direct influence on Halal Product Purchase Intention, although its influence is more significant through Attitude Towards Halal Food. This indicates that while direct knowledge can influence purchase intention, its impact becomes stronger when a positive attitude toward halal products has been established.

Direct Relationship between Halal Product Knowledge and Halal Product Purchase Intention

Although its direct influence on purchase intention is smaller compared to its influence on attitude, these findings remain significant. This means that consumers with better knowledge about halal products tend to have a higher intention to purchase them, even though the effect is more pronounced when mediated through attitude.

Halal product knowledge directly influences purchase intention because consumers with sufficient information about halal products feel more confident in their choices. They believe that purchasing halal products is a safer choice, aligns with religious principles, and provides health benefits. However, because purchase intention is more complex and influenced by other factors such as perceived quality and price, the direct impact of halal product knowledge may be smaller compared to its influence on consumers' attitudes.

The Theory of Planned Behavior (TPB) explains that perceived behavioral control, which reflects the extent to which individuals feel capable of performing a certain action, plays an important role in shaping behavioral intentions. In this study, Halal Product Knowledge acts as a factor that enhances consumers' confidence in their ability to make purchase decisions that align with their religious values and personal preferences.

Indirect Effect of Halal Product Knowledge on Halal Product Purchase Intention through Attitude Towards Halal Food

These results confirm that attitude towards halal food plays an important role as a mediator in the relationship between halal product knowledge and halal product purchase intention. This means that although halal product knowledge has a direct influence on purchase intention, this influence becomes stronger and more significant when consumer attitudes towards halal food are taken into account. In this case, a positive attitude can strengthen the relationship between halal product knowledge and halal product purchase intention.

This study also highlights the importance of the indirect influence of halal product knowledge

on purchase intention through consumer attitudes. This indicates that attitudes toward halal food serve as a strong mediator in the relationship between knowledge and purchase intention. In the Theory of Planned Behavior (TPB), these findings confirm that attitudes are not only influenced by knowledge but also function as a crucial element that directs consumers' intention to act.

CONCLUSIONS AND SUGGESTIONS

This study found that Halal Product Knowledge and Attitude Towards Halal Food significantly influence Halal Product Purchase Intention. A positive attitude toward halal food is a key factor in increasing consumer intention to buy halal products. The more favorable a person's attitude, the higher their intention to choose halal products. Furthermore, better knowledge of halal products enhances consumers' positive attitudes, which in turn boosts purchase intention. While the direct impact of product knowledge on purchase intention is smaller, the study shows a significant indirect effect through consumer attitudes as a mediator.

Based on the findings of this study, it is recommended that companies and related institutions focus on improving consumer education regarding halal products, especially in terms of benefits, certification standards, and health aspects associated with halal products. A broader education program on halal products will help increase consumer knowledge and form positive attitudes towards halal products. Companies also need to develop marketing strategies that can strengthen positive consumer attitudes towards halal products, by emphasizing halal values and product quality in marketing communications. To strengthen these positive attitudes, companies must create pleasant and satisfying consumer experiences through high-quality halal products and good interactions with brands.

In addition, it is important to strengthen a transparent and trustworthy halal certification system, so that consumers feel more confident in choosing halal products. Further research is also recommended to expand the scope of other factors, such as price and local culture, which can affect consumer attitudes towards halal products. With these steps, companies can encourage the purchase intention of halal products and expand the market for halal products, both in Indonesia and in countries with large Muslim populations. .

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