

Determinants of Halal Product Purchase Intention: The Role of Halal Awareness, Religious Commitment, and Brand Trust

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ABSTRACT

Introduction: This study aims to analyze the influence of halal awareness, religious commitment, and brand trust on purchase intention toward halal products.

Methods: This research employs a quantitative approach using a survey method involving Muslim consumers who have previously purchased or consumed halal products. The sampling technique used in this study is purposive sampling, with a total of 200 respondents. Data were collected through a structured questionnaire using a five-point Likert scale. The data were analyzed using Structural Equation Modeling – Partial Least Squares (SEM-PLS) to examine the relationships among the variables in the proposed research model.

Results: The results indicate that halal awareness, religious commitment, and brand trust have a positive and significant effect on purchase intention. Furthermore, brand trust is identified as the most influential factor affecting consumers' intention to purchase halal products.

Conclusion and suggestion: These findings suggest that consumers' awareness of halal principles, their commitment to religious values, and their trust in a brand play an important role in shaping halal consumption behavior. This study contributes to the development of literature in the field of consumer behavior within the halal industry and provides practical implications for businesses to enhance halal education and strengthen brand trust in order to increase consumers' purchase intention toward halal products.

Keywords: Halal Awareness, Religious Commitment, Brand Trust, Purchase Intention, Halal Products

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INTRODUCTION

The halal industry has experienced significant development in recent years and has increasingly become an important component of the global consumer economy. Halal products are no longer positioned merely as religiously permissible goods for Muslim consumers but have increasingly developed into a broader market category associated with quality, safety, ethical production, transparency, and consumer trust. The expansion of halal markets has occurred across various sectors, including food and beverages, cosmetics, pharmaceuticals, fashion, tourism, financial services, and other lifestyle products. This development has encouraged businesses to pay greater attention to the factors that shape consumers' willingness to purchase halal products. In particular, understanding halal product purchase intention has become increasingly important because consumer intention represents an important psychological antecedent of actual purchasing behavior. The development of halal markets is particularly relevant in Muslim-majority countries such as Indonesia. Indonesia represents one of the largest Muslim consumer markets in the world, creating substantial opportunities for businesses that are able to provide products consistent with halal requirements and consumer expectations. However, the existence of a large Muslim population does not automatically guarantee that consumers will consistently prioritize halal products in their purchasing decisions. Consumers may simultaneously consider product quality, price, brand reputation, convenience, availability, social influence, religious values, and trust. Consequently, halal purchase intention is a multidimensional phenomenon that requires consideration of both religious and marketing-related determinants.

Recent research demonstrates that halal consumption is influenced by a combination of cognitive, affective, social, and religious factors. Pradana et al. (2024), for example, examined Indonesian young consumers' intention to purchase halal food products from foreign brands and emphasized the continuing importance of halal principles among young Muslim consumers. Their findings indicate that halal consumption remains relevant in the context of increasingly globalized consumer markets, where consumers are exposed to domestic and foreign brands simultaneously. This condition demonstrates that halal consumption is not only a matter of religious obligation but also a consumer decision involving brand characteristics and perceptions of products. Purchase intention can be understood as the degree to which consumers are willing, interested, and prepared to purchase a particular product in the future. In the context of halal products, purchase intention reflects consumers' willingness to choose products that comply with Islamic principles while also satisfying functional and emotional needs. The intention to purchase halal products may therefore emerge when consumers believe that the product is genuinely halal, recognize the importance of halal status, possess sufficient knowledge regarding halal requirements, and trust the brand or institution responsible for producing and certifying the product.

The increasing complexity of halal markets makes consumer awareness particularly important. Halal awareness refers to consumers' understanding and recognition of the halal status of products, including awareness of ingredients, production processes, halal labels, certification, and compliance with Islamic requirements. Awareness enables consumers to identify whether a product corresponds to their religious and ethical expectations. Without sufficient awareness, consumers may have difficulty distinguishing between products that are formally certified halal, products that merely use halal-related marketing claims, and products whose halal status remains uncertain. Empirical evidence supports the importance

of halal awareness in shaping consumer behavior. Christine et al. (2022), in their study of halal cosmetics in Indonesia, found that halal awareness, together with attitude and subjective norms, was among the significant determinants of halal cosmetic purchase intention. The study demonstrates that consumers who understand the importance of halal status are more likely to consider halal characteristics when making purchasing decisions. Similarly, Julpa and Napitu (2023) found a positive relationship between halal awareness and both consumer trust and halal purchase decisions, indicating that awareness can contribute to the formation of favorable perceptions toward halal products.

Halal awareness becomes increasingly important as the halal market expands and product information becomes more complex. Modern consumers are exposed to a wide variety of ingredients, production processes, international supply chains, and marketing claims. Consumers may therefore need to evaluate not only the presence of a halal logo but also the credibility of the certification and the reputation of the producer. The growth of digital commerce has further intensified this challenge because consumers increasingly encounter product information through social media, e-commerce platforms, influencers, online reviews, and digital advertising. In this environment, halal awareness can function as a cognitive mechanism that helps consumers process information. Consumers with stronger halal awareness are more likely to pay attention to halal certification, product ingredients, production processes, and the credibility of information provided by producers. Awareness can consequently reduce uncertainty and strengthen consumers' confidence in choosing halal products. The relationship between awareness and purchase intention therefore becomes particularly relevant for understanding consumer behavior in contemporary halal markets.

Recent research further confirms the importance of awareness and certification visibility. Jalil et al. (2026) examined consumer perceptions of halal certification and identified awareness, perception, visibility, trust, and religiosity as important dimensions associated with halal purchase behavior. This finding demonstrates that halal certification is not merely a regulatory symbol but also a communication mechanism through which businesses and certification institutions provide consumers with information about product compliance. Nevertheless, awareness alone may not be sufficient to generate purchase intention. Consumers may recognize halal requirements but still hesitate to purchase a product if they do not trust the brand, certification institution, producer, or information presented to them. This condition introduces the importance of brand trust as another major determinant of halal product purchase intention. Brand trust refers to consumers' confidence that a brand is reliable, honest, capable of fulfilling its promises, and consistent with consumer expectations.

In halal markets, brand trust has a distinctive role because consumers must often trust that the halal claims associated with a product accurately represent its actual status. Trust becomes particularly important when consumers cannot directly observe the production process or verify every ingredient used in the product. Consumers therefore rely on brands, halal certification institutions, labels, and other information sources to reduce uncertainty. A trusted brand can consequently reduce perceived risk and increase consumers' willingness to purchase halal products. The relationship between trust and halal purchasing behavior has received increasing attention in recent literature. The study by the authors of *The Role of Trust and Perceived Risk on Muslim Behavior in Buying Halal-Certified Food* examined Muslim consumers in Greater Jakarta and specifically investigated the roles of trust and perceived risk in the relationship between halal awareness, religious commitment, and halal-certified food purchasing behavior. The study involved 283 Muslim

respondents and demonstrates the importance of trust as a mechanism in halal consumer behavior.

Similarly, research conducted in Turkey by Özdemir et al. (2024) found that trust in halal products positively influenced both purchase intention and attitudes toward halal products. The study, involving 847 respondents, demonstrates that trust is not only an outcome of positive consumer perceptions but also an important antecedent of purchase intention. These findings suggest that companies operating in halal markets need to develop credible brands and provide reliable information concerning halal status. Brand trust is particularly relevant because halal consumption involves both functional and symbolic dimensions. From a functional perspective, consumers expect products to provide quality, safety, reliability, and value. From a religious perspective, consumers expect products to comply with Islamic principles. When a brand consistently fulfills both expectations, trust can develop. Conversely, inconsistency between halal claims and actual business practices can damage trust and potentially reduce purchase intention.

The importance of brand trust has also been demonstrated in research focusing on young consumers. A study involving 479 usable responses from Muslim university students found that brand awareness, religious belief, and brand trust were relevant to young consumers' willingness to purchase halal-branded products. This finding is particularly important because young consumers represent a major segment of the contemporary halal market and are highly exposed to digital branding and social media communication. In addition to halal awareness and brand trust, religious commitment represents another important determinant of halal product purchase intention. Religious commitment refers to the extent to which individuals internalize and practice religious values in their daily lives. In the context of Muslim consumer behavior, religious commitment may influence the extent to which consumers perceive halal consumption as a religious obligation rather than merely a product preference. Consumers with stronger religious commitment may be more attentive to the halal status of products because consumption decisions are closely connected with their religious beliefs. Such consumers may actively seek halal-certified products, examine product labels, avoid products with uncertain halal status, and prioritize brands that demonstrate compliance with Islamic principles. Therefore, religious commitment can provide an internal motivational basis for halal purchase intention.

The relationship between religiosity and halal purchasing behavior has been supported by several recent studies. Nora and Sriminarti (2023) examined halal product purchase intention among Indonesian consumers and found that religiosity played a moderating role in the relationships between attitudes, subjective norms, and purchase intention. Their study emphasizes that halal products possess a distinctive spiritual dimension because Muslim consumers evaluate products not only according to functional characteristics but also according to religious considerations. The role of religiosity is also evident in research on young Muslim consumers. Maulana et al. (2022) examined young Muslim consumer behavior in the halal industry and found that religious consciousness was positively associated with consumer buying behavior. The study, which involved 1,429 young Muslim students in Indonesia, highlights the importance of religious values in understanding halal consumption among younger generations. More recent research provides further evidence that religious commitment may influence halal consumption through complex mechanisms. A 2024 study found that religiosity moderated the relationship between halal brand awareness and purchasing decisions, suggesting that the same level of awareness may produce different behavioral outcomes depending on consumers' religious orientation. This finding is important because it indicates that awareness and religiosity should not

necessarily be treated as identical constructs. A consumer may possess information about halal products without necessarily possessing a strong religious commitment to incorporate that information into purchasing behavior.

The distinction between halal awareness and religious commitment is therefore theoretically important. Halal awareness represents a cognitive dimension, whereas religious commitment represents a motivational and value-based dimension. Awareness answers the question of whether consumers know and understand halal requirements, while religious commitment reflects the extent to which those requirements are considered important in everyday life. The combination of these dimensions can provide a more comprehensive explanation of halal purchase intention. Recent meta-analytic evidence further strengthens the relevance of religiosity in halal purchasing research. Zafar and Jafar, (2026) developed a meta-analytic structural equation model that extended the Theory of Planned Behavior by incorporating religiosity into halal purchasing behavior. Their research demonstrates the increasing recognition of religious variables as important components in explaining halal consumer behavior. This development suggests that conventional consumer behavior models may need to be complemented by religious and ethical dimensions when applied to halal markets. The Theory of Planned Behavior (TPB) provides an important theoretical foundation for understanding purchase intention. According to TPB, behavioral intention is influenced by attitudes, subjective norms, and perceived behavioral control. In halal consumption, consumers' attitudes may be shaped by their perceptions of halal products, subjective norms may emerge from family, friends, religious communities, and social environments, while perceived behavioral control may be related to consumers' ability to access and purchase halal products.

However, the halal consumption context presents characteristics that may not be fully explained by conventional behavioral models. Halal consumption contains religious, ethical, and identity-related dimensions that can influence consumers even when economic or functional considerations are similar. Therefore, integrating halal awareness, religious commitment, and brand trust into the analysis of purchase intention can provide a more context-sensitive explanation of consumer behavior. The three variables also have potential conceptual relationships with each other. Halal awareness may strengthen brand trust because consumers who understand halal certification and requirements are better able to evaluate the credibility of a brand. Religious commitment may strengthen the effect of halal awareness because consumers with stronger religious values may attach greater importance to the information they receive. Brand trust may subsequently translate awareness and religious motivation into purchase intention because consumers are more willing to act when they believe that the brand can fulfill its halal-related promises. This relationship can be understood through the concept of perceived risk. Consumers cannot always independently verify whether every stage of production complies with halal requirements. Consequently, they experience information asymmetry and uncertainty. Trust helps reduce this uncertainty by allowing consumers to rely on the credibility of brands and certification systems. The stronger the trust, the lower the perceived risk and the greater the likelihood that consumers will develop purchase intention.

The importance of trust is particularly evident in digital markets. Consumers increasingly purchase products through online platforms where physical inspection is impossible before purchase. In such situations, consumers depend heavily on brand reputation, halal certification information, online reviews, and seller credibility. This makes brand trust increasingly important in shaping halal purchase intention. Furthermore, the halal market has become increasingly competitive. Companies are not only competing through

product quality and price but also through values, identity, transparency, certification, and consumer relationships. Brands that are able to demonstrate credible halal compliance can differentiate themselves from competitors. However, halal positioning must be supported by authentic practices because consumers can increasingly access information through digital media and public reviews. The issue of trust is therefore connected to corporate credibility. Businesses must demonstrate consistency between their halal claims and actual operations. This includes the use of halal ingredients, appropriate production processes, credible certification, transparent communication, and responsible marketing. When consumers perceive consistency, brand trust can increase. When consumers perceive inconsistency, trust may decline and purchase intention may be negatively affected. The relationship between awareness, religious commitment, and trust becomes even more significant in the context of the rapidly developing halal economy. Businesses need to understand that Muslim consumers are not homogeneous. Consumers differ in their level of religious commitment, halal knowledge, purchasing power, age, education, lifestyle, and exposure to information. Consequently, marketing strategies based solely on the assumption that all Muslim consumers behave identically may be ineffective.

Young consumers represent a particularly important segment in this context. They are increasingly exposed to global brands and digital lifestyles while simultaneously maintaining diverse religious identities. Pradana et al. (2024) showed that Indonesian young consumers continue to consider halal principles when purchasing foreign-branded food products, demonstrating the continuing relevance of halal considerations within globalized consumption environments. At the same time, the study of young Muslim consumers by Maulana et al. (2022) emphasizes the relevance of religious consciousness in shaping consumer behavior. These developments reveal an important research problem. Although numerous studies have examined halal awareness, religiosity, halal certification, attitudes, subjective norms, perceived behavioral control, and trust, the determinants of halal product purchase intention remain context-dependent. Some studies emphasize awareness as a key predictor, while others highlight religiosity, trust, attitude, or social influence. The variation in findings indicates that halal consumer behavior cannot be explained through a single determinant.

Furthermore, previous research frequently examines halal awareness, religiosity, or trust separately or places them within broader consumer behavior models. The simultaneous examination of halal awareness, religious commitment, and brand trust provides an opportunity to integrate cognitive, religious, and relational dimensions into a single analytical framework. Such integration is important because consumers may recognize halal requirements, consider them religiously important, and still require confidence in a particular brand before developing purchase intention. Recent studies also suggest that the relationship between these variables may be more complex than a simple direct-effect model. For example, trust and perceived risk may influence the relationship between halal awareness and purchasing behavior, while religiosity may moderate the influence of awareness on purchase decisions. These findings suggest that future research should pay greater attention to how different dimensions of halal consumer psychology interact with each other. The research gap therefore lies in the need for an integrated explanation of how cognitive awareness, religious commitment, and brand-related trust jointly shape halal product purchase intention. This study addresses that gap by examining halal awareness, religious commitment, and brand trust as key determinants of halal product purchase intention. The study positions halal awareness as a cognitive factor, religious commitment as a value-based motivational factor, and brand trust as a relational and risk-reduction factor.

This framework provides a more comprehensive understanding of why consumers intend to purchase halal products.

Theoretically, this study contributes to the literature on halal consumer behavior by integrating religious and marketing perspectives. The study extends conventional purchase-intention models by emphasizing that halal consumption is not simply a commercial decision but also a decision influenced by religious values, information, and trust. The inclusion of brand trust further recognizes that consumers require confidence in the credibility of halal claims before translating awareness and religious commitment into purchasing intention. Practically, the findings are expected to provide useful implications for halal product manufacturers, marketers, retailers, and certification-related institutions. Businesses need to improve consumers' halal awareness through transparent communication, credible certification, clear product information, and educational marketing. At the same time, companies need to build brand trust through consistency, product quality, ethical practices, and reliable halal claims. Religious values should also be considered in developing communication strategies that respect consumers' beliefs without reducing halal marketing to symbolic religious appeals alone.

For halal certification institutions, the study highlights the importance of maintaining credibility and visibility. Certification functions as an important source of information that reduces consumer uncertainty. When consumers trust certification institutions and understand the meaning of halal labels, certification can strengthen both awareness and confidence. The 2026 study on consumer insights into halal certification similarly emphasizes awareness, perception, visibility, trust, and religiosity as important components of halal purchasing behavior. For consumers, stronger halal awareness can improve the ability to make informed purchasing decisions. Consumers can become more critical in evaluating product information, certification, ingredients, and brand claims. Religious commitment can provide an internal basis for maintaining halal consumption, while brand trust can reduce uncertainty when consumers select products from particular companies. Accordingly, the present study is important because it examines halal purchase intention through three complementary dimensions: knowledge and awareness, religious commitment, and trust in brands. The proposed framework assumes that consumers are more likely to develop purchase intentions when they understand halal requirements, perceive halal consumption as important within their religious commitments, and trust that brands consistently fulfill their halal-related promises.

The study is therefore expected to contribute to the development of a more comprehensive understanding of halal consumer behavior in contemporary markets. By examining the roles of halal awareness, religious commitment, and brand trust simultaneously, this research can explain how consumers transform information and religious values into behavioral intentions. Such an approach is increasingly relevant as the halal industry continues to expand, digital commerce reshapes consumer decision-making, and consumers demand greater transparency and credibility from brands. Ultimately, halal product purchase intention should be understood as the outcome of an interaction between what consumers know, what they believe, and whom they trust. Halal awareness provides the cognitive foundation, religious commitment provides the motivational and normative foundation, while brand trust provides the confidence necessary to translate those foundations into purchase intention. Understanding the interaction of these factors is therefore essential for businesses seeking to develop sustainable halal brands and for policymakers and certification institutions seeking to strengthen consumer confidence in the halal ecosystem.

The growing value of the global halal market reflects the industry's rapid expansion. Muslim consumer expenditure in the worldwide halal economy reached over USD 2.2 trillion in 2022 and is expected to rise to almost USD 3 trillion by 2027, according to the State of the worldwide Islamic Economy study (DinarStandard, 2023). The main contribution to this industry is the halal food sector, whose market value keeps rising yearly. This expansion shows that the halal sector has grown to be an essential component of the world economy and presents businesses with numerous chances to create goods that satisfy the expanding demands of Muslim customers. Indonesia has enormous potential for the growth of the halal business because it is the nation with the biggest Muslim population worldwide. Data from the Halal Product Guarantee Agency (BPJPH) shows that since the required halal certification policy was gradually put into place, Indonesia has seen an increase in the number of products obtaining halal certification. However, despite Indonesia's substantial halal market potential, a number of obstacles still stand in the way of the halal industry's growth, especially those pertaining to consumer comprehension of the halal concept and confidence in available goods. Customers may have concerns regarding the halal validity of some products on the market because they do not yet have a clear halal certification.

Purchase intention is a crucial signal that may be used to forecast future consumer purchasing behavior from the standpoint of consumer behavior. A consumer's propensity to buy a product based on their attitudes, perceptions, and ideas about it is reflected in their purchase intention. In the case of halal products, factors pertaining to religious beliefs and the consumer's degree of confidence in the product's halal status have an impact on purchase intentions in addition to more conventional criteria like cost and product quality (Bashir et al., 2019). Thus, it's critical to comprehend the variables that may affect consumers' intentions to acquire halal goods. Halal awareness is one element thought to have a big impact on consumers' intents to buy halal goods. Customers' level of knowledge and comprehension of the halal concept, including their comprehension of raw materials, production methods, and whether a product has a halal certification, is referred to as halal awareness. When making product selections, consumers with a high degree of halal awareness typically focus more on halal factors. Prior studies have demonstrated that consumer attitudes and purchase intentions regarding halal items are positively impacted by halal awareness (Aziz & Chok, 2013). Thus, raising consumer knowledge of halal is essential to fostering the growth of the halal sector.

Consumption of halal products is significantly influenced by religious devotion in addition to halal awareness. The degree to which a person upholds and applies religious principles in their day-to-day activities is referred to as their religious commitment. Eating halal food is a religious practice associated with adhering to Islamic precepts in Muslim societies. Highly devout people are more likely to consider halal factors while making product selections. Numerous research have demonstrated that customer perceptions and purchasing intentions for halal items are positively impacted by religion (Mukhtar & Butt, 2012; Awan et al., 2015). However, brand trust also has a significant impact on consumer purchase decisions in a market that is becoming more and more competitive. Consumer confidence in a brand's ability to deliver dependable and high-quality products is reflected in brand trust. Because consumers cannot directly evaluate a product's production method, brand trust is essential when it comes to halal items. As a result, consumers frequently look to company credibility, halal certification, and brand recognition as markers of the authenticity and quality of halal products. Prior studies have demonstrated that consumers'

intentions to purchase halal products are significantly influenced by brand trust (Ali et al., 2018; Wilson & Liu, 2011).

LITERATURE REVIEW

Halal Product Purchase Intention

Purchase intention is a crucial idea in consumer behavior research that explains a person's propensity to make a future purchase. A consumer's psychological inclinations shaped by their assessment of a product's features, perceived value, and opinions about a specific brand are reflected in their purchase intention. According to Ajzen's (1991) Theory of Planned conduct (TPB), attitudes toward the conduct, subjective norms, and perceived behavioral control all contribute to intention, which is a major element affecting individual action. Because buy intention represents a consumer's preparedness to make a purchase, it is frequently utilized as an indication in marketing to predict actual purchasing behavior (Kotler & Keller, 2016). The possibility that a customer will actually buy a thing increases with the strength of their buying intention. Purchase intention has special characteristics in the context of the halal business since it is impacted by religious considerations and Muslim consumers' consumption ethics in addition to economic concerns like price and product quality. According to Wilson and Liu (2011), the religious practice of adhering to Sharia norms on permitted food and products includes the consumption of halal items. As a result, consumers' opinions of a product's halalness are shaped by a variety of rational, religious, and social variables. Numerous studies have demonstrated that a variety of characteristics, including halal awareness, religiosity, halal certification, brand image, and brand trust, affect consumers' inclinations to buy halal products (Bashir et al., 2019; Rahman et al., 2020; Elseidi, 2018). Additionally, consumers' preferences to purchase halal items can also be influenced by social factors like family and community influence (Bonne et al., 2007). Thus, a variety of psychological, religious, and societal elements that influence customer preferences interact to produce buy intentions for halal products.

Halal Awareness

Customers' degree of knowledge and comprehension of the halal concept is correlated with their level of halal awareness. The degree to which consumers comprehend Islamic halal principles, such as product raw materials, production methods, distribution, and the significance of halal certification as a guarantee of a product's halalness, is reflected in their level of halal awareness (Aziz & Chok, 2013). The complexity of the food and beverage supply chain in the global market is making halal awareness more and more crucial. Many items are produced using industrial methods that include a variety of additives and processing techniques that are challenging for customers to comprehend. In this situation, customers need precise information about a product's halal status in order to make judgments about what to buy that are consistent with their values (Ambali & Bakar, 2014). Prior studies have demonstrated that customer behavior in selecting halal items is greatly influenced by halal awareness. According to Bashir et al. (2019), consumers who are more knowledgeable about the halal concept typically exhibit better purchase intentions and have more favorable sentiments toward halal items. Teng and Jusoh (2013) also revealed similar results, stating that customers are more likely to pay attention to halal labeling while buying food products if they have a greater understanding of the idea. Additionally, consumers' awareness of halal has grown as a result of information technology advancements. The

public has more access to information on halal products thanks to the internet and social media, and they are more aware of the significance of making sure the things they eat are halal (Rahman et al., 2020). Consequently, customers' attitudes and intents to buy halal items are greatly influenced by halal awareness, which can be regarded as a cognitive element.

Religious Commitment

Along with cognitive aspects, religious factors also have a big impact on how people consume halal products. A person's degree of connection to religious principles and the degree to which they implement these teachings in their day-to-day activities are reflected in their religious commitment (Worthington et al., 2003). Because Islamic teachings provide explicit recommendations for acceptable meals and products, religiosity frequently influences consumption preferences in the context of Muslim consumer behavior. According to Mukhtar and Butt (2012), those who have a strong religious conviction are more pickier about the things they eat and pay more attention to whether or not they are halal. According to empirical study, consumer views and purchasing intentions regarding halal items are strongly influenced by religion. Awan et al. (2015) discovered a favorable correlation between customer desire for halal items and religiosity. Highly religious consumers are more likely to choose halal-certified goods and pay closer attention to information about their halal status. Additionally, studies by Lada et al. (2009) demonstrated that religious beliefs might affect consumers' perceptions of halal goods and boost their desire to buy. This implies that Muslim consumers' halal market purchasing decisions are significantly influenced by their religious beliefs.

Brand Trust

In a market that is becoming more and more competitive, customer purchase decisions are increasingly influenced by brand trust. According to Chaudhuri and Holbrook (2001), brand trust is the conviction of consumers that a company is capable and honest enough to deliver on its commitments. Building long-term relationships between consumers and brands requires brand trust, according to Delgado-Ballester (2004). Consumer experiences, a company's reputation, and opinions on the caliber of its products all contribute to the development of brand trust. Customers that have a lot of faith in a brand are more likely to be loyal to it and make more purchases. Because consumers are unable to directly inspect a product's production process, brand trust is important when it comes to halal items. As a result, buyers frequently use halal certification and brand reputations as markers of a product's halalness (Wilson & Liu, 2011). Additionally, consumers' perceived risk while buying halal items can be decreased by having faith in a brand (Erdem & Swait, 2004). Numerous research have demonstrated that customer purchase intention is positively impacted by brand trust. According to Ali et al. (2018), consumers who have a high degree of trust in halal brands are more likely to intend to buy those goods. Elseidi's (2018) research, which demonstrates that brand trust can boost customers' favorable opinions about halal products and influence purchasing decisions, further supports this conclusion. It is clear from the literature study that a number of interconnected factors affect consumers' intentions to buy halal products. Consumers' level of knowledge about the idea of halal is reflected in their cognitive characteristics. Individual consumption preferences are influenced by religious principles, which are reflected in religious devotion. In the meantime, psychological aspects pertaining to consumers' degree of confidence in halal product brands are reflected in brand trust. A more thorough understanding of consumer behavior in the

halal goods market is made possible by the integration of these three variables. Customers who are deeply religious and have a high level of halal understanding are more likely to favor halal goods. However, consumers' degree of faith in the product's brand also has a big impact on their purchasing decisions. Thus, it is possible to consider halal awareness, religious devotion, and brand trust as significant factors influencing consumers' intents to purchase halal goods.

METHOD

This study employed an explanatory research design and a quantitative methodology. The objective was to examine how brand trust, religious commitment, and halal awareness affected consumers' intentions to buy halal goods. Because it enables empirical examination of correlations between variables through statistical analysis, the quantitative method was selected. Muslim consumers who have bought or consumed halal goods made up the study's population. Purposive sampling was utilized in the sample process, and the respondents had to meet three requirements: (1) be Muslim; (2) have bought a halal-labeled product during the previous six months; and (3) be at least 17 years old. Joseph F. Hair Jr.'s recommendations for Structural Equation Modeling (SEM) analysis were used to estimate the study's sample size. Hair et al. state that the number of indicators included in the study model can be utilized to identify an appropriate sample size. According to Hair, a minimum sample size of five to ten times the number of study indicators is advised. The four primary variables in this study were purchase intention, brand trust, halal awareness, and religious commitment. A total of 20 indicators were employed in the research questionnaire to measure each characteristic. The sample size of $10 \times 20 = 200$ respondents was determined to be adequate for structural model analysis using Hair et al.'s formula.

An online structured questionnaire was used to gather research data. A five-point Likert scale, with 1 denoting "strongly disagree" and 5 denoting "strongly agree," was employed in the study tool. Indicators of consumers' knowledge and awareness of the idea and halal certification were used to quantify the halal awareness variable. The degree to which individual consumption behavior is influenced by religious principles is demonstrated by the religious commitment variable. While purchase intention gauges consumers' propensity to buy halal items, the brand trust variable gauges consumers' degree of faith in halal product brands. Structural Equation Modeling (SEM) with a Partial Least Squares (PLS) method was used to analyze the data. The two primary phases of the analysis were the measurement model assessment, which tested construct validity and reliability, and the structural model evaluation, which used path coefficients and R² values to look at correlations between variables. This approach was selected because it is appropriate for predictive research and can simultaneously investigate correlations between latent variables. Formulas using equations

RESULT AND ANALYSIS

With the use of SmartPLS software, structural equation modeling (SEM) based on partial least squares (PLS) was used to analyze the study's data. Evaluation of the measurement model (outer model) and evaluation of the structural model (inner model) were the two primary phases of the analysis.

Measurement Model Evaluation (Outer Model)

Using outer loadings, Average Variance Extracted (AVE), Composite Reliability, and Cronbach's Alpha, the measurement model evaluation seeks to assess the constructs' validity and reliability.

Table 1. Outer Loading

Variable	Indikator	Outer Loading
Halal Awareness	HA1	0.812
	HA2	0.845
	HA3	0.867
	HA4	0.803
Religious Commitment	RC1	0.826
	RC2	0.854
	RC3	0.872
	RC4	0.811
Brand Trust	BT1	0.873
	BT2	0.891
	BT3	0.865
	BT4	0.842
Purchase Intention	PI1	0.878
	PI2	0.902
	PI3	0.856
	PI4	0.834

Based on Table 1, all indicators have outer loading values above 0.70, so they can be declared to meet the convergent validity criteria.

Table 2. Validity and Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	AVE
Halal Awareness	0.846	0.897	0.685
Religious Commitment	0.852	0.901	0.695
Brand Trust	0.884	0.920	0.742
Purchase Intention	0.873	0.913	0.724

The results in Table 2 show that all variables have Composite Reliability values > 0.70 and AVE > 0.50, so the research construct is declared reliable and valid.

Structural Model Evaluation (Inner Model)

Structural model evaluation is conducted to determine the relationships between latent variables in the research model.

Table 3 R-Square Value

Variabel Dependen	R-Square
Purchase Intention	0.63

The R-square value of 0.63 shows that the variables halal awareness, religious commitment, and brand trust are able to explain 63% of the variation in purchase intention, while the remaining 37% is influenced by other variables outside the research model.

Hypothesis Testing

Hypothesis testing was conducted using a bootstrapping procedure to obtain path coefficients, t-statistics, and p-values.

Table 4. Hypothesis Test Results

Hypothesis	Variable Relation	Path Coefficient	T-Statistic	P-Value	Decision
H1	Halal Awareness → Purchase Intention	0.28	3.12	0.002	Diterima
H2	Religious Commitment → Purchase Intention	0.31	3.87	0.000	Diterima
H3	Brand Trust → Purchase Intention	0.42	4.65	0.000	Diterima
Hypothesis	Variable Relation	Path Coefficient	T-Statistic	P-Value	Keputusan

Based on the hypothesis testing results in Table 4, all independent variables have a positive and significant influence on purchase intention, as the t-statistic value is > 1.96 and the p-value is < 0.05 . The brand trust variable has the largest path coefficient (0.42), indicating that brand trust is the most dominant factor in increasing consumer purchase intention for halal products.

The Effect of Halal Awareness on Halal Product Purchase Intention

The findings of this study indicate that halal awareness represents an important determinant of consumers' intention to purchase halal products. Halal awareness reflects the extent to which consumers understand, recognize, and pay attention to halal principles in products and services. In the context of consumer behavior, awareness functions as an initial cognitive mechanism that enables individuals to identify whether a product is consistent with their religious expectations. Consumers who possess stronger halal awareness tend to pay greater attention to halal labels, ingredients, production processes, certification, and the reputation of manufacturers before making purchasing decisions. The relationship between halal awareness and purchase intention can be explained through the information-processing perspective. Consumers generally require adequate information before deciding whether a product should be purchased. In the halal market, product information becomes more complex because consumers cannot always directly observe the ingredients and production processes. Consequently, halal awareness enables consumers to identify relevant information and evaluate whether the product meets halal requirements. When consumers understand the importance of halal status, they are more likely to incorporate halal attributes into their purchasing evaluations.

This finding is consistent with Christine et al. (2022), who found that halal awareness was an important factor in determining halal cosmetic purchase intention among Indonesian consumers. Their study demonstrated that consumers' knowledge and awareness of halal principles contributed to favorable attitudes and stronger purchase intentions. This result confirms that awareness can function as a cognitive foundation for halal consumption because consumers who understand halal requirements are more likely to consider halal status when evaluating products. The positive relationship between halal awareness and purchase intention is also supported by Julpa and Napitu (2023), who found that halal awareness was associated with consumer trust and halal purchasing decisions. The finding suggests that awareness does not merely provide information but can also influence

consumers' perceptions of product credibility. Consumers who are aware of halal requirements are better positioned to evaluate halal claims and determine whether a particular product is worthy of trust. The importance of halal awareness becomes even stronger in contemporary digital markets. Consumers increasingly receive product information from e-commerce platforms, social media, websites, influencers, online reviews, and digital advertising. Although these channels provide broader access to information, they can also create information overload and uncertainty. Consumers may encounter different claims regarding ingredients, certification, product quality, and halal status. Strong halal awareness enables consumers to distinguish relevant information from promotional claims.

Halal awareness can therefore reduce information asymmetry between producers and consumers. When consumers understand halal certification and the meaning of halal labels, they become more capable of evaluating product information. This is particularly important because halal status cannot always be verified directly by consumers. A credible certification system and transparent information can help transform awareness into confidence and subsequently into purchase intention. Recent research on halal certification further supports this argument. Jalil et al. (2026) emphasize the importance of awareness, perception, visibility, and trust in shaping consumers' responses to halal certification. This demonstrates that halal certification is not merely a regulatory symbol but also an important communication instrument between producers and consumers. When certification is visible and trusted, it can strengthen consumers' confidence in halal products.

However, halal awareness alone may not guarantee purchase intention. A consumer may understand the importance of halal products but still choose another product because of price, quality, convenience, availability, brand reputation, or personal preferences. Therefore, halal awareness should be understood as an important but not exclusive determinant of purchase intention. Its effectiveness depends on whether consumers perceive halal information as credible and relevant to their purchasing decisions. The findings consequently support the argument that businesses should not merely display halal labels but should also educate consumers regarding the meaning and credibility of halal certification. Communication strategies should explain the halal status of ingredients, production processes, certification institutions, and product quality. Such transparency can increase the value of halal awareness and strengthen consumers' willingness to purchase. From a managerial perspective, companies should integrate halal awareness into their marketing communication. Digital campaigns, product packaging, websites, and social media can be used to communicate halal information clearly. However, halal communication should avoid exaggerated religious claims. Instead, it should provide factual, transparent, and verifiable information that allows consumers to make informed decisions.

The Role of Religious Commitment in Halal Product Purchase Intention

The findings also demonstrate that religious commitment plays an important role in explaining halal product purchase intention. Religious commitment refers to the degree to which individuals internalize and practice religious values in their everyday lives. For Muslim consumers, religious commitment may influence food, cosmetics, pharmaceuticals, fashion, and other consumption decisions because halal principles are connected to religious obligations. Unlike halal awareness, which primarily represents a cognitive dimension, religious commitment represents a motivational and value-based dimension. A consumer may know what halal means but may not necessarily prioritize halal products in every purchasing situation. Religious commitment helps explain why some consumers attach greater importance to halal status than others with similar levels of knowledge. Consumers

with stronger religious commitment are more likely to perceive halal consumption as part of their religious responsibility. As a result, they may be more attentive to halal certification, avoid products with uncertain status, and prefer brands that demonstrate compliance with Islamic principles. In this sense, religious commitment provides an internal motivation that translates halal knowledge into purchasing behavior. Nora and Sriminarti (2023) found that religiosity played a moderating role in the relationship between consumer attitudes, subjective norms, and halal purchase intention among Indonesian consumers. Their findings suggest that religious orientation influences the extent to which consumers translate positive perceptions and social influences into purchase intention. This supports the argument that halal consumption has a distinctive religious dimension that cannot be fully explained by conventional consumer behavior variables.

The role of religion is also particularly relevant among younger consumers. Maulana et al. (2022), based on research involving young Muslim consumers in Indonesia, demonstrated that religious consciousness was positively associated with consumer buying behavior. The finding indicates that religious values remain relevant even among consumers who are highly exposed to modern lifestyles, global brands, and digital consumption. The relationship between religious commitment and halal purchasing can also be explained through personal norms. When consumers perceive halal consumption as a religious obligation, the decision to purchase halal products becomes an expression of personal values rather than merely a commercial preference. This internalized norm can encourage consumers to maintain halal purchasing behavior even when alternative products are cheaper or more convenient. Nevertheless, religious commitment should not be interpreted as a uniform factor affecting all Muslim consumers in the same way. Muslim consumers differ in their religious practices, knowledge, lifestyles, socioeconomic conditions, and interpretations of halal consumption. Consequently, religious commitment may influence purchase intention differently across demographic and cultural groups.

Recent evidence also indicates that religiosity can interact with halal awareness. A 2024 study found that religiosity moderated the relationship between halal brand awareness and purchasing decisions. This suggests that awareness may have stronger behavioral consequences among consumers with stronger religious orientations. In other words, the same level of halal awareness may produce different purchasing outcomes depending on the level of consumers' religious commitment. This finding provides an important theoretical implication. Halal awareness and religious commitment should not be treated as interchangeable constructs. Halal awareness explains whether consumers possess knowledge and recognition of halal principles, while religious commitment explains the degree to which consumers are motivated to apply those principles in their daily lives. The combination of the two variables provides a more comprehensive explanation of halal purchase intention. From a managerial perspective, companies should recognize religious commitment as a sensitive dimension of halal marketing. Marketing communication should respect Islamic values and avoid exploiting religious emotions. Brands can emphasize ethical production, halal integrity, transparency, and social responsibility rather than relying solely on religious symbolism.

The Role of Brand Trust in Halal Product Purchase Intention

Brand trust represents the third important determinant of halal product purchase intention. Brand trust refers to consumers' confidence that a brand is reliable, honest, competent, and capable of fulfilling its promises. In halal markets, trust has particular

importance because consumers cannot independently verify every ingredient, production process, supply-chain activity, or certification claim. Consumers therefore rely on external signals such as halal certification, brand reputation, product information, reviews, and corporate communication. A trusted brand reduces uncertainty and perceived risk. When consumers believe that a brand consistently maintains halal standards, they are more likely to develop favorable attitudes and purchase intentions. This argument is supported by research examining Muslim consumers in Greater Jakarta, which demonstrated the importance of trust and perceived risk in halal-certified food purchasing behavior. The study indicates that consumers' awareness and religious commitment can be translated into purchasing behavior through mechanisms associated with trust and risk evaluation.

Özdemir et al. (2024) also found that trust in halal products positively influenced consumers' purchase intentions and attitudes toward halal products. Their study involving 847 respondents demonstrates that trust is a significant psychological mechanism through which consumers transform positive perceptions of halal products into behavioral intentions. Brand trust is particularly important when products are purchased online. In e-commerce environments, consumers cannot physically inspect products before purchase. They depend on brand reputation, certification information, seller credibility, online reviews, and visual product information. Therefore, trusted brands have an advantage in reducing perceived uncertainty. Trust also depends on consistency between brand promises and actual business practices. A brand that communicates halal values but fails to maintain consistent production standards may experience a decline in consumer confidence. Conversely, brands that consistently demonstrate halal compliance, product quality, transparency, and ethical behavior can develop stronger long-term relationships with consumers.

The role of trust is therefore closely associated with corporate credibility. Halal claims should be supported by credible certification and transparent business practices. Consumers increasingly have access to information through digital media, which means that inconsistencies can be rapidly exposed. As a result, companies should treat halal compliance as an integral part of brand management rather than merely a marketing instrument. Brand trust can also strengthen the relationship between halal awareness and purchase intention. Consumers with high awareness may possess extensive knowledge regarding halal principles, but they still require confidence that a particular brand genuinely complies with those principles. Trust therefore functions as a bridge between knowledge and behavioral intention.

Similarly, brand trust can reinforce the influence of religious commitment. Highly religious consumers may have strong motivations to purchase halal products, but they may avoid brands whose halal credibility is uncertain. Thus, religious commitment creates the motivation to consume halal products, while brand trust provides the confidence to select a particular brand. This interaction demonstrates that halal purchase intention is multidimensional. Consumers do not simply ask whether a product is halal. They may also ask whether the halal claim is credible, whether the brand can be trusted, whether the product quality is satisfactory, and whether the product is consistent with their personal religious values. The findings therefore suggest that companies should develop halal brand strategies based on three interconnected principles: awareness, authenticity, and trust. Awareness can be strengthened through consumer education; authenticity can be demonstrated through genuine halal compliance; and trust can be developed through consistent quality, transparency, credible certification, and responsible communication.

Overall, the discussion confirms that halal awareness, religious commitment, and brand trust represent complementary determinants of halal product purchase intention. Halal

awareness provides consumers with the knowledge necessary to identify and evaluate halal products. Religious commitment provides the internal motivation to prioritize halal consumption. Brand trust provides the confidence necessary to select and purchase products from particular brands. The integration of these three dimensions provides a more comprehensive explanation of halal consumer behavior than examining each factor independently. Consumers are more likely to develop halal product purchase intentions when they understand halal requirements, perceive halal consumption as consistent with their religious commitments, and trust that brands genuinely fulfill their halal-related promises.

Therefore, the findings have important implications for halal businesses, marketers, and certification institutions. Companies should strengthen consumer education, ensure transparent halal certification, maintain consistent product quality, and develop trustworthy brands. Certification institutions should maintain credibility, visibility, and transparency. Meanwhile, consumers should be encouraged to develop stronger halal literacy so that purchasing decisions are based on reliable information rather than merely promotional claims. In conclusion, halal product purchase intention can be understood through the interaction of what consumers know, what consumers believe, and whom consumers trust. Halal awareness represents the cognitive foundation, religious commitment represents the motivational foundation, and brand trust represents the relational foundation. The stronger these three dimensions are integrated, the greater the potential for consumers to develop favorable intentions toward halal products and translate those intentions into actual purchasing behavior.

DISCUSSION

The purpose of this study is to examine how brand trust, religious commitment, and halal awareness affect consumers' intentions to buy halal goods. According to the SEM-PLS investigation, these three factors significantly and favorably affect consumers' intentions to make purchases. This result is consistent with research on halal consumer behavior, which highlights how a mix of psychological, cognitive, and religious variables affect consumers' decisions to buy halal goods. First, the findings indicate that purchasing intention is positively impacted by halal awareness. This implies that customers' desire for halal products is significantly influenced by their degree of awareness and comprehension of the halal concept. Customers who are aware of halal principles such as those pertaining to raw materials, manufacturing procedures, and halal certification tend to choose items more carefully. Customer views of product quality, safety, and hygiene are also linked to halal awareness, which boosts customer confidence in goods bearing the halal mark. This result is in line with study by Aziz and Chok (2013), who discovered that consumer attitudes and purchase intentions regarding halal items are strongly influenced by halal awareness. According to this survey, consumers who are highly aware of halal issues are more likely to consider the halal label while making purchases. Increased halal awareness can boost consumers' purchase intentions because consumers are becoming more concerned with clear information about a product's halalness, according to another study by Bashir (2019). Additionally, Yunus, Rashid, Ariffin, and Rashid's (2014) study discovered that Muslim consumers' decisions to buy halal products are favorably correlated with their knowledge of halal labels.

Second, this study discovered that buying intentions are positively impacted by religious commitment. These findings suggest that a person's degree of adherence to

religious principles significantly influences their purchasing habits. Highly devout consumers frequently employ religious teachings as a guidance in their day-to-day activities, including selecting the goods they buy. When it comes to halal goods, customers' religious convictions motivate them to make sure the items they select adhere to Sharia law. This result is consistent with study by Mukhtar and Butt (2012), which shown that purchase intentions for halal products are significantly influenced by religiosity. According to this survey, people who are highly religious are more inclined to select halal products because they are more dedicated to following religious guidelines while making purchases. Research by Awan, Siddiquei, and Haider (2015), which discovered that religion has a favorable association with attitudes and purchasing intentions toward halal items, also supports the findings of this study. Additionally, study by Bonne, Vermeir, Bergeaud-Blackler, and Verbeke (2007) demonstrates that Muslim consumers' halal food consumption behavior is significantly influenced by their religious beliefs.

Third, the study's findings indicate that purchase intention is most strongly influenced by brand trust. This result suggests that consumers' decision to buy halal items is strongly influenced by their degree of brand trust. In a market that is becoming more and more competitive, consumers are more likely to select brands that have a solid reputation and are trusted to uphold the quality and halal status of their products. Additionally, customers' perceptions of danger and uncertainty while selecting products in the market are lessened when they have faith in brands. These results are consistent with study by Lada, Tan, and Amin (2009), which shown that consumer purchase intention is significantly influenced by trust in halal items. According to this survey, customers are more likely to make a purchase if they think the provided goods actually adhere to halal standards. According to research by Wilson and Liu (2011), since it can boost customer loyalty and trust, trust in halal brands is an essential component of halal marketing strategy. Additionally, study by Ali, Xiaoling, Sherwani, and Ali (2017) discovered that customers' purchase intentions for halal items are significantly influenced by brand trust because consumers are more likely to trust brands that have a solid reputation for upholding the integrity and quality of their products.

Overall, the study's findings show that purchasing intention for halal products is simultaneously influenced by cognitive, religious, and psychological aspects. Consumers' level of knowledge of the halal concept is reflected in halal awareness, their level of devotion to religious principles is reflected in religious commitment, and their level of trust in halal product brands is reflected in brand trust. These three elements work together to significantly influence Muslim consumers' halal consumption habits. From a theoretical standpoint, this study adds to the expanding body of research on consumer behavior in the halal sector, especially by elucidating the variables affecting halal product purchase intention. Additionally, this study supports other research showing that halal awareness and religiosity continue to be significant determinants of consumer behavior in Muslim marketplaces (Bonne et al., 2007; Mukhtar & Butt, 2012; Bashir, 2019). Additionally, this study demonstrates that customer decisions to buy halal products are significantly influenced by marketing elements including brand trust (Ali et al., 2017; Wilson & Liu, 2011). Practically speaking, the study's findings have significant ramifications for anyone involved in the halal sector. To improve public awareness, businesses must educate consumers more about the halal concept. Additionally, businesses must increase consumer confidence in their brands by providing unambiguous halal certification, transparent product information, and consistently high-quality products. In a market that is becoming more competitive, these tactics might boost consumer confidence and buy intentions for halal goods.

CONCLUSION

The study's findings demonstrate that consumers who are highly knowledgeable about the halal concept are more likely to pay attention to the halal status of the items they eat, which enhances their propensity to select halal products. Additionally, since highly religious customers frequently base their purchase decisions on their religious beliefs, religious commitment also has a big impact on how consumers behave. Additionally, this study discovered that the most important element affecting purchase intention is brand trust. This suggests that buying intention for halal items is significantly influenced by consumer trust in companies. Overall, this study demonstrates that customer purchase intention for halal items is significantly influenced by halal awareness, religious commitment, and brand trust. In order to boost consumer interest in buying halal products, halal industry participants must raise awareness of the halal concept and cultivate brand confidence.

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