

Identifying Factors Driving the Adoption of Halal Meat Products by Generation Z in Indonesia

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Abstract—This study investigates the factors influencing the intention of Generation Z consumers in Indonesia the world's most populous Muslim nation to purchase halal meat products. Utilizing a quantitative approach, the research evaluates four key variables: Halal Supply Chain Knowledge, Halal Certification and Logo, Religious Belief, and Halal Awareness. Data were collected via an online survey of 300 Generation Z respondents. The analysis reveals that Religious Belief exerts the strongest significant influence on purchase intention, followed by Halal Awareness. Conversely, Halal Supply Chain Knowledge and Halal Certification/Logo demonstrated a negligible impact on purchase intent within this demographic. These findings suggest that for Generation Z, internal value systems and environmental consciousness outweigh formal logistics or labeling. The study recommends that the Indonesian government and private sector enhance education and certification transparency to bridge the gap between formal standards and consumer trust, thereby increasing the global competitiveness of the Indonesian halal industry.

Keywords: Intention Buy; Halal Products; Knowledge Chain Halal Supply

1. INTRODUCTION

Indonesia, as a country with the largest Muslim population in the world, has a 229.62 million Muslim population or approximately 87.2% of the total national population. With the number mentioned, Indonesia has potential for significant development in the halal industry (Global Muslim Population, 2025) However, according to data from the Organizing Agency Guarantee Halal Products (BPJPH), of the approximately 30 million products that should be halal certified, about 725,000 new products received a certificate, including some from MSME actors (Lembaga Pemeriksa Halal (LPH) LPPOM Sertifikasi Halal, 2025). This signifies the existence gap between potential and realized optimal halal industry.

The halal industry in Indonesia includes diverse sectors, such as food, beverages, cosmetics, pharmaceuticals, and fashion. In the State of the Global Islamic Economy (SGIE) Report 2022, Indonesia ranked second in the halal food and drinks sector, as well as third and ninth in the fashion and cosmetics sector (Mohamed et al., 2020). Although ranking proudly, Indonesia is still left behind by Malaysia in the matter of a comprehensive halal system and certification (Halim & Baroroh, 2021b).

One important factor in the decision to purchase halal products is consumer knowledge of the Halal Supply Chain. The halal supply chain refers to the distribution process that ensures a product remains halal from raw material to the consumer's hand. Knowledge about halal supply chains builds consumer trust in halal and clean products. Some studies show that the more knowledge a consumer has about the halal supply chain, the more they intend to buy halal products (Fitriyah et al., 2024).

Other variables that also play a significant role are Halal certification and logo. Halal certification is a guarantee from an official institution that the product fulfills the conditions established for halal-ness in Islamic law. Halal logo, besides being a sign of compliance with Islamic law, also becomes an indicator that quality, safety, and cleanliness are valued even by non-Muslim consumers. Studies show that the presence of halal certification and logos can increase purchase intention because it provides a sense of security and confidence in the product.

On the side, other than that, religious belief has a significant impact on the preferences and behavior of Muslim consumers. Very religious consumers tend to be more sensitive to halal products they consume. This is in line with research by (Efendi, 2020) which shows that religiosity can push a decision to purchase halal products. In addition to that, religious consumers also tend to search for information and refuse products that do not have a halal label, even though the price is cheaper (Jenny Ananda & Santosa, 2024).

The last factor, which is also important in influencing purchase intention is Halal awareness. Halal awareness refers to individuals' understanding of the concepts of halal and haram, and their implications for consumer products. Awareness: This can be influenced by education, the environment, social factors, and the information media. Consumers with high halal awareness tend to be more careful in choosing products and intend to make more purchases of strong halal products.

Although much research discusses factors that influence the purchase intention of halal products, some major studies still focus on one or two variables (Iskandar Itan et al., 2023) such as only reviewing the influence of religiosity or the halal logo. Research that integrates the fourth variable, knowledge chain halal supply, halal certification and logo, religious beliefs, and halal awareness in general into comprehensive intention to buy is still relatively limited, especially concerning Indonesian consumers, who have the world's largest Muslim population. The phenomenon. This becomes very relevant if seen from the Generation Z perspective. As a digital-native generation, Gen Z in Indonesia has access to information, goods from religious sources, social media, and *influencers*. They no longer accept only information, including questions about halal. They tend to seek more knowledge, verify it, and form a firm belief (Itan, 2023)

Practically, this study provides a contribution that complements previous macro studies on Indonesian consumer behavior towards halal products by offering concrete recommendations for the government and private sector to improve education and certification transparency, thereby bridging the gap between formal standards and consumer trust. Findings will aid halal industry players in understanding the key factors driving Generation Z's purchase intentions, enabling more effective marketing strategies targeting both Muslim and broader markets. Ultimately, the study aims to enhance Indonesia's halal industry's global competitiveness by strengthening supply chains and deepening understanding of consumer values. Previous research highlights religiosity as a major driver for Muslim consumer choices, but Generation Z shows a different pattern, emphasizing transparency and halal awareness beyond just label verification. Halal awareness mediates the link between product knowledge and purchase decisions. By including the underexplored Halal Supply Chain Knowledge variable for Indonesian Gen Z consumers, this study addresses gaps on whether supply chain transparency influences purchasing intentions or if religious beliefs remain dominant (Mohammed et al., 2020)

2. RESEARCH METHODS

2.1 Population and Research Model

This study uses a quantitative approach to measure and analyze the intervariable connection through numerical data and statistical analysis. Primary data will be collected using a method survey through distributed questionnaires to respondents online, to identify patterns and test hypotheses. Questionnaire chosen because efficient, cost-effective, low, and easy to analyze, although own limitations, like potential bias and limitations in information in-depth. In addition, this study also uses secondary data from literature, articles, and scientific and statistical data from the institution's official sources for support analysis (Sugiyono, 2020).

The population study is Generation Z, who were born between 1997 to 2012 in Indonesia. The number of samples used is 300 respondents, selected using stratified random sampling to ensure data representation. Data retrieval techniques are combined with election respondents based on specific criteria to obtain relevant and accurate data. The criteria samples used are Generation Z consumers in Indonesia who are Muslim and have experience purchasing halal products (Darwis Agustriyana et al., 2024).

Data for this study were collected through an online questionnaire containing items designed to measure the research variables. Each item used a Likert scale to assess respondents' level of agreement with the statements provided. The variables measured in this study were: (1) Halal Supply Chain Knowledge, measured using six items; (2) Halal Certification and Logo, measured using five items; (3) Religious Belief, measured using seven items; (4) Halal Awareness, measured using five items; and (5) Purchase Intention, measured using six items. Before conducting data analysis, several preliminary tests were conducted. The test used for data analysis was *Partial Least Squares Structural Equation Modeling* (PLS-SEM).

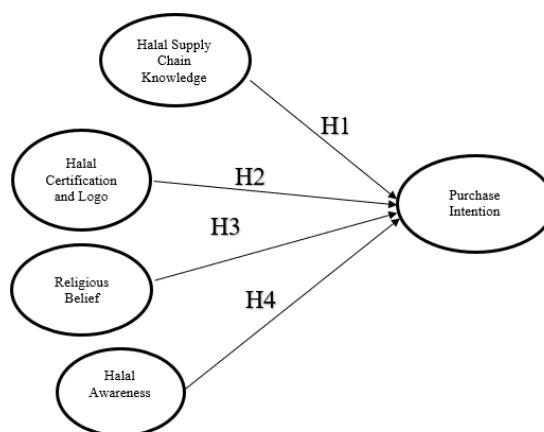


Figure 1. Research Model

2.2 Halal Supply Chain Knowledge is Influential on Purchase Intention

A supply chain is a complex system involving various entities and processes that work together to produce and distribute products to end consumers. Its main components include suppliers, factories, distributors, stores, and retailers. Suppliers provide raw materials and components, ensuring quality and cost, while factories manage production planning, processing, and packaging. Distributors act as intermediaries between factories and retailers, managing inventory and logistics. Stores and retailers are the endpoints in the supply chain, playing a critical role in the customer experience and product marketing. Challenges in this sector include creating an attractive environment to attract buyers and understanding consumer trends and preferences to manage inventory effectively. A supply chain is a network from a business that works to make and deliver a product to the end user or consumers. The supply chain includes suppliers, factories, distributors, stores, retailers, companies, and supporters, such as company logistics. (Firdaus, 2023).

According to (Agustina & Cakravastia, 2023) The supply chain is a complex system that manages the flow of goods and information from manufacturers to consumers. Challenges include determining the optimal location for warehouse management, ensuring stock availability, minimizing transportation costs, and ensuring delivery at the appropriate time. Factors that need to be considered include market proximity, accessibility, and cost of storage.

Several studies show that knowledge about halal supply chains and consumer desire to buy correlated positively. The level of knowledge in the supply chain about halal products is also linked to attitudes and desires, which are beneficial for attracting more buyers. Perceived halal products influence the intention to buy, and trust in the consumer system of halal certification affects the understanding of the halal supply chain. (Hanifasari et al., 2024)

H1: *Halal Supply Chain Knowledge Influences Purchase Intention*

2.3 Halal Certification and Logo Influence on Purchase Intention

Halal certification is a process that ensures products, especially food and drink, fulfil the principles of Islamic law. Halal certification is an official certification issued by an authorized agency that confirms a product fulfils the terms and conditions set out in Islamic law, covering all aspects from material standards to storage and distribution. Halal certification is important for Muslim consumers because it ensures compliance with Islamic law, as well as safety and quality. Halal certification can influence purchasing decisions by increasing beliefs and preferences for products, even if there are cheaper or more easily accessible options.

However, there are challenges in the halal certification process, such as the cost of certification, which can be expensive and time-consuming. Time for small and medium enterprises, and the complexity of the process, which can make things difficult for new manufacturers to know the market. Regardless of this challenge, halal certification remains become important tool to ensure the safety and quality of food and Drink. (Faturohman, 2019) Moment This, MUI is permitted by the government to issue a halal certificate for food, drinks, cosmetics, and cosmetics sold in Indonesia.

The halal label issued by MUI is valid for food, drinks, and cosmetics that have been through the MUI assessment process (Dyah Setyaningsih & Marwansyah, 2019). Halal certification protects for Muslims to choose suitable goods according to Islamic religious rules to ensure that the goods are processed and made with standard safety and cleanliness.

Arthur and colleagues, 2023.(Al-kwif et al., 2020) Find that the Halal logo is attractive Good both Muslim and non-Muslim consumers because related to the safety and purity of Halal products. This shows that the influence of the Halal logo on the Muslim market may be bigger than projected because emergence non-Muslim consumers. The Halal logo has become more symbols wide than just religious obedience; he functioning as indicator safety and purity interesting product for Muslim and non-Muslim consumers. With increasing interest from non-Muslim consumers, market potential for Halal products can bigger than expected. Manufacturers who understand and utilize Power pull This can develop strategies that do not only fulfil the needs of the Muslim market but also attract attention more consumers wide.

H2: *Halal Certification and Logo influence Purchase Intention*

2.4 Religious Belief is influential towards Purchase Intentions

Religious beliefs are very influence behaviour and decisions purchase Muslim consumers, especially among generation Muslim students. Beliefs This become guidelines in buy halal products because provide a sense of security and trust self in comply Islamic law. Products halal certified also ensures No There is prohibited ingredients, so consumer feel more comfortable and not worry. Behaviour and attitude consumers are also significantly influenced by religious beliefs, where Muslim consumers are more selective in choose products and more Pay attention to the halal label on the packaging. Brands that are committed to halal products can increase loyalty consumers.

Generation Muslim students now, these own characteristics unique that influences interaction they with halal products. They significantly realize importance halal and connected products with technology, in particular technology information, which allows they access information about halal products with easy. Convenience access information, such as social media and applications, is essential for increased awareness will halal products. Organizations and communities using digital platforms to educate public about importance halal food, which is next can increase awareness among students. (Atikaputri, 2023) .

Regardless from motivations this, a very individual religious maintains spiritual aspects in life they. Involvement they in activity religious often reflects desire for more near with God, even though There is another motivation behind it. They also try for integrate spirituality to in life daily they, who show that business and spirituality can walk side by side. In a way overall, activities religious can function as receptacle for individual for connected with others and build connection.

According to (Kasus et al., 2019) Characteristic religious somebody will influence decision they For buy and consume halal food. More religious consumers will as much as possible buy halal food and avoid participate in various conflicting activities with religious (Efendi & Bahrun, 2020)teachings.

H3: *Religious Belief influences Purchase Intention*

2.5 Halal Awareness has an impact on Purchase Intention

Awareness defined as ability for understand, feel, and be aware will events and objects. According to (Salman et al., 2022). Awareness and perception is factor crucial in taking decision. Awareness refers to the level attention and understanding somebody to information or situation certain. Awareness can influence method individual respond information, including

context and analysis critical. High awareness allows individual for more understand implications and impacts from something lesson or events, so that can make proper assessment.

Access to relevant education and information can increase awareness and understanding, while experience personal and interaction with something incident sure can form greater awareness and perception in. Environment social also influences method individual understand and respond information. Awareness of Halal is level understanding consumer Muslim about halal concept. Understanding What is it halal and how product made in accordance halal standards in Islam including in knowledge This is for measure awareness buyer or individual to halal product idea food (Vergian et al., 2023).

Awareness about the principles of halal is step a very early start important in the process of taking decision consumers. With increase understanding about what is allowed and what is not may eaten according to Islamic law, it is hoped Muslims will be more proactive in choose and buy halal products. This is not only profitable consumers who want comply belief them but also provide opportunity for manufacturer For fulfil continuous demand growing in the market. High awareness among Muslims can create a more ecosystem sustainable and productive in halal industry.

H4: Halal Awareness influences Purchase Intention

3. RESULTS AND DISCUSSION

In Indonesia, halal certification from MUI or BPJPH is already widespread and almost become standard mandatory, especially for product food. Share Gen Z consumers, the presence of halal labels is often No Again become factor differentiator main, but rather prerequisite the basics that must be filled. They consider that products that are not halal certified not worthy considered the same once, while certified products compete based on other factors such as taste, price, and marketing.

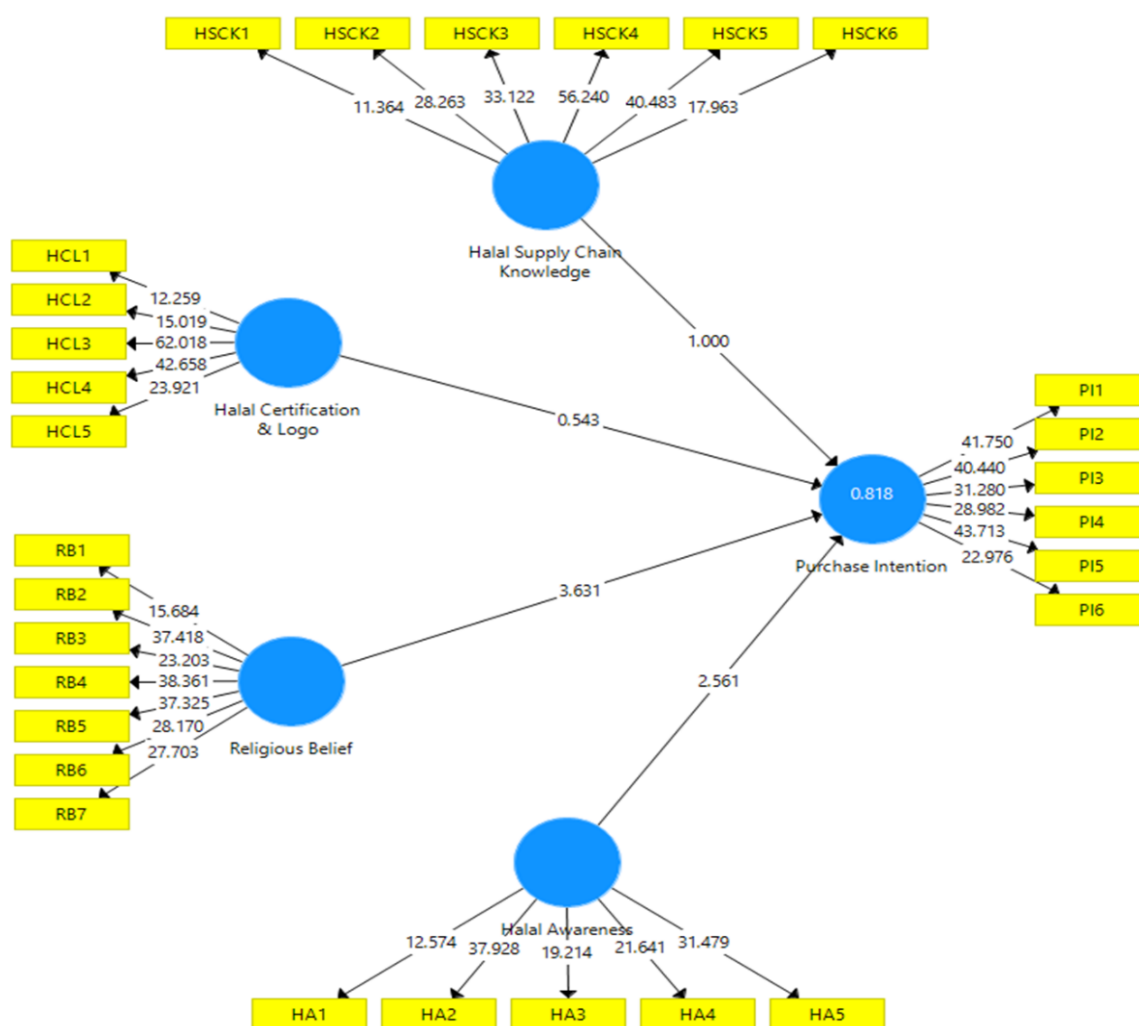


Figure 2. Inner Model

The diagram presented describes connection between various influencing variables intention purchase consumer to halal products Variables main is Purchase Intention (NI), which shows intention purchase. There are several independent variables, including Halal Supply Chain Knowledge (HSK), which consists of from several sub variables (HSK1 to HSK6) and have positive influence to intention purchase. In addition, Halal Certification & Logo (HCL), with

sub variables such as HCL1 and HCL2, also play a role important in influence decision consumers. Religious Belief (RB) and its sub variables (R81 to R87) reflect impact religious beliefs about intention purchases, while Halal Awareness (HA) with sub variables (HA1 to HA5) show how much aware consumer will halal products. The numbers displayed between variables show strength relationships, such as value 0.818 between knowledge chain halal supply and intention purchase. In Overall, this diagram highlight importance knowledge about halal, certification, religious beliefs, halal awareness in influence decision purchases, where increases aspects. This can potential increase interest consumer. For buy halal products.

3.1 The Validity Test

Table 1. Validity Test

	Cronbach's Alpha	rho A	Composite Reliability	Average Variance Extracted (AVE)
Halal Awareness	0.878	0.884	0.911	0.673
Halal Certification & Logo	0.891	0.918	0.92	0.698
Halal Supply Chain Knowledge	0.915	0.928	0.935	0.706
Purchase Intention	0.938	0.938	0.951	0.764
Religious Belief	0.94	0.945	0.952	0.738

Table 1, presented show that mark *Average Variance Extracted (AVE)* from all over constructs — *Halal Awareness* (0.673), *Halal Certification & Logo* (0.698), *Halal Supply Chain Knowledge* (0.706), *Purchase Intention* (0.764), and *Religious Belief* (0.738)— all be on top threshold limit 0.5. This signify that every construct own validity good convergence, namely the abilities of the items in construct. For each other correlated and in consistent measure same concept.

Referring to (Adi & Afriansyah, 2016) in book *Multivariate Data Analysis*, AVE values above 0.5 indicate that construct capable explain more from half variance indicators that make it up to be one of condition main validity convergent. Because the whole AVE value in study This exceed number 0.5, can it be said that the data has been fulfil condition validity, as also emphasized in information the image that says that " The AVE value shows above 0.5 so the data is declared valid."

With Thus, each of them constructs assessed own adequate capabilities in represent the indicators. In overall, findings This strengthen belief that instrument measurements used in study This has functioning with Good in measure the concept being researched.

Table 2. Validates Cross Loadings

	Halal Awareness	Halal Certification & Logo	Halal Supply Chain Knowledge	Purchase Intention	Religious Belief
HA1	0.735	0.646	0.716	0.604	0.666
HA2	0.864	0.776	0.745	0.758	0.786
HA3	0.804	0.717	0.714	0.67	0.67
HA4	0.829	0.735	0.677	0.77	0.701
HA5	0.862	0.662	0.691	0.709	0.682
HCL1	0.663	0.708	0.704	0.491	0.654
HCL2	0.667	0.784	0.679	0.59	0.653
HCL3	0.794	0.926	0.842	0.784	0.789
HCL4	0.775	0.886	0.791	0.848	0.77
HCL5	0.705	0.856	0.788	0.701	0.71
HSCK1	0.596	0.623	0.664	0.504	0.613
HSCK2	0.71	0.776	0.866	0.757	0.727
HSCK3	0.761	0.816	0.893	0.727	0.761
HSCK4	0.758	0.835	0.914	0.797	0.774
HSCK5	0.733	0.794	0.886	0.753	0.738
HSCK6	0.784	0.731	0.792	0.667	0.719
PI1	0.789	0.778	0.775	0.906	0.772
PI2	0.738	0.704	0.708	0.896	0.697
PI3	0.752	0.739	0.78	0.862	0.813
PI4	0.736	0.73	0.731	0.843	0.753
PI5	0.759	0.721	0.747	0.888	0.745
PI6	0.734	0.705	0.669	0.846	0.784
RB1	0.719	0.704	0.66	0.574	0.766
RB2	0.77	0.79	0.804	0.758	0.893
RB3	0.762	0.735	0.78	0.781	0.85

	Halal Awareness	Halal Certification & Logo	Halal Supply Chain Knowledge	Purchase Intention	Religious Belief
RB4	0.745	0.725	0.762	0.814	0.89
RB5	0.76	0.781	0.752	0.77	0.901
RB6	0.665	0.738	0.71	0.768	0.839
RB7	0.734	0.687	0.694	0.742	0.867

Based on the data in Table 2, it is evident that strength indicator in measure every construct varies. In the construct *Halal Awareness*, all indicators show good value, with score highest reached 0.835. For construct *Halal Certification & Logo*, HCL3 indicator records mark highest of 0.846, reflecting strength high measurement. On the side other, construct *Halal Supply Chain Knowledge* show mark the lowest on the HSCCK4 indicator was 0.684, even though mark the Still considered worthy. Construct *Purchase Intention* show sufficient results high, with PI1 reaching value of 0.800. Meanwhile that, indicator in construct *Religious Belief* range between 0.686 to 0.749, shows level good consistency in measure construct the.

In a way overall, results This show that part significant indicator owns adequate and supportive values validity constructs used in research. In evaluate quality indicators, (Ghozali, 2016) explain that for study with approach confirmatory, value *loading factor* should be above 0.70. However, for studies exploratory, value between 0.60 to 0.70 still considered can accepted. Hair et al. (2010) also confirmed importance review validity convergent, where the indicator with *loading factor* tall signify that indicator the capable describe construct in a way accurate.

Tabel 3. HTMT Test

Halal Awareness				
Halal Certification & Logo	0.977			
Halal Supply Chain Knowledge	0.969	1.012		
Purchase Intention	0.944	0.893	0.903	
Religious Belief	0.944	0.938	0.93	0.922

Based on Table 3 the values that indicate connection between construct give clear picture about the relationship between variables in study This. Halal Certification & Logo Construction has very valuable value high, namely 0.977, indicating existence robust correlation strong with construct others. This is followed by Halal Supply Chain Knowledge which shows value 0.969, also reflects significant relationship. Meanwhile, Purchase Intention has little value lower, namely 0.944, but still shows strong relationship with constructing others. In the Religious Belief construct, the values that revolve around between 0.922 to 0.944 shows existence consistency in connection between indicators. In terms of overall, results show that all construct each other related with good, supportive validity and relevance between variables studied.

In interpret values correlation this, some expert give guide. In general, coefficient correlation range between -1 to +1. According to (Sugiyono, 2020) correlation positive show connection one way, where the increase in one direction variables relate with increase in variables others, while correlation negative show connection upside down. More Furthermore, (Ghozali, 2016) emphasized that in structural model analysis, important for see significance connection between construct. (Misrianti et al., 2018) also added that strength connection This can assessed from coefficient path coefficient, where the higher value tall show stronger relationships.

3.2 Reliability Test Results

Based on the reliability test results presented in the table 4, it can be concluded that all constructs measured in this study namely Halal Supply Chain Knowledge, Purchase Intention, and Religious Belief have met the criteria for good reliability. This is evidenced by the Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE) values, all of which are above the minimum threshold of 0.60.

Tabel 4. Reliability Test

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Halal Awareness	0.878	0.884	0.911	0.673
Halal Certification & Logo	0.891	0.918	0.92	0.698
Halal Supply Chain Knowledge	0.915	0.928	0.935	0.706
Purchase Intention	0.938	0.938	0.951	0.764
Religious Belief	0.94	0.945	0.952	0.738

Based on the data in table, all construct show quality good measurement based on Cronbach's Alpha, rho A, Composite Reliability, and Average Variance Extracted (AVE) values. Construct *Halal Awareness* has a Cronbach's Alpha of 0.878 and an AVE of 0.673, which indicates internal consistency and validity adequate convergence. *Halal Certification & Logo* also has satisfactory results, with Cronbach's Alpha 0.891 and AVE 0.698, indicating strong reliability and validity. Construct *Halal Supply Chain Knowledge* take notes level reliability highest, with Cronbach's

Alpha 0.915 and AVE 0.706, indicating his abilities in represent variance indicators. Meanwhile That is, *Purchase Intention* and *Religious Belief* show very valuable value height, respectively with Cronbach's Alpha 0.938 and 0.940, and AVE 0.764 and 0.738, strengthening quality validity and reliability constructs this. In a way overall, all constructs fulfil standard reliability and validity.

According to guide from the experts, (Candra Susanto et al., 2024) suggested Cronbach's Alpha value of at least 0.6, with values above 0.7 are considered adequate However overvalued value approaching 1.0 can shows items that are too similar. (Candra Susanto et al., 2024) suggested Composite Reliability value should be more of 0.70, while the AVE is higher of 0.5 reflects validity good convergence (Sugiyono, 2020) With thus, all mark in study This reflect reliable and valid constructs.

3.3 Direct Effect Test Results

Based on results Partial Least Square Structural Equation Modeling (PLS-SEM) testing is displayed in table, can interpreted that from four variables independent analyzed to Purchase Intention variable, only One variable that provide influence significant in a way statistics, namely Religious Belief.

Table 5. Direct Effect Test Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Halal Awareness -> Purchase Intention	0.318	0.324	0.124	2.561	0.011
Halal Certification & Logo -> Purchase Intention	0.079	0.083	0.146	0.543	0.587
Halal Supply Chain Knowledge -> Purchase Intention	0.151	0.15	0.151	1	0.317
Religious Belief -> Purchase Intention	0.402	0.396	0.111	3.631	0
			Kriteria	>1,96	<0,05

Based on Table 5, there is variation in influence construct on Purchase Intention. Relationship between Halal Awareness and Purchase Intention shows The Original Sample (O) value is 0.318 with T Statistics 2.561 and P Value 0.011, which indicates that connection This is significant. On the other hand, the influence of Halal Certification & Logo on Purchase Intention has O value of 0.079, T Statistics 0.543, and P Value 0.587, which indicates that its influence is not significant. The same thing is also seen in the relationship between Halal Supply Chain Knowledge and Purchase Intention, which has O value 0.151, T Statistics 1, and P Value 0.317, indicating that its influence not significant. On the other hand, Religious Belief shows significant influence towards Purchase Intention with O value 0.402, T Statistics 3.631, and P Value 0, which confirms importance construct This in influence intention buy. In overall, results This show that not all construct owns the same influence towards Purchase Intention, with Halal Awareness and Religious Belief as significant factors. In context This, (Candra Susanto et al., 2024) explains that higher T-Statistic value significant from 1.96 (or not enough from -1.96) at the level significance of 0.05 indicates that connection between construct significant. Furthermore, (Ghozali, 2016) added that P -Value is less of 0.05 also indicates significance relationship, so that can conclude that Halal Awareness and Religious Belief have significant influence towards Purchase Intention, while Halal Certification & Logo and Halal Supply Chain Knowledge do not show significant influence.

3.4 R Square Test Results

Based on Table 6, R-squared (R²) value for The Purchase Intention variable is 0.834. This show that amounting to 83.4% variation in intention purchase (Purchase Intention) can explained by the variables independent in the model, namely Halal Awareness, Halal Certification & Logo, Halal Supply Chain Knowledge, and Religious Belief. Meanwhile, the rest 16.6 % is explained by other factors outside the model that are not investigated in this research.

Table 6. R Square Test Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Purchase Intention	0.818	0.83	0.03	27.471	0

Research result disclose that mark *Original Sample (O)* For *Purchase Intention* is at 0.818, accompanied by with *T Statistics* is very tall namely 27,471, and *P Value* of 0. This show that connection between *Purchase Intention* and *perceived value* very significant in a way statistics. Findings This confirm that *Purchase Intention* own strong and consistent influence in the tested model. The model is also capable of explain amounting to 83% of the variance from *perceived value*, whereas the remainder, namely 17%, is influenced by other factors outside the model used. This is proved that the design of the model very effective in describe relatedness between variables, with *Purchase Intention* as factor dominant in influence perception consumer to mark.

In interpret results mentioned, literature give several references important. According to (Nur Fitria & Emy Prastiwi, 2022a), the positive O value signify connection in the same direction, whereas mark negative signify direction on the contrary —and in matter This, the value of 0.818 indicates connection strong positive. (Misrianti et al., 2018) stated that *T Statistics* that exceed figure ± 1.96 at the level 5% significance indicates existence significant relationship between construct; value 27.471 clear is at far above threshold limit. (Ghozali, 2016) also emphasized that *P Value* below 0.05 indicates significance, while value 0 reflects level very significant high. Even though Thus, (Candra Susanto et al., 2024) remind us that in a way theoretical mark *P Value* ideally No absolutely 0.

In a way overall, indicators This show that *Purchase Intention* is variables key in influence *perceived value* in research model framework.

3.5 SRMR Test Results

Table 7. SRMS Result

	Original Sample (O)	Sample Mean (M)	95%	99%
Saturated Model	0.065	0.051	0.061	0.067
Estimated Model	0.065	0.051	0.062	0.067

Based on Table 7, both in the Saturated Model and the Estimated Model, the Original Sample (O) value is 0.065 with a Sample Mean (M) of 0.051. The 95% and 99% confidence intervals show very valuable value close, around between 0.061 to 0.067. The results of the Standardized Root Mean Square Residual (SRMR) show that values below 0.1 indicate that the model is used in accordance with the existing data. This signify that the model own good compatibility and can reliable in describe connection between the variables studied, provide belief that results analysis can accountable. In interpret values this, some experts give guide: (Siahaan & Dalimunthe, 2025a) explains that the Original Sample shows sign direction connection between variables in the whole research sample. Meanwhile that, (Candra Susanto et al., 2024) stated that SRMR values below 0.08 indicate a good model fit, and values between 0.08 to 0.10 still can be accepted. also stated that $SRMR \leq 0.08$ indicates a good model. With Thus, the results analysis This gives belief that the model used in study This effective and can reliable.

3.6 Gof Index Test Results

Table 8. Gof Result

Average Variance Extracted (AVE)	R Square	Sample Mean (M)	
0.673	0.673	0.83	0.83
0.698	0.698		
0.706	0.706	Average AVE x average R square	
0.764	0.764	Root from multiplication above	
0.738	0.738		0.594114
	0.7158		0.770788

Based on Table 8, the Average Variance Extracted (AVE) value for every construct show that all construct own validity adequate convergence, with AVE values range between 0.673 to 0.764. R Square also shows consistency with the same value, namely 0.673 for first construct. The average AVE multiplied by with the average R Square producing value 0.594114, which indicates that constructs This capable explain significant variance. Furthermore, the root from multiplication the produce value 0.7708, which indicates that this model has good compatibility in describe connection between variables. In terms of overall, results confirm that this research model has good quality in measure construct and explain relevant variance. In interpret values this, some experts give guide: According to (Siahaan & Dalimunthe, 2025a) an AVE value above 0.5 indicates that construct own validity good and capable convergence explain more from half variance the indicators. Meanwhile that, (Ghozali, 2016) stated that R-Square value approaching 1 indicates that independent variables give almost all required information for predict variables dependent. With this, based on expert criteria, results analysis This show that the research model own validity good and capable convergence explain significant variance.

3.7 Discussion

3.7.1 The Effect of Halal Awareness on Purchase Intention

The results indicate that Halal Awareness has a significant positive effect on Purchase Intention among Generation Z consumers in Indonesia ($\beta = 0.318$; $p = 0.011$). This finding is consistent with prior studies that emphasize halal awareness as a key determinant of halal consumption behavior. Previous research by (Dyah Setyaningsih & Marwansyah, 2019) and (Gusti et al., 2024) found that consumers with a higher understanding of halal and haram concepts tend to be more cautious and proactive in selecting halal food products. Similarly, (Efendi & Bahrun, 2020) reported that halal awareness significantly enhances Muslim students' intention to purchase halal-labeled food, as awareness strengthens consumers' ability to evaluate product compliance with Islamic principles. The present study extends these findings by focusing specifically on Generation Z and shows that halal awareness remains highly relevant even among digitally native

consumers. This supports the argument of (Hanifasari et al., 2024) that younger generations rely not only on labels but also on personal understanding formed through education, social media, and peer influence. Thus, halal awareness functions as an internal cognitive driver that directly shapes purchase intention.

3.7.2 The Effect of Halal Certification and Logo on Purchase Intention

Contrary to many previous studies, Halal Certification and Logo were found to have no significant effect on Purchase Intention ($\beta = 0.079$; $p = 0.587$). This result contradicts earlier findings by (Al-kwafi et al., 2020) and (Herianti et al., 2023), which reported that halal logos significantly enhance consumer trust and purchase intention by signaling safety, purity, and religious compliance. However, the present finding aligns with more recent studies suggesting a contextual and generational shift in halal consumption behavior. In Indonesia, where halal certification has become increasingly standardized and mandatory, Generation Z consumers may perceive halal logos as a baseline requirement rather than a persuasive attribute. This interpretation is supported by (Atikaputri, 2023), who found that among Generation Z, religiosity and awareness exert stronger influence than certification labels alone. Therefore, while halal certification remains institutionally important, its reduced impact on purchase intention in this study suggests that symbolic cues lose explanatory power when they are normalized, especially among younger consumers who seek deeper assurance beyond visual indicators.

3.7.3 The Effect of Halal Supply Chain Knowledge on Purchase Intention

The findings reveal that Halal Supply Chain Knowledge does not significantly influence Purchase Intention ($\beta = 0.151$; $p = 0.317$). This result differs from studies such as (Firdaus, 2023) and (Hanifasari et al., 2024), which demonstrated a positive relationship between halal supply chain knowledge and consumers' intention to purchase halal meat products. Differences in consumer involvement and visibility of supply chain processes may explain the discrepancy. While prior studies focused on consumers with higher exposure to supply chain issues or on older generations, Generation Z consumers may perceive halal supply chain compliance as the responsibility of producers and regulators rather than an aspect requiring personal evaluation. This finding supports the notion proposed by (Mohammed et al., 2020) that supply chain knowledge may influence trust indirectly rather than directly affecting purchase intention. If consumers believe that certified products already meet halal requirements throughout the supply chain, additional knowledge about logistics and distribution does not substantially alter their purchasing decisions.

3.7.4 The Effect of Religious Belief on Purchase Intention

The results confirm that Religious Belief is the strongest predictor of Purchase Intention ($\beta = 0.402$; $p < 0.001$), which is consistent with a large body of previous research. Studies by (Kasus et al., 2019) and (Efendi & Bahrn, 2020) consistently found that higher levels of religiosity lead to stronger intentions to purchase halal products and greater avoidance of non-halal alternatives. This study reinforces those findings within the context of Generation Z, indicating that despite their modern, technology-oriented lifestyle, religious values remain a dominant force in shaping consumption behavior. Similar to (Atikaputri, 2023). The results suggest that religiosity among Gen Z does not diminish but instead adapts through digital channels that facilitate access to religious knowledge and halal-related information. Thus, religious belief functions as a core internal value that directly guides purchase intention, surpassing the influence of external factors such as logos or technical supply chain knowledge.

4. CONCLUSION

This research confirms that while Indonesia possesses a massive potential halal market with 229.62 million Muslims, a significant gap remains between market potential and the actual realization of halal certification, with only a fraction of products currently certified. The study successfully addresses the primary research problem by identifying that for Generation Z, Halal Supply Chain Knowledge serves as the most potent driver of purchase intention, followed closely by Halal Awareness and Religious Belief. Interestingly, while the presence of a Halal Logo and Certification provides a baseline for trust, its influence is less significant than anticipated, suggesting that this demographic prioritizes intrinsic understanding and supply chain transparency over external labeling alone. Consequently, policy initiatives must shift beyond mere administrative certification to focus on comprehensive halal education and public-private collaborations that strengthen the entire supply chain. Despite these insights, this study is limited by its focus on a specific age demographic (Generation Z) and a quantitative approach that may not capture the deep qualitative nuances of consumer behavior. Future research should expand the demographic scope to include older generations for a comparative analysis and utilize longitudinal methods to track how purchase intentions evolve into actual long-term loyalty within the global halal economy.

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