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# THE INFLUENCE OF HALAL CERTIFICATION, HALAL AWARENESS, AND BRAND IMAGE ON PURCHASE INTENTION HALAL FOOD PRODUCTS: AN EMPIRICAL STUDY OF CONSUMERS IN INDONESIA

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## Abstract

Most of Indonesia's Muslim population in consuming food are ordered to consume halal food. This study aims to determine the effect of variables on halal certification, halal awareness, brand image, and intention to buy halal food products. This research is a study of consumers of halal products. The data in this study were obtained by distributing online questionnaires to respondents who were consumers of halal products in Indonesia. The quantitative approach uses surveys as primary data and data analysis using structural equation modelling (SEM). Respondents in this study were consumers of halal products, with a total of 480 respondents who were consumers of halal food products. The method used in the sampling of respondents was purposive sampling with the criteria of having bought halal food. The data analysis method used in this study uses descriptive analysis to identify characteristics and the Structural Equation Modeling (SEM) analysis method with SmartPLS 3.2.6 software. The analysis in the SEM model can be divided into two stages, namely, the measurement model and the structural analysis model. The results showed that halal certification has a positive effect on purchase intention. Halal certification has a positive effect on brand image. Brand image has a positive effect on purchase intention. Halal awareness has a positive effect on purchase intention. Halal certification positively and significantly affects purchase intention through brand image. The study concluded that halal product marketers should pay more attention to the importance of halal certificates in marketing products. The results of these studies emphasize the role of halal certification in the customer's purchase intention and provide valuable insight to the halal industry to improve marketing strategies.

**Keywords:** Halal Certification, Halal Awareness, Brand Image, Purchase Intention, Halal Food, Consumer.

## 1. Introduction

The Muslim population worldwide reaches 2.049 billion and is the largest in the Asian continent, with a percentage of 70.94%. Indonesia has the largest Muslim majority in Southeast Asia, with a total of 207,176,162 (Badan Pusat Statistik, 2023). Most of Indonesia's Muslim population in consuming food are ordered to consume halal food. The demand for halal food is increasing with the expansion of the 2.1 billion Muslim population worldwide. The Halal market is growing rapidly at 25% per year. Currently, Indonesia is facing free trade flooded with foreign products whose ingredients cannot be ascertained. Forcing the Muslim population to be more careful in choosing halal food products (Purwanto et al., 2020). Halal certification is a discussion originating from Islamic religious principles. The procedures applied can prove that a product is safe, good, and edible by consumers. According to Yunus et al. (2014), Halal will be important in marketing studies in Indonesia because, currently, consumers will pay attention to the halal label printed on products traded on the market. Muslims believe consuming halal food will be a blessing and

healthy for humans. It is one indicator of halal awareness among consumers.

Yunos et al. (2014); Yunus et al. (2014) stated that in 2022, the level of Muslim consumption at the global level will be US\$ 2.8 trillion, while in Indonesia, it will reach US\$ 225.7 billion. In the last five years, the growth of the industry that carries the concept of halal in Indonesia has reached 40%, consisting of clothing, food, hotels, cosmetics, and financial sharia. According to Vizano et al. (2021); Yunus et al. (2014), products are said to be Halal not only in terms of the ingredients but also how the process and how to obtain these materials, for example, slaughter according to Islamic law. Muslim consumers' compliance with awareness of complying with the Shari'a in the selection of products consumed has different levels of awareness. Halal certification is a discussion originating from sharia principles. According to Islamic law, the procedures can prove that the product is safe and good and can be eaten by Muslims. Halal awareness is the knowledge Muslim consumers possess when finding and consuming halal products in Islamic law (Amalia et al., 2020; Bawono et al., 2022). The Muslim community is starting to be interested in halal products or those with a halal logo confirming that a product is safe.

According to Mohayidin and Kamarulzaman (2014), a halal label can help Muslim communities be protected from food products that are not good or unlawful. Halal labelling can guide consumers when they want to buy the desired product (Alserhan, 2017; Melewar & Alwi, 2017). Halal certification is not just a form of protection against products originating from halal or haram substances (Katuk et al., 2021; Najmudin & Syihabudin, 2022). However, halal certification also has a role in preventing fraud in a product. Halal certification is necessary for the state to protect Muslim consumers' interests from haram products. Islamic branding is a form of halal awareness.

The concept of Islamic branding is widely used by manufacturers from non-Muslim countries when making products for Muslim consumers (Purwanto et al., 2021; Shuhada et al., 2018). Nestle and KFC are examples of Islamic branding. These products come from non-Muslim countries but are processed so Muslim communities can enjoy them. Halal awareness can increase a Muslim's understanding of halal principles (Najmudin & Syihabudin, 2022; Purwanto et al., 2021). This knowledge involves understanding which products can be consumed and how these products are produced. Halal awareness of a product that meets the elements of Shari'a is an obligation for a Muslim when producing and consuming food.

Awareness of the importance of halal food indirectly leads to expanding the halal food industry (Purwanto et al., 2021; Shuhada et al., 2018). It makes Muslims more concerned about avoiding food products and uncertain about their halal status. Halal certification is a written certificate showing a product's halal level (Hapsoro & Hafidh, 2018). Halal certification is issued by the Food, Drug, and Cosmetics Evaluation Institute (LPPOM MUI) of the Indonesian Ulema Council (Komite Nasional Keuangan Syariah, 2018). Products that have passed halal certification have passed the halal label certification on their product packaging. Muslim consumers with a halal logo on product packaging lately have made more awareness to research in advance about the product to be consumed.

Food ingredients are ingredients in food products (Hapsoro & Hafidh, 2018). Information and knowledge technology are essential for Muslims in choosing what to consume. Whether it is safe and meets Muslims' consumption requirements is crucial in selecting a product. Food ingredients predict consumer buying interest in choosing food products (Fadholi et al., 2020; Katuk et al., 2021; Sang-Hyeop Lee et al., 2016). Purchase intention is the tendency of consumers to buy something or take actions related to purchases, which is measured by the level of possibility of consumers to make purchases. The intention is a condition of a person's willingness to perform a specific behaviour, considered direct.

These elements are used to understand people's intentions to participate in many

activities directly or indirectly, such as willingness to debate and contribute. <sup>1</sup>Buying interest is an impulse that draws personal attention to specific objects. Interest is related to cognition, emotion, and sporting objects and is a motivation to do what one wants (Hapsoro & Hafidh, 2018; Muslichah & Ibrahim, 2021; Sang-Hyeop Lee et al., 2016). Purchase intention<sup>2</sup> is related to consumer plans to buy certain products. Buying interest is a stage where respondents tend to take action before making a purchase decision (Muslichah & Ibrahim, 2021). For Muslims, everything that enters the body is essential regarding whether it is halal, so buying interest can be influenced by what food ingredients are contained in the product.

Halal certification is a security for a Muslim consumer to choose products that are good for him and follow Islamic religious rules (Ambali & Bakar, 2014). Products with halal certification are products that, in the process of processing and manufacturing, meet standards regarding safety and cleanliness. Halal certification guarantees that a product can be consumed or used by Muslims without fear of its safety and cleanliness. Halal is permissible, does not contain transactions prohibited by Shari'a, and has been legitimized by Shari'a to carry out these cases (Djunaidi et al., 2021). Law Number 33 of 2014 concerning Guarantees for Halal Products explains that halal products have been declared halal according to Islamic law (Bawono et al., 2022; Sulaiman & Abdullah, 2022).

Halal certification is a factor that can influence consumer buying interest (Anisa, 2022; Shuhada et al., 2018). Halal certification is a means of product testing, from preparation, cleaning process, treatment, sterilization of hazardous materials, storage, transportation, and management practices (Djunaidi et al., 2021). Based on the explanation above, it can be agreed that halal products in Islam are very concerned about in detail. Halal certification is a fundamental issue in life, which must be good, safe, and proper in consuming a product. Several indicators are used in halal certificates: knowledge or understanding of the halal logo (Awan et al., 2015; Aziz & Chok, 2013). Second, the determination of halal products according to the halal label. Third, the determination of halal products is based on the authorized institution. Fourth, knowledge or understanding of products according to halal certification from foreign countries. Fifth, the selection of halal products is based on the institution.

Halal awareness is the ability to perceive, feel and become aware of an event or an object. Halal awareness known based on whether or not a Muslim understands what halal is, knows the correct slaughtering process, and prioritizes halal food for them to consume (Erdem et al., 2015; Fadholi et al., 2020; Katuk et al., 2021; Sang-Hyeop Lee et al., 2016). Halal awareness is an understanding of Muslims towards halal concepts, halal processes, and halal principles, ultimately prioritizing halal food for consumption (Hapsoro & Hafidh, 2018). Halal awareness is the knowledge possessed by Muslim consumers to seek and consume halal products according to Islamic law (Hapsoro & Hafidh, 2018; Katuk et al., 2021). The research conducted that a Muslim's halal awareness significantly affects a product's purchase intention (Awan et al., 2015; Hapsoro & Hafidh, 2018; Yunus et al., 2014).

Purchase begins when the customer knows his needs have not been satisfied (H. Purwanto et al., 2020; Septianti et al., 2021). It starts with searching for information related to the desired product. Consumer buying interest is a driving factor when deciding to purchase a product. It makes interest a situation where the consumer has not yet carried out an activity that is used as the basis for determining further action. Purchase intention is a behavior present in response to an object that describes the consumer's will to decide on a purchase. Purchase intention is also defined as something related to product purchase plans by consumers and how many products consumers need at a certain time. Purchase intention is the consumer's inclination to act before deciding to buy (Sunaryo, 2017; Vizano et al., 2021; Yunus et al., 2014). The purchase intention and the actual purchase have a

fundamental difference. Purchase intention is a plan prepared by consumers to make purchases in the future. In contrast, the actual purchase is when consumers agree to purchase immediately. Even though interest is a plan that is not necessarily carried out, the measurement of buying interest is usually applied to maximize predictions of the actual purchase itself (Sunaryo, 2017; Vizano et al., 2021; Yunus et al., 2014; Yunus et al., 2014)

Brand image is a perception that arises in the minds of consumers when remembering a brand for a particular product (Ambali & Bakar, 2014; Anisa, 2022; Perdana et al., 2018). Brand image is very important for every product sold in the market. It is a hallmark between one product and another. A brand is a name, term, sign, symbol or design, or combination shows the identity of a product or service from one seller or a group of sellers and differentiates the product from competitors' products (Awan et al., 2015; Aziz & Chok, 2013; Djunaidi et al., 2021; Shuhada et al., 2018). Brand image is a consumer's perception of a brand that reflects the associations that exist in the minds of consumers. Brand image is a consumer attitude in the form of thoughts so that they believe in the brand (Awan et al., 2015; Aziz & Chok, 2013; Djunaidi et al., 2021; Shuhada et al., 2018). Consumers with positive brand image perceptions allow more to make purchases, and this is because it can be a reference for consumers in making purchases on certain brands.

Research conducted by Awan et al. (2015); Aziz & Chok (2013); Djunaidi et al. (2021); Shuhada et al. (2018) showed results that brand image has a significant effect on brand loyalty. Then Awan et al. (2015); Aziz & Chok (2013); Perdana et al. (2018) also conducted research that was in line with the results and showed that brand image had a significant effect. Brand image significantly affects brand loyalty (Djunaidi et al., 2021). Brand image is an impression that consumers get about a brand. It is formed because of messages and consumer experiences related to the brand, and it can create an image or impression that exists and is embedded in consumers. A brand is more than a product produced by a company. A brand is something that consumers can buy, so it can be said that a brand image is a good form of consumer evaluation of the brand of a product (Djunaidi et al., 2021; Shuhada et al., 2018).

## 2. Method

The quantitative approach uses surveys as primary data and data analysis using multiple regression analysis. Respondents in this study were consumers of halal products, with a total of 480 respondents who were consumers of halal food products. The method used in sampling is purposive sampling. Data collection uses research instruments, and data analysis is quantitative/statistical. Then proceed with structural analysis (inner model) by looking at the bootstrapping value to assess the path coefficient estimation parameter's results and significance level.

The following shows this study's SEM model, which has 4 hypotheses in Figure 1.

The research hypothesis is:

- H1: Halal certification has a positive and significant effect on Purchase Intention
- H2: Halal certification has a positive and significant impact on Brand Image
- H3: Brand Image has a positive and significant effect on Purchase Intention
- H4: Halal awareness has a positive and significant effect on Purchase Intention

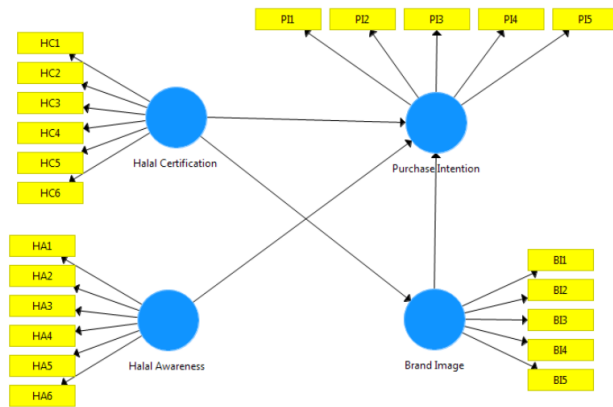


Figure 1. Research Model

### 3. Results

#### Convergent Validity

According to the data analysis from the online survey displayed in Figure 2, every indicator of a study variable has an outer loading value more than  $> 0.7$ . Purwanto et al. (2020) state that an outer loading value of 0.5 to 0.6 is deemed adequate to satisfy the convergent validity requirements, ensuring that all indicators meet the convergent validity standards.

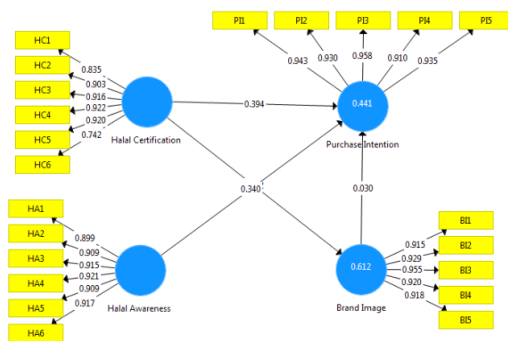


Figure 2. Loading Factors

Source: data processed, 2023

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### Discriminant Validity

All of the variables' AVE values are more than >0.5, according to the data shown in Table 1. Therefore, it can be concluded that all research variables have strong discriminant validity and that their composite reliability value is larger than or equal to 0.7.

Table 1. Reliability Testing

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Halal Certification	0.887	0.812	0.775	0.617
Purchase Intention	0.865	0.816	0.879	0.698
Brand Image	0.808	0.819	0.856	0.616
Halal Awareness	0.875	0.814	0.801	0.702

Source: data processed, 2023

3

Based on the convergent and reliability tests, feasible items and variables have been obtained, and discriminant validity analysis using the cross-loading value already showed good results. If the AVE value was also above 0.5, then PLS-SEM analysis is still feasible to continue.

### HTMT Ratio

The best recent measurement criterion is to look at the HTMT value. If the HTMT value is <0.90, then a construct has good discriminant validity.

Table 2. HTMT Ratio

Variables	HTMT Ratio			
	Halal Certification	Purchase Intention	Brand Image	Halal Awareness
Halal Certification				
Purchase Intention	0.463			
Brand Image	0.634	0.378		
Halal Awareness		0.321		

Source: data processed, 2023

The HTMT test has come to the following conclusion. The HTMT Ratio score of 0.463 < 0.90 for halal certification and purchasing intention indicates that the discriminant validity is either good or distinct from other constructs. The HTMT values of 0.634 < 0.90 for halal certification and brand image indicate that their discriminant validity is either good or entirely distinct from other constructs. The HTMT value of 0.378 < 0.9 for brand image and purchase intention indicates that the discriminant validity is either good or distinct from other constructs. Halal awareness and purchase intention have a HTMT value of 0.321 < 0.9, meaning that the discriminant validity is good or different from other constructs.

### Determination Test

Analysis of Variant ( $R^2$ ) or Determination Test, namely, to find out the influence of the independent variables on the dependent variable, the value of the coefficient of determination can be shown in Table 3.

Table 3. R-square value

Variable	R-Square
Purchase Intention	0.441
Brand Image	0.612

Source: data processed, 2023

The r-square value in Table 3 shows that brand image, awareness, and Halal certification explain the purchase intention variable of 0.441 or 44.1 %. Other constructs explain the remaining 55.9 % outside those examined in this study. The r-square value in Table 3 shows that Halal certification explains the brand image variable of 0.612 or 61.2 %, and other constructs explain the remaining 38.8 % outside those examined in this study.

#### 2 F-Square

The relative influence of an exogenous (influencing) variable on an endogenous (affected) variable is evaluated using the F-square measurement. The following are the F-square criteria: If the endogenous factors have a minor influence from exogenous variables, as indicated by the F-square value of 0.02.

(2) A value of F-squared of 0.15 indicates a being/moderate effect from the exogenous variable to the endogenous one; (3) A value of F-squared of 0.35 indicates a huge effect from the exogenous variables on the endogenous ones.

Table 4. F-Square

Variables	F-square			
	Halal Certification	Purchase Intention	Brand Image	Halal Awareness
Halal Certification		0.020	0.567	
Purchase Intention				
Brand Image		0.099		
Halal Awareness		0.056		

Source: data processed, 2023

The conclusion from the F-Square results from the table above is as follows: Halal Certification on Purchase Intention f-square=0.020 means the small effect of exogenous variables on endogenous ones. Halal Certification on Brand Image f-square=0.567 means that the effect is large from the endogenous exogenous variables. Brand Image on Purchase Intention f-square=0.099 means the small effect of exogenous variables on endogenous. Halal Awareness on Purchase Intention f-square=0.056 means the small effect of exogenous variables on endogenous.

#### 4 Hypothesis Testing Direct Effect

Hypothesis testing in this study was carried out by looking at the T-Statistics value and the P-Values value. The research hypothesis can be declared accepted if the P-Values <0.05.



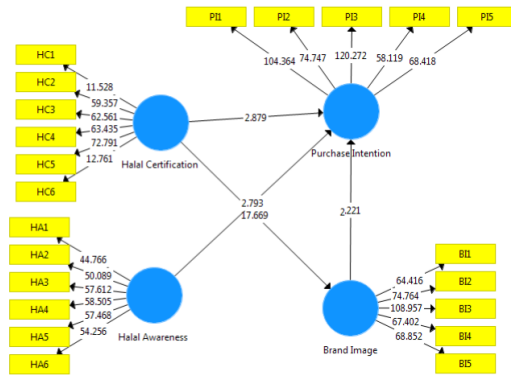


Figure 3. Hypothesis testing  
Source: data processed, 2023

4. The research hypothesis was carried out with the help of SmartPLS (Partial Least Square) 3.0 software. These values can be seen from the bootstrapping results. The rules of thumb used in this study are the t-statistic  $>1.96$  with a significance-value level of 0.05 (5%), and the beta coefficient is positive. The value of testing the research hypothesis can be shown in Table 6, and the results of this research model can be described as shown in Figure 3.

Table 6. Hypothesis testing

Correlation	T Statistics	P Values	Result
Halal Certification -> Purchase Intention	2.879	0.000	Supported
Halal certification -> Brand Image	17.669	0.000	Supported
Brand Image -> Purchase Intention	2.221	0.000	Supported
Halal Awareness -> Purchase Intention	2.793	0.000	Supported

Source: data processed, 2023

5. Table 7. Indirect Effects

Correlation	P values	Result
Halal certification -> Brand Image-> Purchase Intention	0.003	Supported

Source: data processed, 2023

Thus, it can be concluded that the Indirect Effect values are shown in the table above. An indirect effect of Halal Certification -> Brand Image -> Purchase Intention, P-Values 0.039  $<$  (0.05) (significant), then the brand image can mediate the effect of Halal Certification and Purchase Intention

#### Effect of Halal Certification on Buying Interest

Based on the results of the data analysis, it can be concluded that halal certification has a positive effect on purchase intention. It can be seen from the test showing the results obtained a significance level of 0.000, significantly less than 0.05 ( $p < 0.05$ ), and the regression coefficient has a positive result. It means that buying interest will increase with the existence of Halal certification. This research means that it succeeds in proving the hypothesis that halal certification has a positive effect on buying interest. The halal label can also be interpreted as proof of responsibility from producers to Muslim consumers because halal is part of the life principle of every Muslim. Regarding its relation to purchasing decisions, the halal label influences purchasing decisions (A. Purwanto & Sudargini, 2021; Sahir et al., 2021; Shuhada et al., 2018). So in this study, it can be assumed that the halal label positively affects consumer purchasing decisions.

#### Effect of Halal Certification on Brand Image

Based on the analysis results, the significance is 0.000 less than 0.05, and the regression coefficient has a positive impact that brand image has a positive and significant influence on purchasing decisions. Then this is in line with research conducted by Awan et al. (2015); Aziz & Chok (2013); Djunaidi et al. (2021); Perdana et al. (2018); Shuhada et al. (2018), brand image positive and significant influence on purchasing decisions. It means that the better the brand image in the minds of consumers, the higher the decision to acquire Wardah cosmetic products. The research reinforces Ambali & Bakar (2014); Anisa (2022); Awan et al. (2015); Perdana et al. (2018), with the research results stating that the brand image of a product will provide an increase in consumers' purchasing decisions. Both in terms of the taste offered and the quality of the Indomie produced. It is also confirmed by Awan et al. (2015); Aziz & Chok (2013); Shuhada et al. (2018), with the results of a brand image having a positive influence on purchasing decisions for halal cosmetic products. Then, Djunaidi et al. (2021), with the results of their research, stated that the brand image of Amidis mineral water positively affects consumer purchasing decisions. In addition, in their research, Albari & Safitri (2018) also said that brand image is a mediating variable between price and purchasing decisions, which positively affects consumer purchasing decisions.

#### The Influence of Brand Image on Purchase Intention

Brand image has a positive effect on perceived quality. From testing, it shows the results obtained a significance level of 0.000, a significance less than 0.005 ( $p < 0.05$ ) and the regression coefficient has a positive value. These results show that brand image significantly influences perceived quality (Sulaiman & Abdullah, 2022; Sunaryo, 2017). An image embedded in consumers can cause consumers to have confidence in a product that is formed because of messages and experiences obtained from a brand. A consumer will also be satisfied with the selected product if he has a positive impression (Vizano et al., 2021; Yunus et al., 2014; Yunus et al., 2014). Regarding its relation to purchasing decisions, brand image influences purchasing decisions (Sulaiman & Abdullah, 2022; Sunaryo, 2017; Vizano et al., 2021; Yunus et al., 2014; Yunus et al., 2014). Thus, this study assumes that brand image positively affects consumer purchasing decisions.

#### The Influence of Halal Awareness on Purchase Intention

Halal awareness has a positive effect on purchase intention, the results obtained a significance level of 0.000, significantly lower than 0.005 ( $p < 0.05$ ), and the regression coefficient is positive. Thus, halal awareness, certification and food ingredients are considered by consumers in their interest in buying halal products. This research proved the causes of consumer interest in halal products. The three variables mentioned above all influence buying interest. Djunaidi et al. (2021); Shuhada et al. (2018), although different

from the results shown, Muslim consumers reject product brands that are not, yet halal certified. Halal awareness plays an important role in determining purchase intention. Judging from the indicators of buying interest in halal awareness, that is, if consumers understand more about the importance of the halal concept, consumers will try to find information about these products. If consumers have received information, they will use it to cultivate attitudes and behaviour to buy it. Halal awareness plays an important role in influencing consumer buying interest. Issues regarding the concept of halal can be identified by looking at the level of understanding of Muslims towards halal suggestions (Awan et al., 2015; Aziz & Chok, 2013; Hapsoro & Hafidh, 2018). Awareness also has an important role in describing buying interest. The indicator of interest in buying halal awareness appears in exploratory interest, which explains that consumers are increasing their understanding of the importance of the halal concept. Hence, consumers always seek information related to these products. Then, after sufficient information is felt, consumers will use this information to foster attitudes and actions to make purchases of a product. It is in line with previous research conducted by Anisa (2022); Djunaidi et al. (2021); Shuhada et al. (2018), although different from the results shown, which state that halal awareness has no significant effect (Djunaidi et al., 2021).

#### Effect of Halal Certification on Buying interest through brand image

Based on the results of the data analysis, it can be concluded that Halal certification positively affects purchase intention. It can be seen from the test showing the results obtained a significance level of 0.000, significantly less than 0.05 ( $p < 0.05$ ), and the regression coefficient has a positive result. It means that buying interest will increase with Halal certification through brand image. The label is a part of the product that functions as a medium for conveying information and branding so that consumers desire to buy the product. The halal label can also be interpreted as proof of responsibility from producers to Muslim consumers because halal is part of the life principle of every Muslim. Regarding its relation to purchasing decisions, the halal label influences purchasing decisions (Najmudin & Syihabudin, 2022; A. Purwanto & Sudargini, 2021; Sahir et al., 2021). Some of the factors above are things that generally influence consumer purchasing decisions. The opinions and theories from previous studies related to this research include the halal label variable, according to Muslichah & Ibrahim (2021) stated in their research that the halal label has a significant effect on the purchasing decisions of Muslim consumers. A halal label is also in line with the research Sukesti & Budiman, (2014), which states that the halal label significantly affects consumer purchasing decisions on food products. On the price variable, price has a significant effect on consumer purchasing decisions (Monoarfa et al., 2023). However, this is different according to research which states that price has no significant effect on purchasing decisions on service products (Muslichah & Ibrahim, 2021; Sang-Hyeop Lee et al., 2016). The brand image variable significantly influences purchasing decisions for cosmetic products (Hapsoro & Hafidh, 2018; Katuk et al., 2021; Sang-Hyeop Lee et al., 2016). However, this is a different view that brand image did not significantly influence the decision to purchase chocolate products for children (Hapsoro & Hafidh, 2018).

#### 4. Conclusion

The results showed that halal certification has a positive effect on purchase intention. Halal certification has a positive impact on brand image. Brand image has a positive effect on purchase intention. Halal awareness has a positive impact on purchase intention. Suggestions for food producers in producing or selling, paying attention to the three factors above that have been researched, are halal certification, halal awareness, and halal food ingredients. For consumers, with the rise of foreign products, it is very important to pay

attention to the halal logo to ensure that the products that enter the body are truly halal. The food safety variable has an indirect effect on purchase intention through health. It means that the food safety factor increases health reasons consumers choose halal food products, even though many ignore food safety in purchasing decisions. Halal certificates also indirectly affect purchase intention through brand image variables. Even though halal certification does not directly influence consumer buying interest, halal certification can improve the brand image of food products. With the existence of halal certification, the brand image of food products will be better, especially among Muslim consumers. Halal awareness plays an important role in influencing consumer buying interest. Issues regarding the concept of halal can be identified by looking at the level of understanding of Muslims towards halal suggestions. Awareness also has an important role in describing buying interest. The indicator of interest in buying halal awareness appears in exploratory interest, which explains that consumers are increasing their understanding of the importance of the halal concept. Hence, consumers always seek information related to these products. Then, after sufficient information is felt, consumers will use this information to foster attitudes and actions to make purchases of a product.

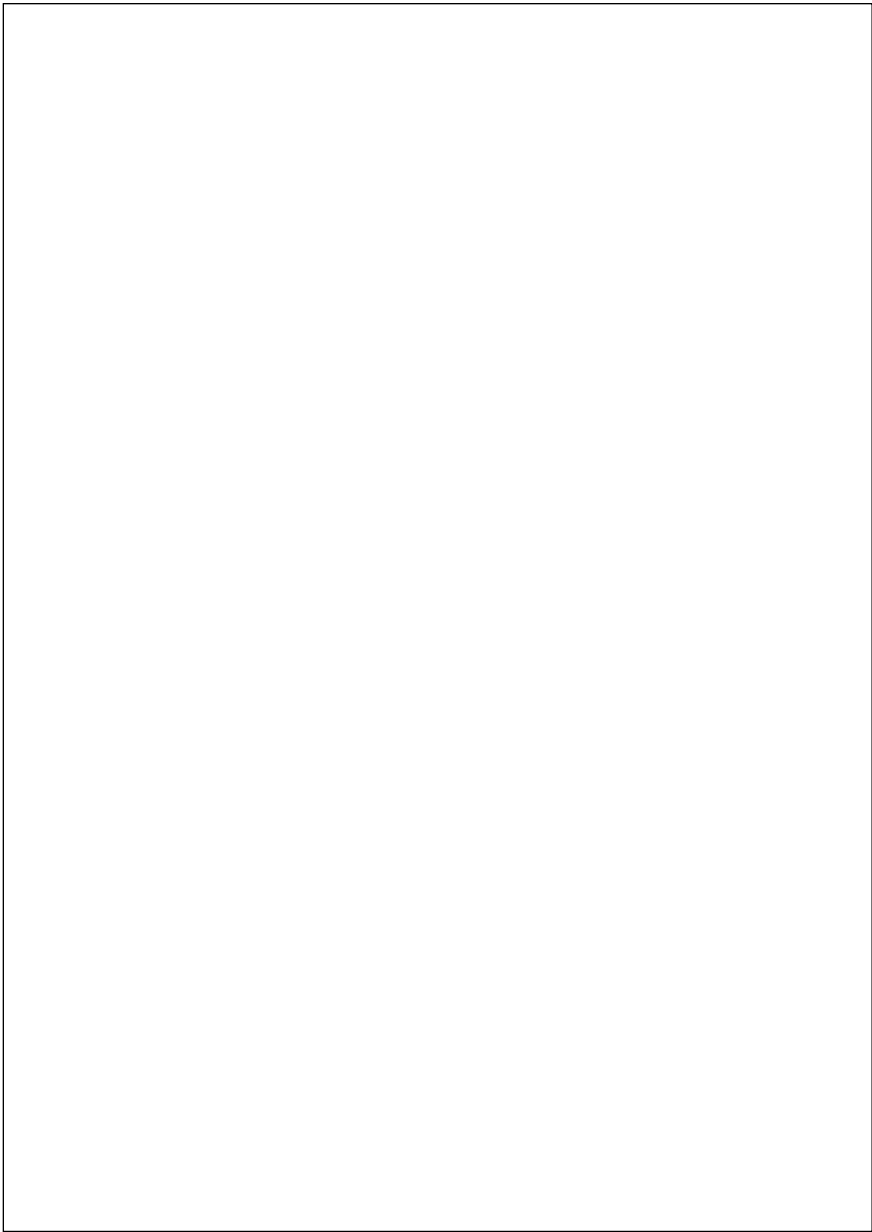
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