

Examining the Role of Religiosity in Moderating Online Purchase Intentions Toward Halal Food: A Study of Muslim Consumers in Indonesia

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Abstract

The rapid growth of internet usage in Indonesia, driven by technological advancements, has transformed consumer behavior, including the way individuals purchase food products online. In the context of halal food consumption, understanding the factors that influence online purchase intention is increasingly important. This study aims to examine the effects of halal awareness, trust, perceived ease of use, and halal certification on consumers' intention to purchase halal food through online applications, with religiosity serving as a moderating variable. Grounded in the Technology Acceptance Model (TAM) framework, this study adopts a quantitative approach. Data were collected through a self-administered questionnaire survey involving 260 respondents from several cities in Indonesia and analyzed using Partial Least Square (PLS). The results indicate that trust, perceived ease of use, and halal certification significantly influence consumers' intention to purchase halal food online, whereas halal awareness does not have a direct effect. Furthermore, religiosity does not strengthen the relationships between halal awareness, trust, perceived ease of use, and halal certification with purchase intention; instead, it weakens these direct relationships. These findings suggest that functional and institutional factors play a more dominant role than individual religiosity in shaping online halal food purchase intentions, offering important implications for platform providers and halal food businesses in designing effective digital marketing strategies.

Keywords: Halal Awareness, Trust, Perceived Ease of Use, Halal Certification, Religiosity, Purchase Intention, TAM.

1. INTRODUCTION

The rapid increase in internet usage in Indonesia, along with advances in information and communication technology, has significantly various aspects of daily life, including consumer purchasing behavior. The internet not only facilitates routine activities but also plays a crucial role in supporting business processes through the growth of online shopping platform. This digital transformation has changed how consumers search for information, evaluate products, and make purchasing decisions, particularly in the food sector (Umma & Nabila, 2023).

Alongside this technological development, Indonesia's status as the country with the largest Muslim population in the world has intensified demand for halal products, especially halal food (Juliana et al., 2024). Over the past decade, the global halal food market has experienced substantial growth. Reports from the Dubai Islamic Economic Development Center (DIEDC) and Thomson Reuters indicate that Muslim consumer spending on food reached approximately US\$1.3 trillion in 2017 and was projected to increase to US\$1.9 trillion by 2023. The growth reflects not only market expansion but also the strong religious obligation among Muslims to consume halal-certified products (Rejeb et al., 2021).

In Islam, halal consumption refers to what is permissible under Sharia law and extends beyond food to various aspects of life, including finance, tourism, cosmetics, and pharmaceuticals. In the context of food consumption, the concept of halal and *toyyib* emphasizes not only permissibility but also cleanliness, safety, and ethical production processes. Accordingly, halal certification functions as both a religious assurance and a consumer protection mechanism, ensuring that products comply with Islamic principles and do not contain harmful or prohibited elements. For

Muslim consumers, halal certification provides trust, comport, and certainty in consumption decisions (Aslan, 2023).

In the digital era, the purchase of halal food increasingly occurs through online applications. However, online transactions limit consumers' ability to directly verify product authenticity and halal compliance, thereby increasing uncertainty. Under these conditions, psychological and technological factors such as trust, perceived ease of use, halal awareness, and halal certification become critical determinants of purchase intention. Previous studies consistently highlight the importance of trust in online transactions, demonstrating its significant influence on consumer satisfaction and purchase decisions. In addition, perceived ease of use, as proposed in the Technology Acceptance Model (TAM), plays a vital role in encouraging consumers to adopt digital platforms for purchasing activities (Al-Banna 2019).

Several empirical studies further emphasize the role of cognitive and psychological factors in halal food purchasing behavior. Permana & Ahmad (2022) show that education level shapes how consumers evaluate information and assess halal attributes leading to more critical and rational purchasing decisions. Meanwhile, Amalia et al (2020) find that among Indonesian millennial, halal food purchasing is often driven by habitual behavior rather than deep religious awareness, suggesting that halal awareness does not always translate into stronger purchase intention. Conversely, Usman et al (2024), demonstrate that trust in halal certification significantly reduces perceived risk and strengthens Muslim consumers' intention to purchase halal food, particularly in situations where direct product verification is not possible.

Despite the growing body of literature on halal food consumption, inconsistencies remain regarding the role of halal awareness in influencing purchase intention, especially in online settings. While many businesses claim to offer halal products, inadequate understanding or implementation of halal standards can lead to consumer skepticism toward halal certification, potentially weakening trust and purchase intention (Osman et al., 2024). this challenge becomes more pronounced in online transactions, where physical inspection is absent.

Furthermore, religiosity has been widely recognized as an important determinant of consumer behavior in the context of halal consumption. Religiosity reflects an individual's commitment to religious values and often guides attitudes, preferences, and consumption patterns. Prior studies suggest that highly religious consumers tend to align their food choices with religious teachings (Bhutto et al 2023). However, empirical evidence regarding the moderating role of religiosity in online halal food purchasing remains limited and inconclusive. Most existing studies focus on direct effects, while the interaction between technological factors and religious values has received relatively little scholarly attention, particularly in emerging markets such as Indonesia (Loussaief et al., 2024).

Based on these considerations, this study aims to examine the effects of halal awareness, trust, perceived ease of use, and halal certification on consumers' intention to purchase halal food through online applications, with religiosity as a moderating variable. The novelty of this research lies in integrating the Technology Acceptance Model (TAM) with religiosity as a moderating construct in the context of online halal food consumption. This study is expected to contribute theoretically by enriching the literature on halal consumer behavior in digital environments and practically by providing insights for online platform providers and halal food businesses in designing strategies that better address Muslim consumers' needs.

2. LITERATURE REVIEW

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) provides a relevant framework for explaining the adoption of digital technologies, including the use of online halal food ordering applications. TAM posits that technology acceptance is primarily influenced by two key constructs: perceived usefulness and perceived ease of use. Within the Muslim consumer context, perceived usefulness refers to the extent to which halal food ordering applications are perceived to enhance the effectiveness of fulfilling halal consumption needs, such as facilitating access to halal certification information, ensuring transparency of ingredients and production processes, and improving time and cost efficiency. Meanwhile, perceived ease of use relates to consumers' perceptions of the simplicity of operating the application, including product search, ordering procedures, and payment processes, which reduces barriers to technology usage (Venkatesh, V., & Davis, F. D. (2000)).

Furthermore, technology adoption among Muslim consumers' is not solely driven by functional considerations as described in TAM. But is also shaped by religious values embedded in consumption practices. Recent studies indicate that in halal-related context, TAM is frequently extended by incorporating additional variables such as religiosity, trust, and perceived risk to enhance its explanatory power. A systematic review by Noor, N. (2024).

Therefore, in the adoption of halal food ordering applications, Muslim consumers are more likely to accept technology when it is not only easy to use and functionally beneficial but also capable of providing assurance of compliance with Islamic (Sharia) principles. This underscores the relevance of TAM in explaining technology adoption behavior among Muslim consumers, particularly when extended by incorporating religiosity a contextual or moderating variable.

Purchase Intention

Purchase intention is defined as an individual's desire or tendency to perform a purchasing action toward a particular product or brand and is widely regarded as the closest predictor of actual buying behavior. Purchase intention is dynamic in nature, as it may change over time based on consumers' cognitive and affective evaluations of information and prior experiences (Anwar, A. F., Darpito, S. H., & Nurrohim, H. (2022)). Within the consumer behavior framework, purchase intention does not emerge spontaneously but is influenced by various factors. Perceived product quality plays a crucial role in shaping positive consumer attitudes, as it reflects the product's ability to meet consumer needs expectations (Zaura, G. P., & Thaib, I. (2025)). In addition, price perception significantly affects purchase intention, whereby consumers tend to exhibit stronger buying intentions when the price is perceived as reasonable relative to the benefits obtained (Purwianti, L., Jason, J., & Yulianto, E. (2024)).

In the context of digital purchasing, perceived ease of use is a key determinant of purchase intention, as user-friendly systems or applications enhance consumer convenience and efficiency during transactions (Sakina, M., & Ali, S. (2021)). Regarding halal products, halal value and halal awareness serve as critical differentiating factors in Muslim consumer behavior, as awareness of halal status reflects the extent to which consumers understand, consider, and prioritize halal aspects in their purchasing decisions. Furthermore, purchase intention is closely associated with trust, which functions as a psychological mechanism that reduces perceived uncertainty and risk, particularly in online transactions and halal product purchases (Marits, S. A., & Zaerofī, A. (2023)).

Halal awareness refers to an individual's understanding or knowledge of halal-related aspects of a product or a particular situation, including awareness of halal criteria, values, and implications in the consumption of goods and services. In the context of halal product, halal awareness encompasses several dimensions, namely knowledge of what constitutes halal, understanding of halal requirements, and sensitivity in paying attention to halal indicators in everyday purchasing decisions, such as halal labels, certification, and product ingredients. This indicates that consumers do not merely recognize the concept of halal, but also evaluate and prioritize halal aspects in their consumption behavior. (Randolph, (2003)).

Empirical studies have demonstrated that halal awareness plays a significant role in explaining consumer's purchase intention toward halal products. Balqis, S. A., & Zulaikha, S. (2023).

Trust

Trust is an important factor in digital consumer behavior, as it reduces perceived risk and consumer uncertainty when making online purchase. In the context of online shopping behavior, trust is defined as consumer's belief that a platform, seller, or service will act consistently, securely, and reliably across all aspects of the transaction. This concept of trust encompasses three main dimensions: promise fulfillment, transaction trust, and information honesty, as commonly discussed in the product or service will be delivered in accordance with the description, quality and claims promised by the seller or platform, thereby making consumers feel confident in choosing the product (for example, halal products that comply with the halal and certification displayed on marketplace applications) (Marits, S. A., & Zaerofī, A. (2023)).

Transaction trust relates to consumer's confidence in the security of the transaction process itself, including protected digital payment systems, personal data security, and reliable delivery services in application-based e-commerce platforms (such as Tokopedia or Shoppe, which provide transaction security features). Information honesty involves consumer's perception that product information, including ingredient details, halal labels, and certification information provided on the platform is accurate, transparent and free from misleading contents, enabling consumers to make well informed purchasing decisions (Setiawan, M. R., Pudjoprastyono, H., & Hariyana, N. (2025)).

Perception Ease of Use

The Technology Acceptance Model (TAM) posits that perceived ease of use is a key determinant shaping user's attitudes and behavioral intentions toward adopting a digital systems. Perceived ease of use refers to the degree to which users believe that using a particular system requires minimal effort, encompassing simplicity, clarity of interface, flexibility, and overall convenience of use (Davis 1989).

In the context of digital halal marketplaces or halal food delivery applications, perceived ease of use reflects consumers' perceptions of how easily they can search for halal products, verify halal certification, place orders, make payments, and track deliveries through the application interface. Empirical studies demonstrate that higher perceived ease of use positively influences consumers' trust in halal digital platforms, as user friendly systems reduce uncertainty and perceived risk in online halal transaction (Iffat, B., Rajput, S., Rahman, M. N., & Zia, N. (2024). moreover, ease of use has been shown to enhance perceived halal value, as consumers are more likely to appreciate and prioritize halal attributes when the process of accessing halal information and certification is straightforward and transparent. Consequently, in halal oriented digital services, perceived ease of use not only directly increases usage and purchase intention but also indirectly strengthens trust

and halal value perceptions, which are critical drivers of consumer decision making in halal e-commerce environments (Fuadi, N. F. Z., Bukhari, B., & Firdiyanti, S. I. (2022).

Halal Certification

In the context of consumer behavior, halal labels and halal certification serve as institutional proof that a product has undergone formal verification and meets applicable halal standards, thereby influencing consumers' perceptions of products quality and safety. Research shows that the presence of halal labels increases consumer confidence in the product's compliance with sharia principles and its overall quality, thereby strengthening trust and encouraging purchasing decisions (Candra Anjassyafara, R., & El-Junusi, R. (2025). Halal certification is also often seen as an indicator of credibility that helps consumers reduce perceived risk when choosing products in an increasingly competitive market (Purnomo, I. A., Pratikto, H., & Suharsono, N. (2024).

Empirical studies in Indonesia have found that halal certification has a positive and significant effect on purchase intent and purchasing decisions, indicating that the stronger the trust in certification, the more likely consumers are to make a purchase. Ramadhan, Y., Darmawan, R., Nasihin, A. K., & Sabani, N. (2024). In addition, Dyah Arfiyanti. (2025).

Religiosity

Religiousness refers to a person's level of commitment, belief, and religious practice, which is reflected in their way of thinking, acting, and making life decisions that are influenced by religious values (Wirakurnia, A. B., Nuanmark, P., Sudarsono, H., & Ramadhana, A. (2022). In the context of halal consumption, religiosity encompasses several key dimensions: belief in Islamic principles regarding halal and haram, ritual practice as a manifestation of daily religious practices such as prayer and fasting that reflect compliance with sharia law, and religious knowledge, which includes an understanding of Islamic texts and norms relevant to halal consumption. All of which contribute to the formation of Muslim consumer preferences for halal products (Albra, W., Muchtar, D., Nurlela, N., Muliani, M., Safitri, R., & Nisa, F. Z. (2023).

Another dimension of religiosity is religious awareness, which reflects an individual's sensitivity to religious guidance in daily life, including in the context of halal product consumption. Empirical studies show that higher levels of religiosity encourage Muslim consumers to be more selective in choosing products that are in line with their religious values, including a preference for halal products, as they tend to integrate religious guidelines into their purchasing decisions (Rahmi, D. Y., Alwi, F., Lita, R. P., & Mardiah, F. P. (2025). Similarly, studies examining the moderating role of religiosity find that it enhances the effect of halal awareness on purchase decisions in multi-country samples, suggesting that religious commitment amplifies the influence of halal awareness on buying behavior among Muslim consumers (Anggraini, I., & Dewanti, D. S. (2020). Additional research also supports a positive association between religiosity, halal awareness, and purchase intention in various products contexts, reinforcing the conceptual link between these constructs Arcy Lucyano Vergian & Purbo Jadmiko. (2022). Thus, religiosity not only has a direct impact on the decision to purchase halal products, but also acts as a driving factor that strengthens the effectiveness of halal awareness in influencing the purchase intention of Muslim consumers.

In consumer behavior studies, particularly in the context of halal consumer behavior, explanatory approaches combine with statistical methods such as regression or Structural Equation Modeling (SEM) are widely used to explain how cognitive, affective, and religious value factors interact in shaping consumer purchase intentions.

3. METHODOLOGY

This study employs an explanatory research design, as the primary objective is to examine and the causal relationships among variables and to test hypotheses derived from established theories. Explanatory research is appropriate when a study seeks to answer questions related to why and how certain variables influence others, rather used in quantitative research that emphasizes hypothesis testing and theory verification through empirical data analysis (Sofya, Ayu, Nusyabani Chusnul Novita, Muhammad Win Afgani, and Muhammad Isnaini. (2024).

This study adopts a quantitative survey method to collects data from respondents and applies statistical modeling techniques to analyze the relationships among variables. The use of an explanatory approach is consistent with the research objective, which is to obtain empirical evidence regarding the determinants of consumers' purchase intention toward halal products in online food delivery platforms.

Research Variables and Model

This study examines six variables categorized according to their roles in the research model. Purchase intention serves as the dependent variable. Halal awareness, trust, perceived ease of use, and halal certification act as independent variables. Meanwhile, religiosity functions as a moderating variable that may strengthen or weaken the influence of the independent variables on consumers' intention to purchase halal food online. The proposed model reflects theoretical perspectives from consumer behavior, halal consumption studies, and technology acceptance literature.

Population and Sampling Technique

The population of this study consists of Indonesian citizens residing in various regions of Indonesia who have experience purchasing halal food online. This population was selected because it is highly relevant to the research objective, which focuses on understanding consumer behavior in the context of digital halal purchases through platforms such as GoFood, GrabFood, WhatsApp-based ordering services, and other online food delivery channels.

The sampling technique used in this study is non-probability sampling, specifically purposive sampling, which allows researchers to select respondents based on predefined criteria relevant to the study objectives. The criteria for respondents include:

1. Muslim consumers
2. Aged 18 years or older
3. Residing in Indonesia, and
4. Having prior experience purchasing halal food online

Respondents in this study come from diverse adult age groups and socioeconomic backgrounds and possess adequate access to and familiarity with digital platforms used for online food purchasing.

Sample Size Determination

The determination of sample size follows the guidelines proposed by Hair, Joe F., Christian M. Ringle, and Marko Sarstedt. (2011). and further supported by Shiau, Wen Lung, Marko Sarstedt, and Joseph F. Hair. (2019) for Partial Least Square-Structural Equation Modeling (PLS-SEM). Since the population size is large and unknown (infinite population), the minimum sample size is calculated based on the number of indicators used in the research model. According to the 10-times rule, the minimum sample size should be at least ten times the number of indicators.

This study uses 26 measurement indicators, resulting in a minimum required sample size of 260 respondents (26×10). This sample size exceeds the minimum threshold recommended for PLS-SEM analysis and is considered sufficient to ensure robust and reliable statistical estimation.

Data Collection Procedure

Data were collected through an online questionnaire survey conducted from January 15, 2025, to February 10, 2025. To ensure the quality and validity of the collected data, several procedural controls were implemented. Screening questions were placed at the beginning of the questionnaire to ensure that respondents met the established criteria. Additionally, a pilot study was conducted prior to the main survey to assess the clarity and reliability of the measurement instruments. Only responses that were fully completed and demonstrated internal consistency were included in the final data analysis, in line with best practices in online survey research (Regmi, Pramod R, Elizabeth Waithaka, Anjana Paudyal, Padam Simkhada, and Edwin van Teijlingen. (2016).

Ethical Considerations

This study adheres to ethical standards in online survey research. Each respondent was provided with an informed consent statement explaining the purpose of the study, the procedures involved, and the voluntary nature of participation. Respondents were informed of their right to withdraw from the survey at any time without any consequences. All data were collected anonymously and treated confidentially to protect respondents' privacy, consistent with ethical guidelines emphasized in prior research (Mondal, Himel, Shaikat Mondal, and Sachin Soni. (2023); Eungoo, Kang, and Hee-Joong Hwang, (2023).

Measurement Scale

The measurement instrument employs a five-point Likert scale, ranging from 1 = Strongly Disagree to 5 = Strongly Agree. This scale is used to measure respondents' perceptions of each construct, including halal awareness, trust, perceived ease of use, halal certification, purchase intention, and religiosity. Each construct is operationalized through multiple indicators adapted from prior validated studies to ensure content validity and construct reliability.

Data Analysis Technique

Data analysis was conducted using Partial Least Square-Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS software. PLS-SEM was selected because it is well suited for explanatory and predictive research, particularly when dealing with complex models, moderation effects, and data that do not necessarily meet multivariate normality assumptions. Moreover, PLS-SEM is appropriate for studies with relatively moderate sample sizes and models incorporating both reflective and formative indicators (Kurniawan, Heri. (2011).

The analysis procedure began with an evaluation of the measurement model (outer model) to assess reliability and validity. Internal consistency reliability was evaluated using Cronbach's Alpha

and Composite Reliability, while convergent validity was assessed through Average Variance Extracted (AVE) values. Discriminant validity was examined to ensure that each construct was empirically distinct from other constructs.

After establishing a satisfactory measurement model, the analysis proceeded to the structural model (inner model) to test the hypothesized relationships among variables. The moderating role of religiosity was examined using the interaction construct approach. The significance of both effects and moderation effects was assessed through a bootstrapping procedure, based on path coefficients and corresponding p-values (Sokhiful Jannah, Siti, and Indra. (2024)).

4. RESULT AND DISCUSSION

1. Outer Model Analysis

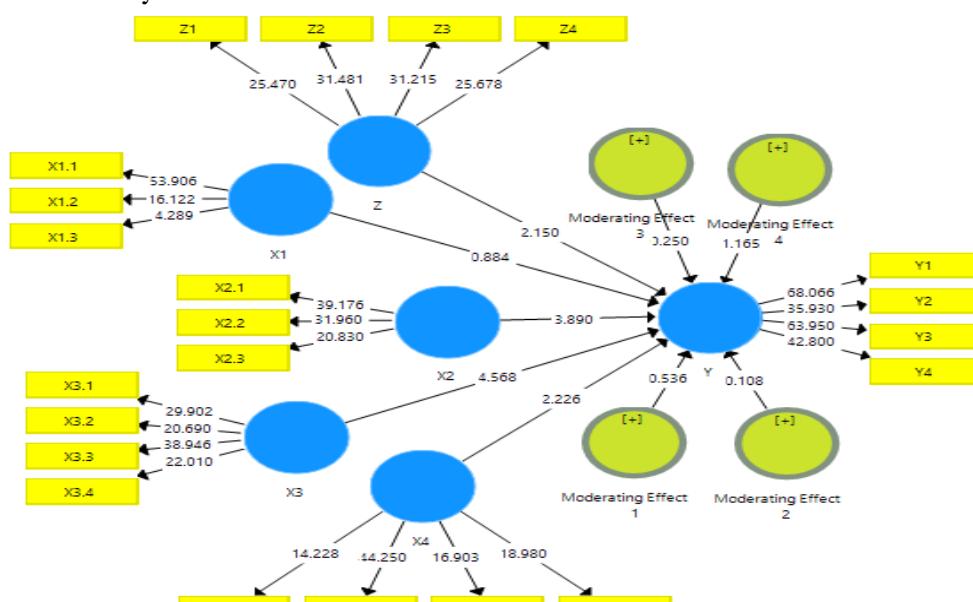


Figure 1 Outer Structural Model

Evaluation of The Measurement Model (Outer Model)

Evaluation of the measurement model is carried out to ensure that each indicator has an appropriate relationship with the latent variable it represents. Overall, these results show that each construct has good reliability and convergent validity, characterized by an Outer Loading value >0.70 . Then the AVE value >0.50 , Cronbach's Alpha and Composite Reliability (CR) for all variables are above 0.70.

Table 1. Measurement Model Results

Variable	Indicator	Outer Loading	AVE	Cronbach's Alpha	CR
Halal Awareness	X1.1	0.924			
	X1.2	0.847	0.621	0.742	0.825
	X1.3	0.742			
Trust	X2.1	0.868			
	X2.2	0.836	0.694	0.782	0.872
	X2.3	0.793			
X3	X3.1	0.820			
	X3.2				
	X3.3				
	X3.4				
X4	X4.1				
	X4.2				
	X4.3				
	X4.4				

Perceived Ease of Use	X3.2	0.768	0.644	0.817	0.878
	X3.3	0.844			
	X3.4	0.775			
	X4.1	0.786			
Halal Certification	X4.2	0.882	0.662	0.838	0.886
	X4.3	0.814			
	X4.4	0.767			
	Z1	0.921			
	Z2	0.859			
Religiosity	Z3	0.907	0.799	0.916	0.941
	Z4	0.886			
	Y1	0.829			
Purchase Intention	Y2	0.845	0.692	0.853	0.900
	Y3	0.843			
	Y4	0.810			

Source: Data Processing Results (2025)

2. Structural Model Evaluation (Inner Model)

a. R – Square Test

The coefficient of determination (R-square) measures the ability of the model to explain variations in endogenous variables. In the structural model (*inner model*), an R-square of 0.75 is considered strong, 0.50 is considered medium, and 0.25 is considered low. It can be explained that the independent variables together have an influence of 0.56% on purchase intention, while the remaining 42% is influenced by other variables not examined in this study.

Table 2 R-Square Value (R²)

	R-Square	R-Square Adjusted
Purchase Intention (Y)	0.560	0.544

Source: Data Processing Results (2025)

Hypothesis Testing Result

The results of the analysis show that the effect of halal awareness on purchase intention is not significant, because the t value (0.884) is less than 1.96. this indicates that although the coefficient is positive, halal awareness does not have a significant effect on purchase intention in this model. The effect of trust on purchase intention of halal food is very significant, because the t value (3.890) is greater than 1.96. the coefficient value close to 0 indicates a significant relationship even though the effect is relatively small. This means that trust has an important role in increasing purchase intention.

Perceived convenience has a significant effect on purchase intention, with a fairly high t value (4.568), indicating a very strong and significant relationship. This means that the ease of using online applications to buy halal food can increase consumer buying intentions. Halal certification has a significant effect on purchase intention with a t value (2.226) of more than 1.96. meaning that the presence of halal certification in online applications plays a role in increasing the intention to buy halal food.

The results of the hypothesis testing analysis regarding the role of mediating variables in this study indicate that the moderation of religiosity variables in the relationship between halal awareness and purchase intention is not significant, because the t value (0.536) is less than 1.96.

this indicates that this moderating variable does not strengthen or weaken the effect of halal awareness on purchase intention. Likewise with other variables, namely religiosity moderation in the relationship between trust, perceived ease of use and halal certification on purchase intention, this shows that there is no moderating variable that significantly moderates the relationship between independent variables and purchase intention.

Table 3 Hypothesis Testing

Hipotesa	Koefisien	Nilai t
H1 Halal Awareness → Purchase Intention	0.377	0.884
H2 Trust → Purchase Intention	0.000	3.890
H3 Perceived Ease of Use → Purchase Intention	0.000	4.568
H4 Halal Certification → Purchase Intention	0.026	2.226
H5 Religiosity Moderates X1 → Y	0.592	0.536
H6 Religiosity Moderates X2 → Y	0.914	0.108
H7 Religiosity Moderates X3 → Y	0.803	0.250
H8 Religiosity Moderates X4 → Y	0.245	1.165

Source: Data Processing Results (2025)

b. Q^2 Predictive Relevance

The Q^2 value can be used to assess how good the model is at producing observed and estimated parameters. If the Q^2 value is more than 0, it indicates that the model has a good predictive correlation. The Q^2 predictive relevance value can be measured in several ways, including:

$$\begin{aligned}
 Q^2 &= 1 - (1 - R^2_{\text{purchase intention}}) \\
 &= 1 - (1 - 0.560) \\
 &= 1 - 0.560 \\
 &= 1 - 0.42 \\
 &= 0.56
 \end{aligned}$$

The Effect of Halal Awareness on The Intention to Buy Halal Food

The results of study indicate that halal awareness does not have a significant effect on the intention to purchase halal food in the context of purchasing through digital platforms, which means that even though consumers understand the concept and importance of halal products, this understanding does not directly encourage their intention to purchase. This finding contrasts with several studies that found positive effects of halal awareness on purchase intention, such as Nurdiasari, Aisyah Putri, and Khusnul Fikriyah. (2025) (halal awareness significantly influenced purchase intention although not directly purchase decision). and other research reporting that halal awareness is an important component in shaping consumer attitudes and intention in specific contexts (Sari, Mia, Aam Slamet Rusydiyah, Indra Indra, and Sherrindra Avedta. (2023). meanwhile, some studies indicate that halal awareness may not directly influence purchase intention without mediation from other factors like attitude or religiosity, suggesting that awareness alone does not always translate into purchase motivation (Gredenggo, A. F., Farisi, H., & Safitri, A. (2024). One theoretical explanation is that in majority-Muslim markets, halal may be perceived as a default requirement rather than a differentiating motivator, so consumers do not rely solely on awareness but also consider trust, platform credibility, and other decision cues when deciding to shop online

(Deti, Sri. (2025). Therefore, this study's findings suggest that while halal awareness remains relevant conceptually, its direct effect on purchase intention can be weak or non-significant without supportive factors such as religiosity, credible certification, or strong trust in the e-commerce environment.

The Effect of Trust on the Intention to Buy Halal Food

This study hypothesizes that trust has a positive and significant effect on consumers' intention to buy halal food, particularly in the context of online purchasing platforms, where uncertainty regarding product authenticity and compliance is relatively high. This finding indicates that trust plays a crucial role in reducing perceived risk and enhancing consumers' confidence, thereby strengthening their intention to purchase halal food, which is consistent with the fundamental premise of consumer trust theory in electronic commerce (Gefen, David, Elena Karahanna, and Detmar W Straub. (2003). empirically, the result aligns with prior studies in halal consumption literature, such as Begum, Sakera, Mohammed Alamgir, Tania Sharmin, and Mohammad Tayub Chowdhury. (2025), who demonstrate that trust significantly influences halal food purchase intention because consumers rely on trusted sellers and verified halal information when direct product inspection is not possible. Similarly, Lada, Suddin, Geoffrey Harvey Tanakinjal, and Hanudin Amin. (2009) explain that in halal markets, trust serves as a psychological assurance mechanism, especially when consumers are unable to verify production processes, making trust more salient than mere awareness.

From a sociocultural perspective, in Muslim-majority countries like Indonesia, halal is often perceived as a normative expectation, therefore, trust in halal certification bodies, sellers, and digital platforms becomes the decisive factor rather than basic halal awareness, as argued Aziz, Yuhanis Abdul, and Nyen Vui Chok. (2013), who found that trust mediates the relationship between halal attributes and purchase intention. In the context of digital commerce, platform credibility, transparency of halal certification, and user reviews further reinforce trust, which in turn strengthens purchase intention, as supported by Canova, Luigina, Andrea Bobbio, and Anna Maria Manganelli. (2020), who highlight that trust is a central determinant of online food purchasing behavior. Moreover, although religiosity is often assumed to strengthen the trust-intention relationship, several studies indicate that religiosity may not significantly moderate this relationship in markets where halal compliance is institutionalized, because consumers already assume baseline halal conformity and instead focus on transactional trust (Suci Asih, Vemy, Elsa Yulandri, Dadang Husen Sobana, Dudang Gojali, and Article History. (2023). Therefore, this study confirms that trust functions as a pivotal construct that integrates halal certification credibility, platform reliability, and perceived integrity of sellers, positioning trust as a key driver of halal food purchase intention rather than an isolated variable within the broader halal consumption framework.

The Effect of Perceived Ease of Use on Intention to Buy Halal Food

This study hypothesized that perceived ease of use positively influences consumers' intention to buy halal food online, and the empirical results confirm this hypothesis by showing a significant positive relationship between perceptions of ease of use and purchase intention. The finding aligns with recent empirical evidence suggesting that perceived ease of use enhances purchase intentions in online shopping contexts, as simpler, more intuitive platforms encourage users to engage in transactions with lower cognitive effort and higher confidence (Oktania, Dyan Erlyn and Indrawati, Andarini Tias. (2022). Similarly, studies in general online markets indicate that when users perceive an online system as easy to navigate and use, their likelihood to form favorable purchase intentions increases, which is consistent with the Technological Acceptance Model (TAM) that frames ease

of use as a key antecedent of behavioral intention (Mirza Rizaldi, Mulyono Mulyono, and Choirul Anam. (2025).

In the context of food and grocery e-commerce, perceived ease of use has also been shown to positively influence consumers' repurchase intention, suggesting that ease of interaction facilitates continued engagement with online food services (Basyar, Khoirul, and Sanaji. (2018). Moreover, research examining the role of ease of use and perceived risk on online purchase decisions within the Islamic economic perspective finds that ease of use contributes positively to consumers' willingness to buy online, especially when combined with trust and lower perceived risk (Novianti, Irohdathul, and Umi Julaihah. (2025). Theoretically, perceived ease of use reduces barriers related to technology complexity and time investment, enabling consumers to focus more on product attributes such as halal certification and price rather than usability issues. In the specific context of halal food apps and platforms, this means that usability features, such as clear menus, straightforward checkout processes, and accessible halal information can strengthen purchase intention by minimizing frustration and decision inertia (Sirda, Ihwan Susila, Moechammad Nasir, and Soepatini Soepatini. (2024). Therefore, these findings suggest that enhancing perceived ease of use is crucial in digital halal marketplaces to support consumer decision making and optimize purchase behavior, which reinforces the role of usability as a central driver of purchase intention in online halal food contexts.

The Effect of Halal Certification on The Intention to Buy Food

This study hypothesized that halal certification has a direct and positive effect on consumers' intention to buy halal food, and the empirical result support this hypothesis by demonstrating a significant positive influence of halal certification on purchase intention. The positive effect of halal certification on consumers' buying interest aligns with prior empirical studies showing that products labeled and certified halal tend to increase consumer confidence and intention to purchase, as the certification functions as credible signal of compliance with religious and safety standards (Fauzi, Muhammad Ashraf. (2023). Similarly, research in Indonesian halal markets found that halal certification significantly influences millennial's purchase intention for food products, indicating that certified halal labels help consumers form stronger intent to buy because they reduce doubts about product compliance with Islamic requirements (Seo, Yuna, Kazuya Yamaguchi, Fitri Aprilianty, and Niken Prasasti Martono. (2025).

Theoretically, this relationship can be explained by signaling theory, where halal certification serves as an external cue that reduces informational asymmetry between producers and consumers by assuring consumers about the authenticity, safety, and religious compliance of the product, thereby, increasing consumers' perceived value and motivation to purchase. Furthermore, in majority Muslim contexts such as Indonesia, halal certification also contributes to building trust and perceived quality, making it easier for consumers to distinguish certified products from uncertified ones, which enhances the intention to buy halal food (Shahnia, Citra, Dudi Permana, Sri Harini, Endri Endri, and Mutia Wahyuningsih. (2024). Therefore, these findings suggest that halal certification plays a crucial role in shaping consumer purchase intention in halal food markets by functioning as a quality guarantee and trust signal that strengthens consumers' motivation to choose certified halal products over uncertified alternatives.

Effect of Halal Awareness on Intention to Buy Food Moderated by Religiosity

Empirical research shows that halal awareness does not significantly effect purchase intention in the context of purchasing halal food through online applications, either directly or when influenced by religiosity as a moderating variable. Other similar studies have also found that in the

moderation model, religiosity does not strengthen the effect of halal awareness on the purchase intention of a halal product when tested statistically, even after considering the interaction between the two (Koc, Fatih, Bekir Ozkan, Marcos Komodromos, Ibrahim Halil Efendioglu, and Tamer Baran. (2024). This contradicts most literature, which generally considers religiosity to be an important factor in Muslim consumer behavior. However, in the context of digital and e-commerce, consumers tend to make purchasing decisions based on practical considerations such as price, convenience, and platform service quality, rather than solely on spiritual motivations (Lahuri, Setiawan bin, NurmalaSari Mulia Putri, Rusyda Afifah Ahmad, and Akhmad Affandi Mahfudz. (2025).

In addition, the emergence of the phenomenon of halal fatigue, where consumers living in Muslim majority societies take halal status for granted means that halal awareness no longer significantly influences purchasing decisions, as consumers have internalized halal values without the need for additional reinforcement in the context of digital platforms (Supriani, Indri, Sri Yayu Ninglasari, and Sri Iswati. (2025). Furthermore, several studies show that distrust of halal labels or certifications displayed in e-commerce can hinder the role of halal awareness in driving purchase intent, so that religiosity is not strong enough to positively moderate this relationship (Syaefulloh, Syaefulloh, Lizar Alfansi, Effed Darta Hadi, and Muhartini Salim. (2025). Therefore, the decision to purchase halal food online is more influenced by utilitarian factors and digital experience, while religious motivation and halal awareness, although still important in Muslim consumer behavior theory, fail to increase purchase intention in this moderation model.

Effect of Belief on Intention to Buy Halal Food Moderated by Religiosity

The result of the study indicate that religiosity does significantly strengthen the effect of trust on consumers' intention to purchase halal products, meaning that the interaction between trust and religiosity as a moderating variable does not support the moderation hypothesis in this research model. Other studies have observed that although religiosity is often assumed to be a key factor in halal purchasing behavior, its moderating role is not always strong in the relationship between trust or awareness and purchase intention, particularly when other attributes play a more decisive role in shaping consumer behavior. For, example, research on Muslim Generation Z In Indonesia found that halal awareness and knowledge contribute positively to purchase intention, while religiosity as a moderating variable does not enhance the predictive power of trust on purchase intention, as the purchasing preferences of this generation are more strongly influenced by their knowledge and experiences with halal products than by religious motivation alone (Febriandika, Nur Rizqi, Vamel Wijaya, and Lukmanul Hakim. (2023).

One theoretical reason why religiosity fails to strengthen the relationship between trust and purchase intention is that religiosity often operates through mediating variables such as attitude (consumer attitudes) or subjective norms (social pressure), rather than acting as a direct enhancer of this relationship. Consequently, the direct moderating effect of religiosity in many models tends to be statistically insignificant when mediators or intervening factors are included in the analysis (Rahmawaty, Penny, Tulus Haryono, Lilik Wahyudi, and Ahmad Ikhwan Setiawan. (2025). Moreover, in the context of modern shopping, particularly in e-commerce and digital marketplaces, pragmatic factors such as product quality, digital platform experience, price, consumer reviews, and trust in product information often become the primary determinants of purchase decisions, resulting in abstract religious motivations not directly strengthening the relationship between beliefs and purchase intention (Elsandra, Yesi, Yofina Mulyati, Tiara Turay, and Nova Mustiqo. (2023). Overall, religiosity fails to strengthen the effect of trust on purchase intention because it is

more likely to operate through complex mediating pathways or to less dominant than pragmatic factors in the digital era. Consequently, the role of religiosity as a moderator in this relationship does not hold in the context of this study, and this finding helps to broaden theoretical insights into the dynamics of modern halal consumer behavior, which is increasingly shaped by pragmatic considerations and digital experiences.

Effect of Perceived Ease of Use on Intention to Buy Halal Food Moderated by Religiosity

The empirical findings of this study indicate that religiosity does not significantly strengthen the effect of perceived ease of use on the intention to purchase halal food, meaning that the interaction effect between perceived ease of use and religiosity on purchase intention is not statistically supported in the context of this analysis, consistent with other studies showing that religiosity does moderate the relationship between ease of use and online shopping behavior within the context of Muslim digital shopping behavior (Naseri, Roszi Naszariah Nasni, Asnidar Hanim Yusuf, and Idris Oyewale Oyelakin. (2023). This finding differs from a number of earlier studies that predominantly employed the Technology Acceptance Model (TAM), which assumes that religiosity can strengthen the relationship between perceived ease of use and purchase intention, particularly among Muslim consumers who integrate religious preferences with the adoption of digital technologies. However, various contemporary studies indicate that the moderating role of religiosity in the relationship between perceived ease of use and purchase intention is less consistent or even statistically insignificant, suggesting that consumers are more strongly influenced by other factors when making online purchase (Ashfahany, Afief el, Fatimah Azzahra, Yayuli, and Ibrahim Musa Unal. (2023).

In addition, the phenomenon of digital adaption among younger buyers indicates that consumer satisfaction with the ease of use of platform technologies becomes a key driver of online purchasing. Consequently, even consumers have a religious orientation, religious motivation is not sufficient to strengthen the relationship between perceived ease of use and the intention to purchase halal food, as their focus is more on technological utility than on spiritual values alone (Yuliani, Irma, Muhammad Amin, and Ravika Mutiara Savitrah. (2023). Overall, religiosity fails to moderate the effect of perceived ease of use on the intention to purchase halal food because digital platform usage experience is more dominant in determining online purchasing behavior. Consequently, the role of religiosity as a moderator in this model is not supported, and this finding helps to broaden theoretical insights into the dynamics of modern halal consumers, which are increasingly influenced by digital experiences.

Effect of Halal Certification on Intention to Buy Halal Food Moderated by Religiosity

The empirical findings indicate that religiosity, as a moderating variable, is unable to strengthen the effect of halal certification on the intention to purchase halal food. Accordingly, the interaction effect between halal certification and religiosity on purchase intention is not statistically in the context of this analysis, which is consistent with previous studies showing that although halal certification has a positive role in influencing purchase intention, the moderating effect of religiosity on this relationship often does not occur empirically (Basri, Yuswar Zainul, and Fitri Kurniawati. (2019). The finding differs from several previous studies that generally show that halal certification and religiosity each have a positive individual effect on purchase intention, as halal certification is perceived to provide assurance of Sharia compliance and religiosity strengthens spiritual motivation to purchase halal products. However, the moderating role of religiosity between these product attributes and purchase intention has not been consistently supported across many empirical models (Mutmainah, liyatul. (2018).

Literature on digital consumer behavior indicates that Muslim consumers in modern environments often prioritize pragmatic factors such as the credibility of certification labels, product quality, and online shopping experience as the main determinants of purchase decisions. Consequently, although halal certification is an important indicator, religious motivation does not always strengthen the effect of halal certification on purchase intention in e-commerce or digital marketplaces (Nurhamidah, Umi. (2025). Moreover, other studies indicate that in digital context or well-informed markets, consumers' understanding and acceptance are already relatively high. As a result, differences in levels of religiosity do not significantly strengthen the relationship between halal certification and purchase intention, because consumers tend to perceive halal certification as a baseline requirement that has already been fulfilled, without the need for additional religious reinforcement (Widyanto, Hanif Adinugroho, and Muhammad Khalil Irfanur. (2019). Contextually, this phenomenon is consistent with studies on modern halal consumer behavior, which indicate that pragmatic factors such as the clarity of certification, user reviews, and other product attributes exert a more dominant influence on purchase intention than religious motivation alone. As a result, the role of religiosity as a moderating variable in the relationship between halal certification and purchase intention is found to be insignificant in this model. This, finding provides additional theoretical insight into the dynamics of halal consumption in the digital era, which is increasingly shaped by utilitarian elements and platforms user experience rather than by abstract religious motivation (Humairatunnisa, Hanny. (2022).

5. CONCLUSION

This study concludes that purchase intention toward halal food on digital platforms is driven more by functional factors and trust than by halal awareness or consumers' level of religiosity. Halal awareness does not appear to contribute directly to purchase intention, nor does it strengthen this relationship through the moderating role of religiosity, suggesting that conceptual understanding of halal alone is insufficient to motivate purchasing decisions in a digital context. In contrast, trust, perceived ease of use, and the presence of halal certification significantly enhance purchase intention, although halal certification tends to be perceived as basic requirement rather than a source of spiritual differentiation. Reflectively, these findings indicate a shift in the behavior of modern Muslim consumers, in which purchasing decisions are increasingly shaped by pragmatic considerations, platforms experience, and information credibility, while religiosity tends to operate in a more implicit or indirect manner.

From a practical perspective, these results suggest that business practitioners and digital platforms managers should prioritize improving application service quality, ease of navigation, and the transparency and credibility of halal certification, rather than relying primarily on religious appeals as a marketing strategy. Theoretically, this study enriches the halal consumer behavior literature by demonstrating that religiosity does not always function as a moderating variable that strengthens the relationship among key constructs, particularly within digital ecosystems.

Nevertheless, this study has limitations in terms of the geographical context and the platforms examined, the use of a general measure of religiosity, and the fact that psychological mediation pathways have not yet been tested. Therefore, future research is recommended to broaden the sample scope, test mediation models, and employ more diverse methodological approaches.

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