

The Relationship of Attitude, Perceived Behavioral Control, Subjective Norm on Halal Food Purchasing Behavior on Indonesian Muslim Millennials

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Currently, halal food is one of the interesting topics to research, especially in Indonesia, because halal food has great potential and contribution in the halal sector. This study aims to examine the purchasing behavior of halal food among generation z Muslims in Indonesia. Respondents were randomly selected from generation z Muslims who consume halal food through questionnaires, resulting in 179 respondents. This study uses Structural Equation Modeling (SEM), showing a positive and significant relationship between attitude and purchase intention, perceived behavioral control and purchase intention, perceived behavioral control and satisfaction, purchase intention and satisfaction. This is in accordance with the Theory of Planned Behavioral applied in this study. Meanwhile, subjective norms and purchase intention showed a positive but insignificant relationship with the model tested. This study contributes to understanding halal food purchasing behavior, especially for generation z Muslims and the level of consumer satisfaction with these products and as an evaluation material for halal food entrepreneurs.

Keywords: Purchasing Behavior; Halal Food; Generation Z; SEM-PLS

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INTRODUCTION

Currently, the level of halal food consumption is increasing in Indonesia. This is due to the increasing level of awareness and need for Muslim consumers to consume products that comply with the principles of Islamic law. Based on statistical data, consumption of halal products continues to increase every year and is projected to increase to US\$282 billion in 2025 and halal food and beverages are the largest contribution. Indonesia, as the country with the largest Muslim population in the world, certainly has enormous market potential, especially for halal products (Adinugraha & Sartika, 2019). The Royal Islamic Strategic Studies Center report (2022) stated that the total Muslim population in Indonesia reached 237.55 million or 86.7% of the total population of Indonesia.

According to the report (State of the Global Islamic Economy Report, 2019), the halal food and beverage market throughout the world will continue to grow and reach a value of USD 1.97 trillion in 2024. In Indonesia, consumption of halal goods and services reaches USD 220 billion, placing it in first place in the world in total global halal spending which reached USD 1.37 trillion. State of the Global Islamic Economy Report, (2019) also states that total global spending by Muslim consumers on food is estimated to reach \$1.37 trillion, experiencing growth of 5.1% compared to 2017. It is estimated that this total spending will continue to grow at this rate, amounting to 6.3% per year, so that it reaches \$2.0 trillion in 2024. In addition, in the State of the Global Islamic Economy Report, (2019), Indonesia is listed as a country that consumes halal products in the world, with sufficient consumption value. Statistical data shows that Indonesian halal consumers are predicted to reach 262.733 million people in the 2025-2030 period and even reach 267.038 million people in the 2040-2045 period (Haque, 2023).

As the economy continues to grow, the level of per capita consumption is also increasing, where people no longer only focus on eating in restaurants but also pay attention to better taste quality, higher style, and more popular restaurants (Liaw, 2008). Generation z as the younger generation helps in sustainable economic growth. According to a report from the Indonesian Central Statistics Agency (BPS) which refers to 2020 Population Census data, Generation Z is a population group born between 1997 and 2012 and is estimated to be between 11 and 26 years old currently. Generation Z is the next generation of the millennial generation (Maioli, 2016). Therefore, it is important for halal

producers to present and carry out many innovations related to halal products so that the wider community, especially generation z Muslims in Indonesia, are interested in and consume halal food as a *lifestyle*.

In this study, the research focus is on halal food purchasing behavior and Muslim consumer satisfaction with halal products, because most people tend to act according to what they want. It is important to understand the factors that influence consumer purchasing intentions because these factors contribute to the company's success as written by (Liaw, 2008). According to Afendi et al., (2014), when consumers' purchase intentions increase, they tend to share their experiences with those closest to them, which is often known as "word of mouth," and provide advice and recommendations to others. As a result, this can influence other potential consumers to buy products, especially halal products. By understanding consumer purchasing intentions, supermarkets, hypermarkets and other entrepreneurs can fulfill consumer needs and desires, which will ultimately achieve consumer satisfaction (Espejel et al., 2008). Satisfied consumers will most likely repeat their purchases, or in other words repatronize supermarkets, which is one of the company's goals, to gain long-term profits and have a competitive advantage compared to the market rival. At this level, researchers will look more deeply at several factors, namely attitudes, subjective norms and perceived behavioral control and how they influence purchase intentions among Muslim consumers (Afendi et al., 2014)

This research aims to examine the role of attitudes, perceived behavioral control, subjective norms on halal food purchasing behavior and consumer satisfaction, especially among generation z Muslims in Indonesia by applying the Theory of Planned Behavior in this research. From a theoretical perspective, this research can contribute to understanding how consumer awareness of Halal issues is increasing. The novelty of this research lies in the research object, namely the Muslim z generation, which is one of the supporting factors for increasing sustainable economic development. Other empirical research only concentrates on increasing knowledge about awareness and intention to choose halal products (Nurhayati & Hendar, 2020) and the factors that influence the intention to purchase halal products among consumers in selected supermarkets around the need and shows that attitudes, subjective norms, and perceived behavioral control has a positive impact on intention to

purchase Halal products and consumer satisfaction (Afendi et al., 2014).

LIBRARY STUDY

a. Theory of Planned Behavior

The Theory of Planned Behavior (TPB) is the basis used to see the relationship between attitudes, perceived behavioral control, subjective norms on halal food purchasing behavior and consumer satisfaction. TPB is a cognitive model that aims at variations in consumer behavior (Ajzen, 1991). According to Zemore & Ajzen, (2014), TPB is the most influential theory in health psychology, apart from that, TPB has also been successfully used to explain and predict behavior in many dominant behaviors (Ajzen, 2020). Tarkiainen & Sundqvist, (2005), stated that TPB has been widely recognized and applied in studies related to food, and studies related to halal food (Shah Alam & Mohamed Sayuti, 2011a). TPB is a theory developed based on an extension of the theory of Reasoned Action (TRA). TRA is a social psychological model which states that a person's actual behavior in carrying out certain actions is directly influenced by their own behavioral intentions. The behavioral intention, in turn, is determined by subjective norms and attitudes toward the behavior as central factors (Fishbein & Ajzen, 1975).

Furthermore, previous empirical research examining halal purchase intentions applied the TPB as the theoretical basis, namely (Atikaputri & Indonesia, 2023), then research examined by (Rachbini & Rachbini, 2018). TPB also provides an effective framework in identifying predictors of intention to purchase car-related technologies, such as autonomous cars (Kelkel, 2015), determinants of halal purchase intention (Afendi et al., 2014) and TPB is an appropriate framework to explain any behavior that involve planning, such as entrepreneurship (Ajzen, 1991).

According to the theory of planned behavior, there are three main components that influence human attitudes towards behavior, namely: attitude, subjective norm, and perceived behavioral control. Through these three main components, the TPB provides guidelines for predicting human social behavior (Siqueira et al., 2022). The most relevant component of TPB is attitude towards behavior, which is influenced by collective behavioral beliefs such as the belief that the product is halal, and can produce favorable attitudes such as having the intention to purchase. Meanwhile, subjective norms are another part of beliefs, which refer to the social incentives involved in certain behavior.

b. Halal Concept

The word "halal" comes from Arabic which means permitted or in accordance with the law. On the other hand, the word "haram" also comes from Arabic, which means prohibited or not in accordance with the law (Hasanah et al., 2021). In terms of terminology, halal means something that is permitted by the syara' to be done (Moh. Bahrudin, 2010). This is supported by Adinugraha et al., (2018) who state that halal is something that refers to all things that are permitted or permissible according to the Shari'a for consumption or use. In Islamic law, halal is a very important thing and is considered the core of the religion. Every Muslim who will do, use, or especially consume something, is expected to ensure that it is halal and haram based on religious teachings. If it is halal, they are allowed to do so, use or consume it. However, if it is clearly forbidden (haram), a Muslim should abstain from it. According to scholars, the position of halal and haram is very important. *Islamic law (fiqh) is the knowledge of halal and haram*" (Rahmadani, 2015).

As for the arguments that explain that a Muslim must consume halal food, one of them is Q.s Al-Baqarah: 168 which means "*O man! Eat from the halal and good (food) found on earth, and do not follow the footsteps of Satan. Indeed, the devil is a real enemy for you*". Then in Q.s Al-Baqarah: 172 which means "*O you who believe, eat from among the good sustenance that We have given you and give thanks to Allah, if you truly worship Him*". The verses above not only state the obligation to consume halal and holy food, but are also an expression of gratitude and proof of a Muslim's obedience.

Furthermore, the halal concept emphasizes the importance of cleanliness, safety, virtue, purity, manufacturing processes, production, honesty, truth, and food services as well as other financial and even social activities. This concept is considered a strong foundation in Islam to ensure that all aspects of life are carried out well (Nurhasanah & Hariyani, 2018), apart from that, halal food producers must also provide good service (Zahrah & Fawaid, 2019) so as to provide satisfaction to consumers. Therefore, as a Muslim, it is necessary to increase purchasing behavior or intention to purchase halal food in Indonesia, especially among the Muslim generation z, through attitudes, perceived behavioral control, subjective norms that are in accordance with Islamic law so as to produce an Islamic generation, especially in the field of consuming halal food.

c. Attitude

Attitude is an individual's tendency to evaluate objects or situations in a positive or negative way (Jelita, 2020). According to (Siqueira et al., 2022) attitude is a subjective evaluation of a particular object which involves affective (emotional), cognitive (knowledge and belief) and behavioral (intention and action) components. Research written by (Shah Alam & Mohamed Sayuti, 2011b) found that there is a significant and positive relationship between attitudes and intentions to buy halal products. The study findings show that the TPB model is able to explain 29.1 percent of the variation in intention to purchase halal products. Attitude is considered an important factor that influences consumers' intention to buy halal products, because individuals who have a high positive attitude tend to have a greater intention to buy halal products. These findings strengthen the statement put forward by (Ajzen, 1991) which states that attitude is an important element for predicting and describing someone's behavior.

d. Perceived Behavioral Control

In the *Theory of Planned Behavior*, Ajzen & Fishbein, (1977) stated the importance of perceived behavioral control as a factor that influences purchasing intentions and individual behavior. This is measured through an individual's confidence in his ability to control desired behavior and overcome all obstacles. There are two components that are factors in inhibiting a person's behavioral performance (Ajzen, 2002), *First* is self-efficacy which is a person's belief in his ability to carry out a behavioral performance. *Second*, refers to the availability of the resources needed to perform the behavior.

Quoted in (Rachbini & Rachbini1, 2018), Kim and Chung's findings in 2011 concluded that perceived behavioral control remains a significant predictor in influencing intentions. The study results also confirm that perceived behavioral control has a significant positive relationship, indicating that a stronger influence of control in explaining behavioral variation is reasonable. It is determined by the individual's beliefs about the power of situational and internal factors to facilitate the desired behavior. The more control and feelings a person has over purchasing halal products, the less perceived the difficulty of carrying out certain behaviors depending on the availability of the product and the affordability of the product (Ajzen, 1991).

According to Ajzen & Fishbein, (1977), defining subjective norms as individuals' perceptions regarding

the social pressure they feel to do or not do a certain behavior. Subjective norms include influences from people considered important to the individual, such as family, friends, or coworkers. The study written by Vallerand et al., (1992) found evidence that there is a causal relationship between subjective norms and intentions. These findings are supported by Lada et al., (2009) confirming that subjective norms also have a significant influence on intentions. In their findings, subjective norms were proven to be the most influential driving factor in forming intentions to choose halal products. Other empirical research also indicates that social influence from family and friends has a significant impact on purchase intentions (Kelkel & Pelsmacker, 2017). Differences in beliefs about halal products among consumers influence purchasing intentions, and in this case, attitudes and subjective norms are important factors in forming these intentions (Lada et al., 2009). Subjective norms are social influences felt by consumers and influence their decisions to buy halal food (Shah Alam & Mohamed Sayuti, 2011b).

f. Purchase intention and satisfaction

Satisfaction is defined as a positive feeling or positive evaluation resulting from the experience or fulfillment of a product or service (Kotler & Keller, 1992). Higher consumer satisfaction will encourage intention to purchase the product. Thus, it can be concluded that the intention to purchase a product is influenced by the level of satisfaction felt by consumers. In the literature, satisfaction is explained in various ways that include various aspects, such as results or responses from customers, responses to expectations, or responses after repeated use of the product (Giese, 2002). According to (Rachbini & Rachbini1, 2018), intention to purchase is more influenced by consumer attitudes than other factors such as demographics or economic conditions. The theory of reasoned action (TRA) states that behavior arises from individual intentions, which are influenced by attitudes and subjective norms, both of which are the result of beliefs and social influence. In the literature, there is much emphasis on the importance of purchase intentions and consumer behavior (Woodside, 1984). From the literature, values directly influence consumer intentions, and indirectly influence purchasing intentions and behavior through consumer attitudes.

RESEARCH METHODS

a. Data

The data used in this research is primary data, namely data collected directly by researchers to answer research problems or objectives. Data was collected through an online questionnaire distributed via Google forms to the Muslim Generation Z who had ever purchased halal food. A five-point Likert scale was used to answer each question in this research questionnaire, starting from one (strongly disagree), two (disagree), three (neutral), four (agree) and five (strongly agree). The Likert scale is a type of scale used to collect information to understand or measure qualitative and quantitative information. The information is collected to confirm a person's views, perceptions, or attitudes regarding an event.

Apart from that, in this research the SEM-PLS method was used using SmartPLS 3 software. Research data was collected using a random sampling method, namely random data collection from generation z Muslims who consume halal food. The random sampling method is an approach commonly used in research and surveys. The minimum number of valid respondents required in SEM-PLS research is 100 people (Kock & Hadaya, 2018).

b. Method

SEM-PLS (Structural Equation Modeling - Partial Least Squares) is a multivariate statistical method used to test the relationship between variables in the measurement model and the structural model. This method allows researchers to analyze and model relationships between complex variables in a robust statistical framework. In SEM-PLS, analysis is carried out by paying attention to the causal relationship between latent variables and observed variables, as well

as taking into account the effects of influence between these variables (Leguina, 2015).

This method is used to test complex models with many variables and relationships between variables. In SEM-PLS, the relationship between variables is measured using the correlation between these variables, then dimensionality reduction is carried out using the principal component principle, so that only the main factors are formed that explain the variability of the data. The measurement model was then tested using a partial regression model, and finally the structural model was tested to test the cause-and-effect relationship between variables. SEM-PLS also has high flexibility in testing models and is able to handle data that is not normally distributed. This method does not pay too much attention to the normality assumption of the data, so it is suitable for use in situations where the data does not meet the normality assumption. In addition, this method can also be used for predictive analysis in various fields, such as marketing and finance, providing valuable insights in decision making and strategic planning. According to Henseler et al., (2015), SEM-PLS is one of the most commonly used methods for analyzing complex data and having diverse variables.

c. Models and Hypotheses

The exogenous latent variables in this study consist of:

- Attitude (ϵ^1)
- Subjective Normative (ϵ^2)
- Perceived Behavioural Control (ϵ^3)
- Purchase Intention (ϵ^4)
- Variabel laten endogenus nya adalah Satisfaction (η)

The research framework for this research is as follows, using the SEM-PLS model:

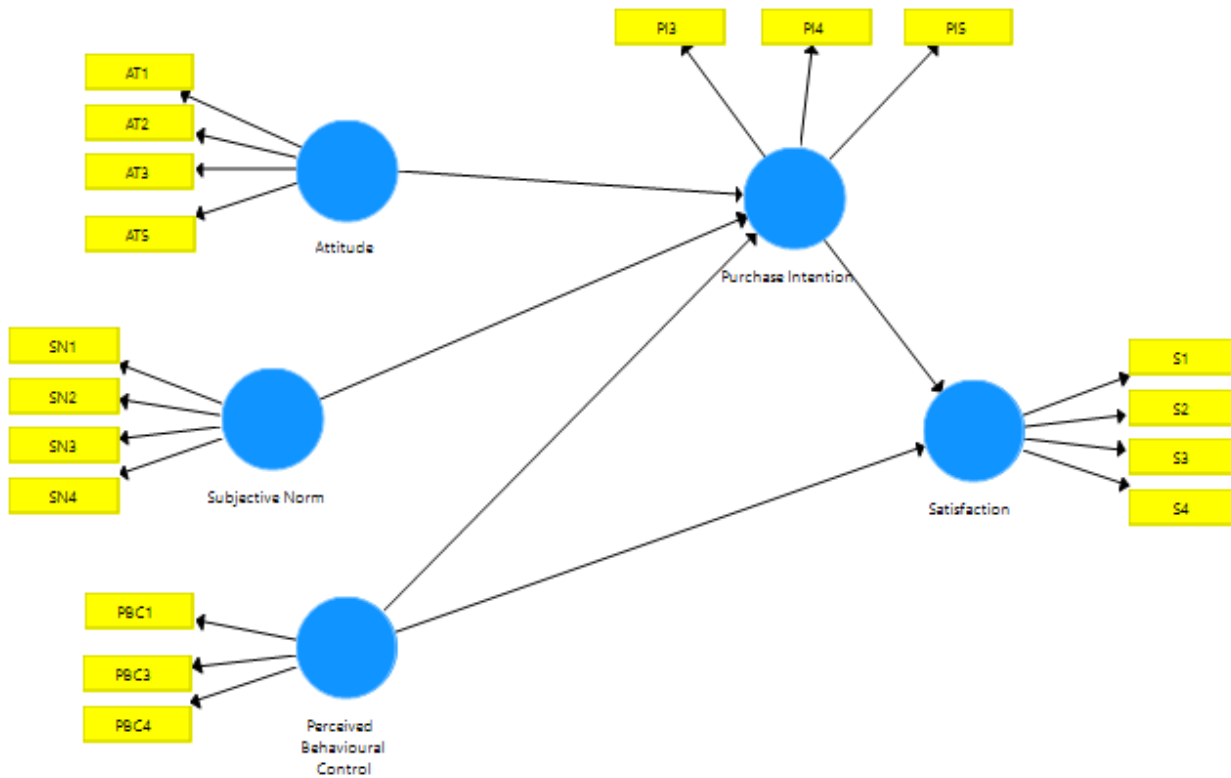


Figure 1: Framework

Referring to these variables, they can be developed into several indicators which are explained in the following table:

Table 1: Research Variables and Indicators

No	Variabel	Indicators
1	Attitude	<ul style="list-style-type: none"> · Consuming certified halal food is important to me (AT1) · Consuming halal certified food is positive for me (AT2) · My family members also buy halal food (AT3) · Consuming halal food will have a positive impact on individual behavior (AT5)
2	Subjective Norm	<ul style="list-style-type: none"> · My family influences me to consume halal certified food (SN1) · People I respect influence me to consume halal certified food (SN2) · My close friends think I should choose halal food (SN3) · My family and friends prefer halal restaurants to non-halal (SN4)
3	Perceived Behavioural Control	<ul style="list-style-type: none"> · I had the opportunity to consume halal certified food (PBC1) · In my opinion it is easy to consume halal food (PBC3) · Prices in halal restaurants are affordable and reasonable (PBC4)

4	Purchase Intention	<ul style="list-style-type: none"> · I prefer to buy halal food even if the brand is not popular (PI3) · I will not visit restaurants whose halalness is still doubtful (PI4) · I will only eat at restaurants that are labeled halal (PI5)
5	Satisfaction	<ul style="list-style-type: none"> · I am satisfied choosing food labeled halal (S1) · Food labeled halal meets my expectations (S2) · I feel comfortable with food labeled halal (S3) · I enjoy eating food labeled halal (S4)

The following is the research hypothesis:

- H1: Attitude has a positive and significant effect on intention to buy halal food
- H2: Perception of behavioral control has a positive and significant effect on intention to purchase halal food
- H3: Perception of behavioral control has a positive and significant effect on satisfaction with halal food
- H4: Purchase intention has a positive and significant effect on halal food satisfaction
- H5: Subjective norms have a positive and significant effect on intention to purchase halal food

Table 2: Demographic Data

Demographic Variables	N	%
Gender		
Man	99	55%
Woman	80	45%
Age		
17-20 Years	92	51%
21-25 Years	84	47%
> 25 Years	3	2%
Area		
Jawa	120	67%
Sumatera	8	22%
Riau	40	3%
Kalimantan	5	4%
Bengkulu	1	2%
Bali	1	1%
Bangka Belitung	3	1%
Lampung	1	1%
Work		
Student/Students	126	92%
Businessman	13	4%
Private sector employee	13	3%

RESULTS AND DISCUSSION

This study had 179 respondents whose average age was 17 years to 25 years (generation z). Male respondents amounted to 55% of the total, while female respondents amounted to 45%. The profile characteristics of the respondents can be seen in Table

1. Once the overall measurement model was found to be acceptable, structural equation modeling was conducted to test the relationship between studied constructs. This was tested with all samples. The results of the SEM analysis are depicted in Figure 2. The model fit indices are summarized in Table 3. The initial structural model shows that the data fits the model quite well.

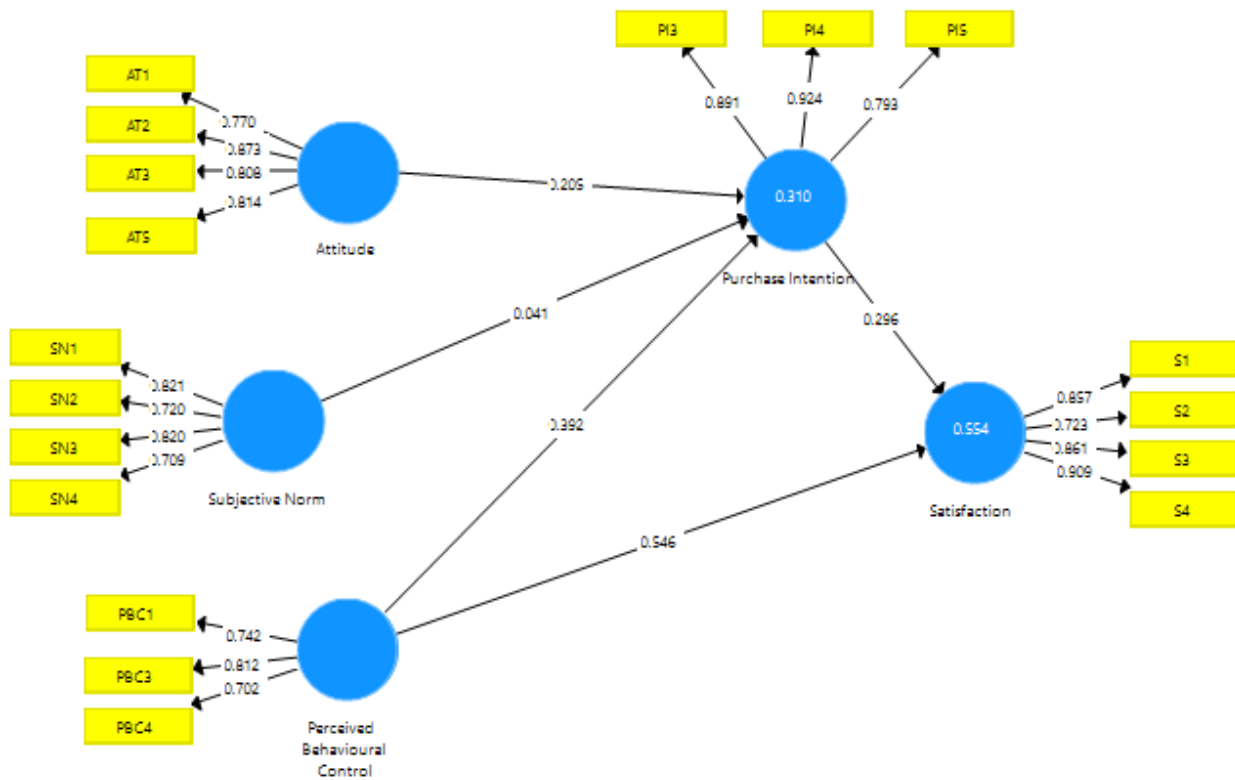


Figure 2: SEM-PLS results

Evaluation of sample adequacy, sample size plays an important role in estimating and interpreting research results (Rachbini & Rachbini, 2018). According to Hair et al., (2010), the results of statistical tests are very sensitive to the size of the sample size. The appropriate size of sample size in most scientific studies ranges from 30 to 500 respondents (Henseler et al., 2015). Meanwhile, the minimum number of valid respondents required in SEM-PLS research is 100 people (Kock & Hadaya, 2018). Researchers distributed questionnaires as an instrument for this research and took a sample of 179, which means the sample met the minimum number.

a) Validity and Reliability Test

Convergent and discriminant validity are two types of statistical validity tests that are commonly used. Convergent validity can be determined using Average Variance Extracted (AVE) and Loading Factor. If the AVE value of each variable and the Loading Factor of each item exceeds 0.5, then it can be said that convergent validity has been met. Meanwhile, to determine discriminant validity, the values used are Cross-Loading and Square roots AVE. According to Hair et al., (2014)

The square roots AVE value must be higher than the correlation value of all variables. The cross-loading

value is another method that can be used to pass the discrimination test by considering that the cross-loading value must be greater than the other construct values. By testing convergent and discriminant validity, researchers can ensure that the instruments used have good quality in measuring the constructs under study and are able to differentiate between different constructs.

Next is the reliability test showing internal consistency for measuring the instruments used. This is done by paying attention to the composite reliability value and Cronbach's Alpha. According to Cooper, the desired reliability value is more than 0.7. The reliability test aims to measure the internal consistency of the measurement instrument by looking at the reliability composite value and Cronbach's Alpha. If the composite reliability (CR) value and Cronbach's alpha score exceed 0.70, then the test reliability is considered reliable. In other words, the higher the composite reliability and Cronbach's Alpha values, the more consistent the measurement instrument is in providing similar results when tested on the same sample (Hair et al., 2014). By conducting reliability tests, researchers can obtain information about how consistent and reliable the measurement instruments used in the research are. It is important to ensure that the data collected through

measurement instruments have a sufficient level of reliability for accurate analysis and interpretation.

Table 3 below illustrates the results of convergent validity and construct reliability.

Table 3: Convergent validity and construct reliability

Items	Loadings	AVE	Alpha	CR
Attitude		0.668	0.835	0.889
AT1	(0.770)			
AT2	(0.873)			
AT3	(0.808)			
AT5	(0.814)			
Perceived Behavioural Control		0.567	0.617	0.797
PBC1	(0.742)			
PBC3	(0.812)			
PBC4	(0.702)			
Purchase Intention		0.759	0.839	0.904
PI3	(0.891)			
PI4	(0.924)			
PI5	(0.793)			
Satisfaction		0.706	0.859	0.905
S1	(0.857)			
S2	(0.723)			
S3	(0.861)			
S4	(0.909)			
Subjective Norm		0.592	0.771	0.853
SN1	(0.821)			
SN2	(0.720)			
SN3	(0.820)			
SN4	(0.709)			

b) Hypothesis Testing Results

Table 4: Hypothesis Testing Results

Hypothesis	Path C	PValue	Remark
Attitude → Purchase Intention	0.205	0.038*	Supported
Perceived Behavioural Control → Purchase Intention	0.392	<0.000*	Supported
Perceived Behavioral Control → Satisfaction	0.546	<0.000*	Supported
Purchase Intention → Satisfaction	0.296	<0.000*	Supported
Subjective Norm → Purchase Intention	0.401	0.664 ^{ns}	Unsupported

Notes: *P-value<0,05 (significant); ^{ns}= not significant

Table 4 above shows that the influence of attitude on Muslim Generation Z's purchase intention for halal food is indicated by statistical test findings (p -value = 0.038) and the correlation is positive, this supports H1 which predicts that attitude has a positive and significant relationship with consumer purchase intention towards halal food. Furthermore, the research results support H2 which states that perceived behavioral control has a positive and significant correlation with the purchase intention of Generation Z Muslims for halal food (p -value = 0.000), indicating that there is a significant correlation between perceived behavioral control and purchase intention or H2 is also supported.

The influence of perceived behavioral control on generation z Muslim satisfaction for halal food with value (p -value = 0.000). Thus, the results of this significant test support H3 which states that perceived behavioral control has a positive relationship with satisfaction or H3 is supported. Hypothesis 4 shows that the influence of purchase intention on generation z Muslim satisfaction for halal food with a value (p -value = 0.000), has a significant relationship or influence with a positive correlation, so H4 is supported. Meanwhile, the subjective norm variable was found to have no significant effect on the purchase intention of halal food consumers, with statistical results (p -value = 0.664), so H5 was not supported.

DISCUSSION

This research focuses on investigating consumer behavior in the context of consumer purchase intentions towards halal food and satisfaction, using the theory of planned behavior (TPB) as the theoretical basis. This research develops a structural model that considers elements such as attitudes, perceived behavioral control, subjective norms, in their influence on consumer purchase intentions and satisfaction with consuming halal food. The structural relationship between all variables in this research was tested using data collected through a survey of halal food consumers, especially Generation Z Muslims, through questionnaires in Indonesia. Of course, this research provides insight into the importance of the halal concept in predicting consumer purchasing intentions and seeing their satisfaction. Of the five hypotheses above, four hypotheses support these findings.

Furthermore, structural relationship analysis shows that attitudes have a positive influence on consumers' purchase intentions towards halal food. In other words, individuals' attitudes towards purchasing

intentions are influenced by the extent to which they are aware of the halalness of food. This concept is in accordance with *theory of planned behavior* proposed by Icek Ajzen (Siqueira et al., 2022) that attitude is one of the variables that influences purchase intentions, along with subjective norms (individual perceptions of social norms that regulate behavior) and perceived behavioral control (individual perceptions of ability and control self in carrying out the behavior). Previous empirical research entitled "Analysis of The Influence of Attitudes, Subjective Norms, And Perceptions of Behavioral Control on Consumer Buying Interests in Halal Certified Products" also stated that attitudes have a positive and significant influence on consumers' purchase requests (Ningtyas et al., 2021). This is based on research written by "Effect of halal awareness, halal logo and attitude on foreign consumers' purchase intention". Based on these results, we can say that consumers with a high positive attitude will have a greater intention to buy Halal food or vice versa. The results show that there is a positive relationship between attitude and purchase intention (Bashir, 2019).

This study also states that perceived behavioral control has a positive and significant correlation with Muslim Generation Z's purchase intention for halal food. This means that a person's perception of behavioral control can influence consumers' purchasing intentions, especially Generation Z Muslims in Indonesia. This is in line with the TPB (*theory of planned behavior*) which states perceived behavioral control refers to individuals' beliefs about their ability to control desired behavior. If individuals believe that they have sufficient control over the behavior, then they tend to have stronger purchase intentions (Siqueira et al., 2022). Research conducted by (Kim et al., 2009) with the title "Trust and satisfaction, two stepping stones for successful e-commerce relationships: A longitudinal exploration" testing the relationship between perceived behavioral control and consumer purchase intentions in e-commerce, the results show a positive and significant relationship between perceived behavioral control and purchase intentions. In other words, when individuals have high perceived control over purchasing behavior, they tend to have stronger purchase intentions. Another empirical research with the title "Partitioning of Histone H3-H4 Tetramers During DNA Replication-Dependent Chromatin Assembly" also stated that perceived behavioral control has a significant effect on purchase intention (Siqueira et al., 2022).

The results of this study also show that the influence of perceived behavioral control on Generation

Z Muslims' satisfaction with halal food has a positive and significant relationship. Satisfaction is customer satisfaction is a subjective assessment of a customer's experience with a product or service (Oliver, 1997). This means that satisfaction is strongly influenced by the perception of consumer behavioral control. Perceived behavioral control involves individuals' beliefs about the extent to which they have the ability, knowledge, skills, resources, social support, and control over the environment to carry out an action or achieve a goal. These findings are overall consistent with the theory of planned behavior or TPB which links attitudes, subjective norms, and behavioral control. According to (Siqueira et al., 2022), if individuals feel they have sufficient control over the behavior they carry out, they tend to feel more satisfied with the results of that behavior. Perceived behavioral control plays an important role in *mempeng*. Several studies show that the results of perceived behavioral control have a positive and significant relationship, namely research written by (Saks, 2006), (Wiese & Freund, 2005) and (Gollwitzer & Brandstatter, 1997). Thus, perceived behavioral control can influence the level of consumer satisfaction.

Hypothesis 4 in this study shows that the influence of purchase intention on the satisfaction of Generation Z Muslims for halal food has a significant relationship or influence with a positive correlation. These results are supported by consumer satisfaction theory which focuses on the influence of shopping experience and fulfilling expectations on consumer satisfaction. This theory assumes that strong purchase intentions tend to contribute to higher levels of satisfaction after purchase (Yüksel & Yüksel, 2008). Research written by (Siqueira et al., 2022) tested the relationship between purchase intention and satisfaction, the results showed that purchase intention influenced their satisfaction. Several implications arise from the significant relationship between purchase intention and satisfaction, namely that consumers are more likely to make repeat purchases, consumers have positive perceptions of the brand and consumers are more satisfied with the products or services they purchase.

Therefore, as generation z Muslims who of course consume halal food and of course expect that as consumers they will get satisfaction from consuming halal food. The factors that can encourage Muslims, especially generation Z, to have it all are: *First* attitude, attitude reflects an individual's assessment of halal food. Muslim consumers who have a positive attitude towards

halal food tend to feel satisfied when consuming it. Positive attitudes may arise from religious beliefs, concern for health, or belief in the halal and quality of halal products. *Second* Norms, social and cultural norms can also influence Muslim consumer satisfaction regarding halal food. Consumers tend to feel satisfied when they comply with the norms that exist in their society regarding the consumption of halal food. These norms can be religious views, family values, or social demands that emphasize the importance of consuming halal food. *Third* perceived behavioral control, Perceived behavioral control refers to an individual's beliefs about their ability to control their behavior related to halal food consumption. Consumers who believe they have control over the halal food choices they consume tend to feel satisfied with their decisions. *Fourth* Purchase intention, purchase intention reflects a person's desire or intention to buy or consume halal food. Muslim consumers who have strong purchasing intentions towards halal food tend to be more satisfied when they succeed in purchasing and consuming halal products.

These findings reveal that halal food consumers, especially generation z Indonesian Muslims, have a significant level of awareness of halal food. It could be interpreted that generation z Muslims in Indonesia have adopted halal food as part of their choice and lifestyle. It is important for food producers to increase the level of consumer satisfaction with halal food or products by providing the best quality, halal product service, adequacy and information about halal products. Therefore, manufacturers must immediately take the opportunity to carry out intensive promotions to encourage more consumers to look at their halal products.

Meanwhile, subjective norms were found to have no significant effect on halal food consumers' purchase intentions. Based on the TPB proposed by Icek Ajzen, subjective norms have a significant influence on purchase intentions. Subjective norms refer to an individual's perception of whether people important to them think the behavior should be performed. However, in diverse research contexts, it is possible that subjective norms are not significant in purchasing intentions which can be influenced by contextual factors, respondent demographics, food characteristics, and other factors. The findings of this research contradict the findings by (Rachbini & Rachbini1, 2018), which states that subjective norms are also very significant and have a positive relationship between subjective norms and purchase intentions. This means that subjective norms have an important influence on consumer purchasing

intentions. Subjective norms refer to an individual's perception of the extent to which a particular action, such as purchasing a product or service, is accepted and considered appropriate by the surrounding society. In Indonesia, people tend to pay attention to the views and opinions of those closest to them, such as family, friends or co-workers, when making purchasing decisions. The possible explanation that we can give is that the variables we use in this study are sufficient to describe the quality of halal food products so as to cause purchasing behavior and provide satisfaction with halal food, especially among the Muslim Generation Z. This can indicate that the factors that influence halal food purchasing behavior and satisfaction have been fulfilled in this study. And perhaps also because this research does not include cultural and religious norms, social connectedness which are factors that increase a person's purchase intention through subjective norms.

This research makes several important contributions. Theoretically, this research is an attempt to develop and test empirically a conceptual model of halal purchasing behavior or intention to purchase halal products and how they are satisfied by integrating components or factors of purchase intention among generation z Muslims in Indonesia. Previous studies on halal only focused on the city of Jakarta (Rachbini & Rachbini, 2018). Likewise, other research only focuses on analyzing factors of halal food purchasing behavior (Nawawi, 2018) and Muslim consumers' purchasing behavior of halal food products (Imtihanah, 2022). The study of consumer behavior in the context of halal purchase intentions is the starting point for every effort made to understand consumer behavior that is sustainable and will change over time. These relationships may be useful as a guide for researchers when designing research studies. Studying consumer behavior is fundamental to success in determining halal purchase intentions because it allows producers to understand and predict what to do and how consumers will act (Nurhayati & Hendar, 2020).

From this point of view, this research contributes to the existing literature by offering a comprehensive model of purchasing behavior towards halal food in predicting consumer behavior, which is examined by looking at the relationship between the halal concept and other marketing-related constructs. Therefore, efforts to increase consumption of halal food, especially among the Muslim generation in Indonesia, will be important for the success of halal food producers.

CONCLUSION

This research was conducted empirically to test and provide evidence of a positive and significant relationship between attitudes, perceived behavioral control, subjective norms on purchase intentions and consumer satisfaction in Generation Z Muslims in Indonesia based on the theory of planned behavior (TPB) proposed by Icek Ajzen. Overall, this study has provided evidence that consumption of halal food among Generation Z Muslims is very good, seen from the large number of Generation Z Muslims who choose to consume halal food compared to non-halal. The TPB model used in this research is effective in examining the purchase intention behavior of the Muslim generation towards halal food and the level of satisfaction. Finally, this research contributes to increasing knowledge about the behavior of purchasing intentions for halal food, especially among generation Z Muslims in Indonesia, which is related to the general concept of halal food and consumer behavior in this multicultural country. This certainly has the potential to become a basis for further exploration of halal food consumption in other countries and other communities.

The limitation of this research is that this research only involved 179 generation z Muslims in Indonesia, which of course does not include the population of generation z Muslims in Indonesia, then this research did not investigate every variable that could influence the purchasing behavior of halal food among generation z Muslims in Indonesia. Therefore, future research must expand this study to the spectrum of Generation Z Muslims throughout Indonesia or even in the world so that the results obtained are more comprehensive. However, even though the sample is limited, the findings from this research can be used to gain deeper understanding and insight into purchasing behavior and levels of satisfaction related to halal food consumption.

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