



Muslim Millennial's Buying Behavior of Halal Food & Beverage in Indonesia: The Mediating Effect of Purchase Intention

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Abstract

This study aims to determine the factors that influence consumer behavior in buying halal food and beverages in Indonesia for the millennial generation. These factors include halal awareness, halal certification and attitudes which are important factors in influencing buying behavior directly or through buying intention as a mediating/intervening variable. Data collection was carried out through a questionnaire with a total of 206 millennial Muslims who consume the halal product in Indonesia and also part of society with births in late 1980 to early 2000 using non-probability sampling. To assist in data analysis using sem-pls with PLS-4 application. The results of the study show that there is a relationship between halal awareness, halal certification and attitudes towards consumer buying behavior which is mediated by purchase intention. In addition, for a direct relationship between halal certification and attitudes toward buying behavior, a positive and significant effect was found. Interestingly, it was found that halal awareness has no significant effect on consumer buying behavior. This study can be used also by companies and for marketing discussions to develop halal food and beverage products for Muslim consumers in Indonesia.

Keywords: Muslim millennial; Purchase intention; Buying behavior; Halal awareness; Halal certification and Attitudes.

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1. Introduction

Indonesia is a country with a Muslim population of 237.53 million people or the equivalent of 86.9% of the total population (Dukcapil, 2022). Islam provides conditions for food and beverages consumed by Muslims, namely the guarantee of the halalness of a product and also tayyib (QS. Al-Baqarah; 168) and as a form of protecting the public, Indonesia established the Halal Product Guarantee Agency (BPJPH) as a guarantor for halal products that spread in society. These conditions make Indonesia potentially the largest market for halal products as a result of the high demand for halal products (Fatmawati, 2011). As a result of a large number of Muslim communities, the Halal industry has enormous development potential. (Ismail, 2015). The halal industry sector in Indonesia includes food and beverages, cosmetics, pharmaceuticals, fashion and services (Disperindag, 2022). Global

Islamic Economy (SGIE) data for 2022 states that Indonesia has experienced a significant increase in the halal food and beverage sector with real sector consumption of US\$1.67 trillion, equivalent to growing by 7.1%. Based on data released by the Food and Drug Supervisory Agency (BPOM), the food and beverage sector has registered business products and received distribution permit approval for as many as 287,258 registered products (BPOM, 2022). On the other hand, only 65,116 companies carried out halal certification and 55,626 products were declared halal. (LPPOM MUI, 2019) or it can be said that only 10% of products in circulation have halal certification.

Certification of halal food and beverage products must guarantee the halalness of products consumed by the Muslim community. Consuming halal food and beverages is a must for a Muslim. Apart from being halal, the food and beverages consumed must also be good (tayyib) and not self-claim from each producer. The increase in demand for halal food and beverage products has an impact on increasing self-claims made by producers by including halal writing in addition to the halal logo included on the product packaging (LPPOM MUI, 2022). This phenomenon is caused because consumers have a sense of concern and awareness of halal products so producers claim their products are halal to be able to enter the halal market (Hew et al., 2020). The increasing demand for halal products is not proportional to the increase in halal certification. This shows that halal is not the main reference and consumers are not aware of the existence of halal certification in the market when buying or choosing a product (Widiawati, 2020; Ismail, 2015). Studies conducted by Kotler (2016) and Shamsher (2016) state that buying behaviour or buying behaviour by the community is part of the physical activity that is used by the community as a decision making towards halal food and beverages and has a positive influence between purchase intention and behaviour towards halal food.

Buying behaviour by consumers is the result that arises from buying interest and purchasing decisions in the future will be influenced by purchase intention. In its development, attitudes toward consumer behaviour are determined by beliefs (Ajzen, 1991). One of the causes of buying behaviour for halal food & beverages is purchase intention (Bashir, 2019; s; Mohamed Omar et al., 2012). Latiff, (2018) discovered the factors that influence buying behaviour, namely awareness of halal products and attitudes toward halal food then added purchase intention as a mediating variable in research with each variable having an influence. However, the relationship between purchase intention and buying behaviour does not have a significant effect on the two variables, contrary to the results of previous research by Omar (2012) and theory from Ajzen (1991) and has the same results as research (U. Ahmed et al., 2014). Bashir (2019) conduct research development that the factors that influence the buying behaviour of halal food products are halal logo, halal awareness and attitudes with purchase intention as mediating variables

One of the factors that influence buying behaviour is attitude. Rahman, (2015); Bashir, (2019); Lada et al., (2009); Mukhtar & Butt, (2012) conducted a study with the result that attitudes and buying behaviour are mediated by purchase intention in halal products with positive or influential results. Meanwhile, the results study conducted by Al-Swidi, (2015); Mukhtar & Butt, (2012); Widodo, (2013) stated that individual attitudes have a direct effect on purchases with significant results. In addition, Khan and Azam (2016) conducted research and found that attitude is the most significant factor in predicting consumer purchase intention in halal products. Likewise research by Golnaz et al., (2010) shows that consumer attitudes towards halal food are a significant predictor of purchase intention. Kotler and Keller (2016) argue that the attitude of consumers who provide an assessment of the product or review will have an impact on the desire for a product.

Another cause that can influence buying behaviour is halal certification. Previous research by Ghadikolaei, (2016) states a direct relationship between halal certification to purchase intention has a positive effect on both Muslim and non-Muslim consumers. Halal certification affects buying behaviour with a significant influence between the two variables (Zadeh, 2018). However, research by Hussain, (2016); Rajagopal et al., (2011) stated that consumer purchase intention towards Halal products is not affected by the existence of a halal certification or logo. This study then carried out

by [Bashir \(2019\)](#) found that halal certification/logo with buying behaviour added purchase intention as a mediating variable for halal products has positive or influential results. On the other hand, research from [Gabriella & Kurniawati, \(2021\)](#); [Rajagopal et al., \(2011\)](#) argues that halal certification is used by producers as one of the Islamic-based marketing strategies that it influences consumer purchase intention in halal products.

In addition to halal certification, buying behaviour of halal food and beverages is also influenced by halal awareness. Research conducted by ([Hamdan et al., 2013](#); [Krishnan et al., 2017](#); [Marmaya, N., Zakaria, Z. and Mohd Desa, 2019](#); [Mutmainah, 2018](#); [Syazwani Ya, Mohdniza Md Nor, Sarina Muhamad Noor, 2019](#)) bring out a study on the effect of halal awareness on Purchase Intention. Likewise, the studies carried out by [Aziz & Chok, \(2013\)](#); [Hamdan et al., \(2013\)](#); [Latiff et al., \(2018\)](#) produce a positive relationship or effect on the behaviour of buying halal food. Investigation from [Aziz & Chok, \(2013\)](#); [Bashir, \(2019\)](#); [Latiff et al., \(2018\)](#); [Vizano et al., \(2021\)](#) conducted a study with the result that awareness of halal with buying behaviour is mediated by purchase intention in halal products with positive or influential results. However, research from [Awan et al., \(2015\)](#); [Rajagopal et al., \(2011\)](#) generating awareness of halal products do not affect consumers' purchase intention. In addition, research from [Nurhayati & Hendar \(2020\)](#) with the variables halal awareness, purchase intention and knowledge found that Islamic marketing activities for halal products can increase awareness of halal products and based on [Kotler, \(2016\)](#) Islamic promotional marketing has a specific role in shaping halal brand awareness. Where will affect the purchase by consumers.

Based on previous phenomena and research, this research involves the millennial generation as the subject. This generation was born in 1981-2000 and is the second largest after Gen Z in Indonesia today. According to data from the [BPS, \(2020\)](#), The number of this generation is 69.38 million people. This generation is called the first jobber who is very consumptive because they just get personal income. Islam is of the view that this generation can be said to be *mumayyiz* means that it can distinguish between good and bad things, can also distinguish between useful and harmful to oneself and the buying behaviour of the millennial generation towards halal products, both food and beverages, affects buying behaviour by consumers ([Handriana et al., 2020](#); [Marmaya, N., Zakaria, Z. and Mohd Desa, 2019](#)).

This research builds on previous research using non-Muslims as research subjects and aims to analyze the influence of consumer behaviour on halal food and beverage products. This study aims to gain the balance of halal certification products in the market with the demand for halal food and beverages among Indonesian people and also to explore consumer behaviour through food and beverages in Indonesia. The variables used in this study are halal certification, halal awareness and attitudes and added purchase intention as a mediating variable to determine Muslim buying behaviour among millennials' for halal food and beverages and also using a quantitative method for knowing consumer's results.

2. Literature Review

Halal products

Islam is a religion that suggests adherents consume food and beverages that are lawful good and *tayyib* (Qs. Al-Baqarah, (168); QS. Al-Maidah, (88)). Halal has the meaning of something permissible and is a term used to refer to food and beverages and permitted by the Islamic religion itself.

Buying Behavior

Consumer behaviour is the way people search for, buy, use, value, and stop consuming goods and services ([Schiffman et al., 2010](#)). [Kotler and Armstrong \(2008\)](#) claimed that consumers will choose to buy highly desirable products from a variety of choices, but two things can prevent them from doing so based on ([Kotler & Armstrong, 2008](#)) The attitude of other people is the first factor, while

the situation is the second factor. As a result, consumers' preferences and purchase intentions may not always result in actual purchases (Kotler, 2016).

Halal Awareness

Awareness is an individual's perception and reaction to the condition of the food and beverages that are consumed and used in people's lives every day (Ambali & Bakar, 2014). Awareness of halal products, especially halal food and beverages products, is the most important thing for Muslim consumers because the products in Indonesia are numerous and varied due to the original producers who do not only come from Muslims but come from various countries and existing ethnicity (Akyol & Klinc, 2016). Previous research from Aziz & Chok (2013) produces a relationship between halal awareness, halal certification, product quality, marketing and brand promotion with consumer buying behaviour to buy halal products among non-Muslims in Malaysia. In this study, halal awareness is a building component of buying behaviour for halal products. It can be concluded that the higher the consumer awareness, the higher the actual purchase of a product. The existence of high consumer awareness of purchasing halal products is in line with research from Zakaria et al (2018).

However, in contrast to research from Awan et al., (2015) generating awareness of halal products does not influence consumer buying behaviour so actual purchases of halal products do not increase due to the influence of awareness. Investigation from (Aziz & Chok, 2013; Bashir, 2019; Latiff et al., 2018; Vizano et al., 2021) carried out a study with the result that halal awareness with buying behaviour is mediated by purchase intention in halal products with positive results or influence. Bashir, (2019) Halal awareness of buying behaviour mediated by purchase intention is very influential in non-Muslim communities in South Africa. So the following hypothesis is found:

H1: Halal awareness is thought to influence buying behaviour.

H2: Halal awareness is thought to influence buying behaviour with purchase intention as an intervening variable

Halal Certification

Halal product certification is needed to guarantee the halalness of products for the Muslim community (Faridah, 2019). According to law No. 33 Article 4 concerning halal product guarantees of 2014 explains the definition of halal certification as an acknowledgement of halal products that go through an inspection process according to established standards Certification is achieved through a series of audits carried out by auditors who are competent in their fields. After that, the halal status was determined, led to a documented fatwa proving the halal status of the product in the form of a halal certificate issued by the Badan Penyelenggara Jaminan Produk Halal (BPJPH) based on a fatwa issued by the Majelis Ulama Indonesia (MUI). The concern that Muslim consumers have about the issue of halal certification is due to the efforts of Muslims to fulfil religious requirements to consume halal and thayyib food and beverage products, Al-Hyari et al., (2012) state that concern for these products is one of the determining factors influencing consumer behaviour in buying halal products and is in line with research from Zadeh, (2018) that have resulted in a study on the effect of halal certification on consumer behaviour in buying halal products.

While research from (Hussain et al., 2016) produce a study that concludes that halal certification/halal logo has a negative effect on consumer buying behaviour. This indicates that there are some Muslim consumers who, when buying food, do not care that there is a halal certification/logo on the product they are consuming. Meanwhile, there is a relationship between variables related to purchase intention mediating the influence between halal certification and buying behaviour which is the topic of research by Bashir (2019) and it was found that halal certification/logo with buying behavior added purchase intention as a mediating variable for halal products had positive results. However, in contrast to research from Bonne et al., (2007) which produces a negative relationship literature due to lack of information about products such as ingredients and food value is the cause of

the gap between consumer attitudes and consumer buying behavior of halal certified products. So the following hypothesis is found:

H3: Halal certification is suspected to have an effect on purchasing behavior

H4: Halal certification is thought to have an effect on buying behavior with purchase intention as an intervening variable

Attitude

Attitude is the level of influence that a person has over an object that is used by marketers to understand a consumer or customer in choosing a product (Thurstone, (1926). Meanwhile, according to Fishbein and Ajzen (1975) define about attitude consumer satisfaction or dissatisfaction with the product that the relationship between attitudes and buying behavior by consumers with a positive influence between the two variables is supported by various researchers (Emekci, 2019; Gupta & Ogden, 2009; Spruyt et al., 2007) because they show consumer behavior depends on consumer attitudes. It is considered that the more encouraging attitudes, the more confident consumers will buy halal products (Emekci, 2019; Shah Alam & Mohamed Sayuti, 2011) found a positive relationship between attitudes and consumer behavior. However, in contrast to research from U. Ahmed et al., (2014) who found attitude had no significant effect on people's buying behavior. In addition to the effect of attitudes on buying behavior using purchase intention as a mediating variable where Khan and Azam (2016) found that attitude is the most significant factor in predicting consumer purchase intention in halal products. Likewise research by Golnaz et al., (2010) shows that consumer attitudes towards halal food are a significant predictor of purchase intention. In addition, in research by (Bashir, 2019; Latiff et al., 2018) which shows purchase intention as a mediating variable between purchase intention and consumer buying behavior showing positive results. However, both of these studies show non-Muslims as research subjects. So that the hypothesis found in this study is as follows:

H5: Attitude is thought to influence buying behavior.

H6: Attitude is thought to influence buying behavior with purchase intention as an intervening variable

Purchase Intention

Purchase intention is the tendency of consumers to make purchases or be involved in purchasing activities, and is determined by the extent to which consumers are likely to make purchases (Assael, 2001). According to Theory of Planned Behavior by Ajzen (1991) attitudes, subjective standards, and perceived behavioral control are all related to SDGs. Studies conducted by (Bashir, 2019; Omar, Khairi Mohamed, Nik Kamariah Nik Mat, Gaboul Ahmed Imhemed, 2012) get a positive relationship between the influence of purchase intention on buying behavior towards halal products. However, research from Latiff et al., (2018) found that the relationship between purchase intention and buying behavior did not have a significant effect between the two variables contrary to the results of previous research by Omar (2012) and theory from Ajzen (1991) and has the same results as research (U. Ahmed et al., 2014). So that the hypothesis found in this study is as follows:

H7: Purchase intention is thought to influence buying behavior of halal food and beverages

3. Methodology

This type of research use quantitative with associative methods in this study with the aim of knowing the relationship between two or more variables (Rusiadi, et al, 2016:12). This research data using primary and secondary data. Primary data obtained directly from respondents by field research. The method used in this research is distributing questionnaires as a way of collecting data. The distribution of the questionnaire to millennial Muslim respondents in Indonesia where the questionnaire that will be used and presented in this study consists of 2 parts, namely: (1) The part that reveals the characteristics of the respondents contains gender, age, last education, occupation, monthly income,

average monthly expenses, marital status, country of origin, province, and religion. (2) The section that reveals questions about research variables, namely halal awareness, halal certification, attitudes, purchase intention and buying behavior.

In this investigation, using non-probability sampling or non-random samples with purposive sampling as a sampling technique. The size of the sample size here according to Hair, (2013) if there are too many and with too large a number it will make it difficult for research to obtain an appropriate model that obtained from distributing questionnaires via Google Form and minimum of 200 respondents are used in this study based on theory of hair. Criteria that selected is someone who consume halal products in Indonesia and also part of society with births in late 1980 to early 2000. In this study. Questionare item of this study as follows:

Table 1. Questionnaire items

Variable	Questioners Item	Source
Halal Awareness	I understand the definition of <i>halalan thayyiban</i>	Bashir, (2019); Ambali, (2014)
	I am aware of and care about the halal food and beverages production process	
	I am familiar with halal certification and logo	
	I agree that Halal food is healthy food and that healthy food is a symbol of cleanliness, safety and high quality	
	Every time I consume food and beverages, I ensure that the product ingredients are halal	
Halal Certification	Having a halal logo on the packaging of food and beverage products is important	Bashir, (2019)
	I will choose products based on the presence or absence of a halal logo when buying food and beverage products	
	I know the authentic halal logo from MUI/JAKIM/LAMA	
	I prefer food products with a halal logo than products that don't have a halal logo	
	Products bearing the halal logo have gone through a series of strict halal testing processes	
Attitude	I feel buying halal products is a part of life so I feel important in buying them	Endah, (2014); Briliana & Mursito, (2017); Garg & Joshi, (2018); Sriminarti & Nora, (2018); Bashir, (2019)
	I feel buying halal products is a good idea	
	I feel satisfied when buying halal products	
	I have opinion that it is better to consume halal products	
	Halal products are good quality	
	I'm looking for product information before buying and based on recommendations on other people's reviews	
Purchase Intention	Choosing to buy halal products is a good idea	Briliana & Mursito, (2017); Sriminarti & Nora, (2018); Garg & Joshi, (2018); Bashir, (2019)
	I will recommend halal food products to others	
	I will purchases of halal products in the future and repeated	
	I will try to find halal products anywhere	
	I buy halal products even though they are not popular	
Buying Behavior	I am willing to buy halal products even though they are expensive	Kotler, (2004)
	I choose halal products	
	I buy halal products	
	I buy and use halal food products based on the halal logo/certification and also based on the ingredients.	
	I buy halal food and beverage products based on halal certification and ingredients, not based on product manufacturers	

The data analysis technique used is data analysis using the Structural Equation Model (SEM) conclude the data with the results of the outer model, inner model and analysis hypothesis which has an understanding according to Wright (1934) that one of the analytical techniques is to test and estimate causal relationships by involving path analysis (Path Analysis) and factor analysis.

4. Results And Discussion

Respondents' Socio-demographic Analysis

Primer data based on questionnaire results that has been distributed on Google form with amount 206 respondents fill in the questions asked in it as follows about gender, age, latest education, occupation, monthly income, monthly spending

Table 2. Respondent Characteristics

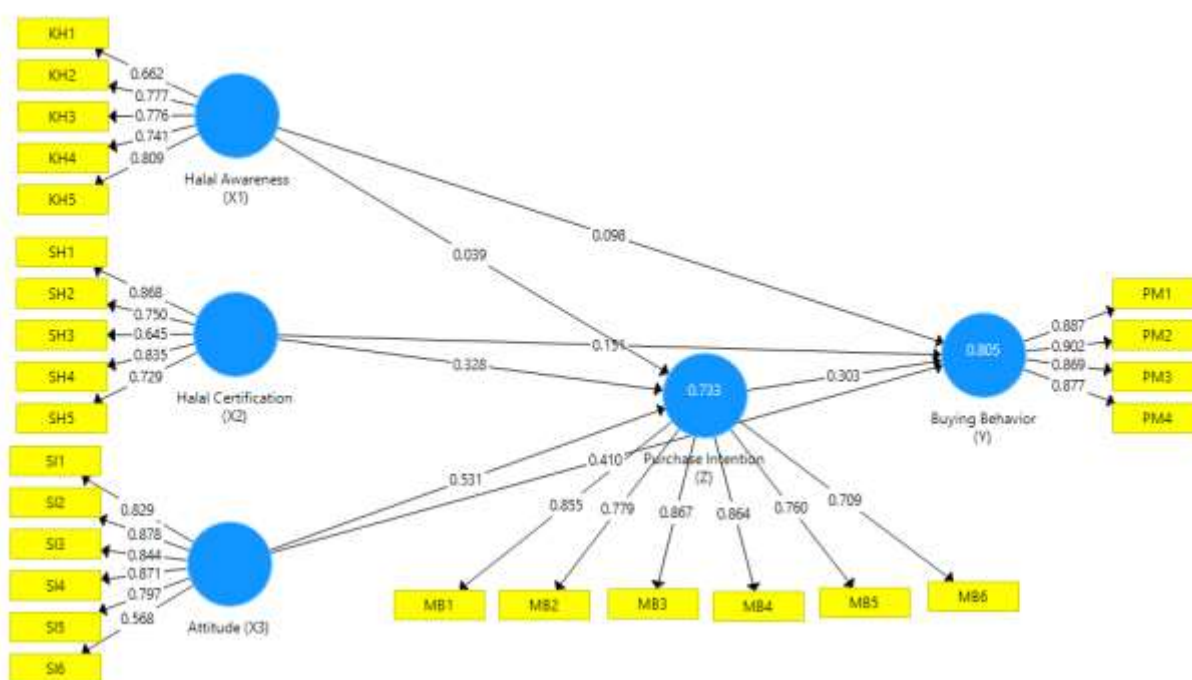
Description	Frekuensi	Presentase
Gender		
Male	42	20,39%
Female	164	79,61%
Age:		
22-26	81	42,90%
27-31	66	30,10%
32-36	49	22,40%
37-41	10	4,60%
Latest Education		
Elementary School	1	0,49%
Junior High School	1	0,49%
Senior High School	83	40%
Higher Education	121	59%
Occupation		
Farmer	0	0%
Entrepreneur	44	21,36%
Civil Servant	17	8,25%
Private	56	27,18%
Housewife	5	2,43%
Student	72	34,95%
Unemployed	12	5,83%
Monthly Income		
< Rp.500.000	28	13,59%
Rp.500.000 - Rp.1.500.000	38	18,45%
Rp.1.500.000 - Rp.3.000.000	48	23%
Rp.3.000.000 - Rp.5.000.000	46	22,33%
> Rp.5.000.000	46	22,33%
Spending each month		
< Rp.500.000	49	23,79%
Rp.500.000 - Rp.1.500.000	60	29%
Rp.1.500.000 - Rp.3.000.000	62	30,10%
Rp.3.000.000 - Rp.5.000.000	22	10,68%
> Rp.5.000.000	13	6%

Outer model

The requirements test analysis in this study used the Partial Least Squares Path Modeling (PLS-SEM) method assisted by SmartPLS 4.0 software. The analysis used is the evaluation of the Measurement (outer) model in the form of convergent validity and discriminant validity while also analyzing the inner model or structural model with the initial analysis model. In the initial composition described in chart 4.1, variable X1 or halal awareness has 5 questions, variable X2 or halal certification has 5 questions and X3 as the last x variable has 6 questions. Then for the Y variable or buying behavior has 4 questions that are asked to respondents and finally, namely purchase intention as a mediating or intervening variable has 6 questions which are then processed as follows:

Validity test

The data validity test for SEM-PLS has 3 results, namely in the form of convergent validity (loading factor and average variance extracted/AVE) and discriminant validity (Fornell Larcker Criterion or HTMT and Cross Loading) with the sem-pls algorithm test image below.



Convergent Validity

The first Convergent validity test is to see that the loading factor is a measure of a construct that should have a high correlation with a value according to Ghozali (2015) a loading factor value of > 0.50 can already be considered valid. So that in this study the loading factors are considered all valid. The second Convergent validity test is to see that AVE is used to test validity where latent variables can explain on average more than half of the variants of the indicators that have a criterion of AVE value > 0.5 shown in the table 3.

Table 3. Average variance extracted (AVE)

	AVE
Halal Awareness	0.610
purchase intention	0.683
Buying Behavior	0.799
Halal Certification	0.675
Attitude	0.749

Source: Primary data processed, 2022

The table above shows the AVE value > 0.5 so it can be said that the AVE in the validity test is classified as valid and can be continued with further analysis.

Discriminant Validity

The second validity test is by looking at discriminant validity with the first looking at and analyzing the Fornell Larcker Criterion or HTMT and Cross Loading. The Fornell Larcker Criterion itself is the second approach that is analyzed in assessing the discriminant validity that compares the square root and AVE value with the correlation of latent variables. In particular, the square root of each AVE construct must be greater than the highest correlation with the other constructs, as evidenced by the results of the analysis below:

This test has seen the validity of the results of the Fornell Larcker Criterion analysis so that the first discriminant validity test process is fulfilled. The second validity test is by looking at the presence of cross-loading which is used as a measuring tool for a construct which should have a high correlation with a cross-loading value of > 0.70 , the following results are obtained:

This test saw that the cross-loading value meets the criteria, namely > 0.70 which is shown in the green table. Thus, the discriminant validity test has been completed and all variables can be tested for the inner model.

Reliability Test

Testing the reliability of a study using Composite reliability and Cronbach Alpha. Composite reliability according to the rule of thumb for assessing construct reliability is that the value must be more than 0.70 and the results of the analysis are listed in the table below:

Table 4. Composite reliability

Variable	Composite reliability	Cronbach's alpha
Halal Awareness	0.886	0.829
Purchase Intention	0.932	0.903
Buying Behavior	0.941	0.916
Halal Certification	0.902	0.838
Attitude	0.937	0.916

Source: Primary data processed, 2022

The result, Composite reliability for the construct Halal Awareness = 0.886, construct purchase intention = 0.932, construct Buying Behavior = 0.941, construct Halal Certification = 0.902 and construct Attitude = 0.937 means all values Composite reliability already above 0.70 indicates that all constructs already have good reliability or are categorized as reliable. However, in using Cronbach Alpha testing the reliability of this construct it has a lower value of 0.6 or it can be called an underestimate so according to Ghozali & Latan, (2015:75) it is more advisable to use Composite Reability. However, for this research still use Cronbach's alpha with the following results above that the construct value of each variable is greater than 0.60, so it can be interpreted that the question items in the questionnaire are reliable.

Evaluation of Structural Model (Inner Model)

R-Square test

The structural model in this study using PLS was evaluated using R2 or R-Square where the R-Square value was used to measure the level of variation in changes in the independent variable to the dependent variable which was then assessed for its significance based on the t-statistic value of each path. To assess the significance or goodness of the model based on the data processing that has been done, the R-Square value is obtained as follows:

Table 5. R-Square test

Variable	R-square
Buying Behavior	0.791

Based on the data presented above, it can be seen that the R-Square value for the buying behavior variable is 0.791. The acquisition of this value explains that the percentage of purchasing behavior is $0.791 \times 100 = 79\%$ with the remaining 21% likely to be influenced by other variables.

Hypothesis Test Results

The hypothesis test is carried out based on data processing that has been carried out by looking at the T-statistic value according to [Ghozali & Latan \(2015\)](#) must be greater than 1.96 or if it is less than 1.96 it is considered invalid and the P-Values value with a number less than 0.05 is as follows the results of hypothesis testing obtained in this study through the inner model both directly and indirectly:

Table 6. Hypothesis Test Results

Direct influence				
Variable	T statistics	P values	Results	
Halal Awareness -> Buying Behavior	1.147	0.252	Not significant	
purchase intention -> Buying Behavior	5.112	0.000	Accepted	
Halal Certification -> Buying Behavior	2.315	0.021	Accepted	
Attitude -> Buying Behavior	4.015	0.000	Accepted	
Indirect Influence				
Variable	T statistics	P values	Results	
Halal Awareness -> Buying Intention -> Buying Behavior	2,331	0.020	Accepted	
Halal Certification -> Buying Intention -> Buying Behavior	3,058	0.002	Accepted	
Attitude -> Buying Intention -> Buying Behavior	3,747	0.000	Accepted	

Source: Primary data processed, 2022

The results of the hypothesis test above found that H1 was not accepted but the others accepted.

The influence of halal awareness on buying behavior of halal food and beverages in the millennial generation

Testing the questionnaire above shows that halal awareness has a negative and not significant effect on the buying behavior of millennial Muslims which can be seen from the statistical data that has been processed so that there is negative effect so that H1 is rejected.

Based on the results of this study, if there is a negative and insignificant effect, it can be explained that halal awareness has on consumer buying behavior in consuming halal food and

beverages or there is a direct negative effect between these two variables indicating that the real purchase of halal products does not increase due to the influence of awareness. because respondents paid little attention to the halalness of a product because they considered products that were already on the market to be automatically halal. The existence of this negative influence because there are answers from the majority of respondents which causes a relationship that is considered small and has no effect when analyzed because they assume that products that have been distributed have ingredients that are already halal. In addition, the strategy for Halal food producers and marketers who follow the Islamic marketing philosophy by using Halal awareness of consumers directly towards buying behavior cannot be used as the basis for their campaigns or marketing because actual purchases of a product do not exist. Likewise with this research from that even though respondents stated that they were aware of halal, the results of this research showed the opposite and Muslim consumers should be able to comply with halal for a product. Halal criteria are in accordance with Allah's commands through surah Qs. Al-Baqarah, (168). These result is in accordance with the statement from [Rajagopal et al., \(2011\)](#) which says that study has negative and no significant result based from the answer from respondents.

The effect of halal awareness on buying behavior with purchase intention as an intervening variable
The test results show that halal awareness of buying behavior with purchase intention as an intervening variable buying halal food and beverages has a positive effect in tests of millennial subjects in Indonesia. H2 accepted by having a positive and significant influence as evidenced by the statistical results above which are used as the main reference.

Respondents in this study had more knowledge and were aware of the halalness of a product, both food and beverage, seen from the majority of respondents' answers which had very good conclusions so that in this study, indirect influence had a positive influence through purchase intention as an intervening variable and not as direct effect on the variables studied that do not use the mediating variables described in H1. The results of this study were strengthened by the investigation of ([Aziz & Chok, 2013](#); [Bashir, 2019](#); [Latiff et al., 2018](#); [Vizano et al., 2021](#)) carried out a study with the result that halal awareness with buying behavior is mediated by purchase intention in halal products with positive results or influence ([Bashir, 2019](#)). Halal awareness of purchase intention-mediated buying behavior is very influential in society in South Africa.

In this study has positive result because consumers know the concept of halal, and they are more aware of their consumption of halal food or they are well educated to make rational decisions to buy halal food products. Another reason is the availability of halal food products in the local market. This shows that halal awareness is felt to be very influential on buying behavior with purchase intention as an intervening variable. This research is also in line because the condition of the community knows the concept of halal which is based on the answers of the majority of people who expressly agree that they know the concept of halal and also thayyib.

If it is related to this research, for companies in terms of marketing management by [Kotler, \(2016\)](#) where Islamic marketing promotion has a specific role in shaping halal brand awareness which will influence purchases by consumers. They can carry out marketing strategies that look at behavior using halal consumer awareness of halal food products by looking at an indirect relationship using purchase intention as an intervening variable because there are real purchasing by consumer in market.

The effect of halal certification on buying behavior of halal food and beverages in the millennial generation

The test results above can be analyzed that H3 is accepted knowing that halal certification has a positive and significant effect on the behavior of buying halal food and beverages' in the millennial generation.

The concern that Muslim consumers have about the problem of halal certification is due to the efforts of Muslims to fulfill religious requirements to consume halal food and beverage products and also thayyib so that it is found in this study that it has a positive effect on consumers on the influence of certification variables and buying behavior which means that there are more products. Halal certification means that consumer buying behavior is getting bigger and there are more real purchases. The influence of halal certification on halal products is supported by the results of research from [Al-Hyari et al., \(2012\)](#) which has the same results by stating that concern for halal products is one of the determining factors influencing consumer behavior in buying halal products based on the study stating that the existence of the Islamic religion influences the consumption patterns of Muslims towards several prohibitions and restrictions that are expected to be obeyed by Muslims himself,

Later in this study the majority of Muslim community respondents strongly agreed with the statement that people prefer halal food and beverage products, even though they are difficult to find and expensive in the market that makes this study has positive result. In line with research from [\(Omar, 2012\)](#) which resulted in a study on the effect of halal certification having a positive effect on consumer behavior in buying halal products where halal certification on halal products is not merely a religious issue, but the certification logo from authority has become a universal symbol of quality assurance and lifestyle choices in the world of business and global trade.

That can also be explained in this study based on the results of the questionnaire that was filled out by respondents stating that the majority strongly agreed that halal products are products with good quality and have gone through a series of strict halal test processes by halal product guarantee agencies in Indonesia, that makes positive result because people mostly agree that MUI and BPJPH give the respondents high quality and safety product to consume.

Effect of halal certification on buying behavior with purchase intention as an intervening variable

From the results of testing the variable hypothesis, it can be seen that halal certification has a positive and significant effect on buying behavior with purchase intention as an intervening variable based on the results of the statistical calculations above so that it can be said that H4 is accepted.

Respondents who participated by filling out a number of questions in this study were very concerned about the existence of a halal logo on the packaging of food and beverage products they consumed, knew the authentic logo issued by BPJPH on the basis of a fatwa issued by the Indonesian Ulema Council (MUI) and firmly believed that the product Those who already have halal certification are halal products that have gone through a series of rigorous testing processes. This shows that halal is the main reference and consumers are aware of the existence of halal certification in the market when buying or selecting a product and it is not in accordance with research. [Widiawati, \(2020\)](#) and [Ismail, \(2015\)](#) which has a statement to the contrary.

The existence of this purchase intention as a mediating variable in research that can influence positively among other variables can influence consumers by having a purchase decision in the future supported by previous research by [Omar et al., \(2012\)](#) which states one of the causes The behavior of buying halal food & beverages with purchase intention is used as a mediating variable because it makes consumers prefer halal products.

The relationship between these variables is strengthened by the research topic by [Bashir \(2019\)](#) found that halal certification/logo with buying behavior added purchase intention as a mediating variable for halal products has positive or influential results. In this study states the positive effect because consumers believe that the food produced is truly halal products and this statement supports this research that the public really believes that the products that have been having halal certification is a halal product that has gone through a series of rigorous testing processes so that food in circulation and certified halal is more in demand by the public which allows them to make informed purchases without the need to check or understand the meaning of the scientific ingredients printed on the packaging.

The influence of attitudes towards the behavior of buying halal food and beverages' in the millennial generation

From the results of testing the hypothesis through SEM-PLS, it can be seen that attitudes towards the behavior of buying halal food and beverages have a positive effect on tests of millennial subjects in Indonesia. H5 is accepted by having a positive and significant influence as evidenced by the statistical results above.

In the relationship between attitudes and buying behavior by consumers with a positive influence between the two variables, it can be seen from the results of the data that has filled out the questionnaire where consumers feel it is very important to buy halal products and feel that buying halal products is a good idea. In addition, this research is supported by various previous studies, including: [Emekci, \(2019\)](#); [Gupta & Ogden, \(2009\)](#); [Spruyt et al., \(2007\)](#); [Kurniawati, \(2023\)](#) which shows consumer behavior depends on consumer attitudes in buying halal food and beverage products. Buying behavior is considered to encourage attitudes or otherwise the more confident consumers or in a positive attitude play a positive role, the more real and bigger the entity buying halal products is. In line with research from [Emekci, \(2019\)](#); [Shah Alam & Mohamed Sayuti, \(2011\)](#) found a positive relationship between attitudes and consumer behavior. In this study, consumers tend to dislike less useful and low-quality products that only attract customers briefly before they make a purchase. Based on research of [Shah Alam & Mohamed Sayuti, \(2011\)](#) explained that respondents who have a high positive attitude actually have a higher intention to buy halal food. Social pressure can balance high positivity in building intentions to buy halal food.

In line with the answers in this study that the majority agree that the majority of respondents answered very positively regarding the question asked that people are better off consuming halal food even though it is expensive, so consumers will be eat or consume halal food and beverages where they want to go.

The influence of attitudes towards buying behavior with purchase intention as an intervening variable

From the results of testing the hypothesis through SEM-PLS it can be seen that the effect of attitudes on consumer buying behavior and mediated by purchase intention is analyzed and the results are obtained in a positive and significant manner based on statistical results it can be said that H6 is accepted.

Respondents in this study related to the attitude of acceptance and feelings that are known from the choice of respondents in halal food and beverage products which are part of their lives, buying halal products is considered a good idea, besides that choosing halal products makes respondents feel satisfied and have high quality. then there is a consumer attitude that gives an assessment of a product or review will have an impact on the desire for a product, causing this research to have a positive influence. This research is supported by [Khan and Azam \(2016\)](#) who found that attitude is the most significant factor in predicting consumer purchase intention in halal products because high attitudes or good behavioral tendencies seem to have higher intentions to consume halal food products.

So, consumer attitudes in this study, choosing halal products made respondents feel satisfied and had high quality food and beverages that making this hypothesis positive. Likewise research by [Golnaz et al., 2010](#)) shows that consumer attitudes towards halal food are a significant predictor of purchase intention and In addition, research by [\(Bashir, 2019; Latiff et al., 2018\)](#) which shows purchase intention as a mediating variable between purchase intention and consumer buying behavior shows positive results that make attitude one of the factors that influence buying behavior.

In this study there is positive relationship because attitudes have the influence of perceived control because there is a sense of food safety and environmental friendliness on the consumption of halal food contributes to predicting the desired consumption of halal food and also in this study

consumer attitudes in choosing halal food by strongly agree to choose halal food because there is an assumption that halal products are products with high quality,

The effect of purchase intention on buying behavior of halal food and beverages

This study has been analyzed and it is known that the results show that hypothesis 7 is accepted significantly and positively so that it is known that there is an influence of purchase intention on buying behavior of halal food and beverages

Supported by analysis conducted by [Bashir, \(2019\)](#); [Omar, \(2012\)](#) and in line with the theory of [Ajzen \(1991\)](#) regarding TPB obtains a positive relationship between purchase intention and buying behavior towards halal products so as to create a real consumer purchase of halal products in the market because all the variables namely halal awareness, halal logo and attitude together lead to the creation of consumer intentions, which in turn sequentially influence consumer behavior in choosing halal products.

This positive influence in this study was obtained from the answers from respondents through questionnaires distributed based on purchase intention. Respondents chose halal products, considered it a good idea and always recommended halal products to others. In addition, respondents also always made repeated purchases of these halal products, both now and in the future. Respondents also always look for wherever they want to consume halal products even though there are assumptions that they are unpopular and expensive, causing this research to have a positive influence.

5. Conclusion

The results of this study have been presented in the discussion described above, so it can be concluded that purchase intention as a mediating variable makes public awareness of halal food and beverages lead to consumer's buying behavior. So, there are real purchases of halal food and beverage products produced in the market or in another sense, purchase intention can mediate the effect of halal awareness on consumer buying behavior significantly. But the direct effect of this halal awareness on buying behavior has no effect and no significant value. Halal certification has a positive and significant direct and indirect effect on consumer buying behavior so that the existence of halal certification can make real purchases of a product exist and can increase. Attitudes have a significant and positive direct and indirect effect on consumer buying behavior in consuming halal food and beverages. So that through consumer attitudes they tend to consume because they have habits that will increase the purchasing power of products on the market.

This research in theoretically can add to the resources and knowledge associated with scientific studies in the subject of Islamic economics, particularly in relation to halal food and beverage also in practically, It can be used as material for Halal Food and Beverage Provider Companies to consider in making future decisions regarding the production of Halal food and beverages, as well as providing an overview or phenomena that are occurring to current consumers who pay more attention to certification of both Halal food and beverage products so that people are more flexible and feel secure in meeting their daily needs. This research has limitations because of responders must be from Indonesia and must be Muslim. For further research is expected to develop from this research.

Author contribution statement

Hikmatul Nur Fadillah: Conceptualization, writing, methodology, original draf preparation.

Ahmad Ajib Ridlwan: Writing, data curation, visualitation, original draf preparation.

Sri Abidah Suryaningsih: Reviewing, supervision.

Rachma Indrarini: Translator, editing.

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