

CONSUMER EDUCATION | RESEARCH ARTICLE

# The Effect of Certification and Product Knowledge on Instant Food Purchasing Decisions through Halal Awareness: The Moderating Role of Religiosity

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## Abstract:

**Background:** Digital transformation and the implementation of advanced technologies play a crucial role in the advancement of the halal industry. As a strategic step in building a halal product ecosystem, developing halal food products, encompassing the entire supply chain from upstream to downstream, is essential. However, there are many halal products, particularly food products, whose halal status is not guaranteed and lack halal certification. BPJPH (Halal Product Assurance Organizing Agency) reported that around 1,544 products had not received halal certification, including 192 ready-to-eat instant foods registered as halal.

**Purpose:** In light of these issues, this research examines how halal certification and knowledge of halal products affect instant food purchase decisions through halal awareness moderated by religiosity.

**Methods:** This study employed a cross-sectional design with a non-probability sampling approach, specifically the convenience sampling technique. Data was obtained using questionnaires distributed to 150 respondents who have consumed instant food. Using WarpPLS 8.0, the data was analyzed using Structural Equation Modeling-Partial Least Square (SEM-PLS).

**Findings:** The research findings indicate that halal certification and knowledge of halal products significantly impact halal awareness and instant food purchase decisions. Halal awareness also mediates the effect of halal certification and knowledge of halal products on purchase decisions. Furthermore, religiosity strengthens the relationship between halal awareness and individuals' decision to purchase instant food in Malang. This study provides valuable insights into instant food purchase decisions, particularly for halal instant food.

**Conclusion:** Based on these results, it is recommended that producers develop marketing strategies that emphasize halal certification or logos and provide clear information regarding the benefits of halal products.

**Research implication:** Companies should collaborate with authorized institutions and religious figures to increase societal halal awareness. Meanwhile, LPPOM MUI should simplify the halal certification process, launch campaigns to raise awareness about the importance of halal products, and provide the general public comprehensive education about halal concepts.

**Keywords:** halal awareness, halal certification, halal product knowledge, instant food, purchase decision, religiosity

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## PUBLIC INTEREST STATEMENT

Understanding consumer decisions in purchasing halal products, including instant food, is crucial. This can enhance consumer trust, support adherence to religious values, promote the growth of the halal market, and aid in formulating more effective marketing strategies. This study aims to explore the factors influencing the purchasing decisions of instant food. A primary challenge faced in this research is the low representativeness of the sample, which may lead to results that do not accurately reflect the overall population. Nevertheless, the information gathered can still provide valuable insights into instant food purchasing decisions. Additionally, the variability in respondents' answers complicated consistent analysis.

The research findings indicate that halal certification and knowledge of halal products have a positive and significant impact on halal awareness and the purchasing decisions of instant food. Halal awareness also serves as a mediator, while religiosity strengthens the relationship between halal awareness and purchasing decisions. These findings provide insights into the purchasing behavior of instant food, reflecting an increase in consumer awareness and attention to the halal aspects of products. Analyzing these consumption patterns has the potential to drive innovation in the development of halal products that are more aligned with consumer needs. Therefore, the results of this study not only have implications for the food industry but also contribute to enhancing public awareness of the importance of choosing food that adheres to halal principles, ultimately supporting the overall growth of the halal food market.



## 1. Introduction

The food and beverage industry in Indonesia contributes 3.44% to the gross domestic product (GDP) (Central Bureau of Statistics, 2024). This contribution is influenced by the country's large population, which reaches 279.8 million people (World Population Review, 2024). To meet the growing consumer demand, Indonesia needs to import consumer goods. In 2023, imports of processed food and beverages reached 4,463,100 tons, representing a 35% increase compared to the previous two years (Central Bureau of Statistics, 2024). However, consumers need to be cautious when purchasing or consuming imported instant food products. There is a concern that such products may be contaminated with non-halal ingredients due to a lack of diligence in purchasing. Supriyadi and Asih (2021) explain that advancements in industry and technology have raised particular concerns. Among these issues is the emergence of popular food brands whose halal status is not clear.

According to the Halal Product Assurance Organizing Agency (BPJPH), approximately 192 instant food products are still in the process of obtaining halal certification, and 1,544 other products have yet to receive certification (BPJPH, 2024). Nevertheless, the halal industry presents a promising market both locally and internationally. Hasan et al. (2020) stated that the reason many companies or SMEs have not obtained halal certification is the complex and costly process involved. Nevertheless, instant food is highly popular among Indonesians, especially teenagers. Insanii (2019) states that young people prefer salty, savory, and spicy flavors, typically found in instant food. Therefore, the consideration of purchasing halal food, particularly instant food, is important as consumer behavior in purchasing products can be influenced by personal characteristics as well as the surrounding environment.

Rahmah and Satyaninggrat (2023) defined consumer behavior as the actions of individuals who actively participate in the purchasing and consuming goods or services. In the context of halal food, consumer behavior in making purchases can be influenced by halal certification and knowledge of halal products (Afendi, 2020; Rachmawati et al., 2022). However, if an individual has a deeper understanding of the halal concept, they are more likely to purchase. This is commonly referred to as halal awareness (Usman et al., 2023). Several studies demonstrate that halal awareness includes an understanding of the halal concept, the production process, and the importance of consuming by Islamic law, which can subsequently influence consumers' decisions to purchase halal food (Iqbal & Kusumawardhani, 2023; Usmandani & Darwanto, 2021). In addition, consumers also rely on their beliefs to make decisions when information about halal products is unclear or unavailable (Muslichah et al., 2020).

Several previous studies have explored how halal certification and knowledge of halal products can positively affect consumer decisions in purchasing halal food (Bashir, 2019; Rahman et al., 2021). On the other hand, research by Norvadewi et al. (2021) found that halal certification has a negative and insignificant effect on purchasing decisions. Sujono et al. (2023) also found that product knowledge negatively affects purchasing decisions. Research by Khan et al. (2022) indicates that halal awareness enhances consumers' purchasing decisions regarding halal products. In contrast, Soon and Wallace (2017) found that halal brand awareness and purchase decisions do not correlate significantly. This leads to inconsistencies or gaps related to the findings of previous research. Additionally, Muslichah et al. (2020) indicated that halal awareness influences purchasing choices, with religiosity acting as a moderating factor. In this case, religiosity is a factor that strengthens the relationship between halal awareness and purchase decisions. This understanding has a greater impact on individuals' purchasing decisions if they have a high level of religiosity.

Although many previous studies have discussed halal awareness or purchasing decisions related to halal food, they were conducted separately and only provided a general overview of halal food products. Therefore, this research analyzes the relationship between purchasing decisions and halal awareness as a mediating factor, focusing specifically on instant food, representing this study's novelty. Given that the halal status of instant food products in circulation remains questionable, there is an urgent need to understand the factors influencing purchasing decisions. Thus, companies can formulate effective marketing strategies by integrating educational approaches, transparency in certification, digital marketing, and a commitment to the quality of halal products. In doing so, companies can build consumer trust and create a positive impact within the broader halal food industry. Based on this explanation, this research aims to analyze the direct influence of halal certification and halal product knowledge on instant food purchase decisions and the role of halal awareness, with religiosity as a moderating factor. This research is expected to address the gaps identified in previous studies.

## **2. Literature Review**

### **2.1 Purchase Decision**

Customers go through The purchasing decision stage when buying a product. This decision-making process includes several stages: problem recognition, information search, alternative evaluation, decision-making, and post-purchase behavior (Kotler & Armstrong, 2018). Consumers typically purchase products to meet their needs. Djan and Adawiyah (2020) found that needs, benefits, the right products, and repeat purchases can influence buying decisions.

In the context of halal food, consumers' decisions to purchase halal food must adhere to Islamic law. One of the strictest regulations in Islam encompasses the characteristics, origin, and processing methods of food. This means that halal food must not contain haram or najis elements (Jia & Chaozhi, 2021). Additionally, the concept of halal food includes cleanliness, safety, sanitation, and sustainability. Thus, halal food is not limited to followers of Islam but also appeals to those who prioritize health (Rachmawati et al., 2022). Halal food is also marked by halal certification or the halal symbol on product labels, which aims to help consumers assess whether the food products they purchase meet halal standards. However, several studies also indicate that individuals' behavior in purchasing halal food can be measured through knowledge of halal products, religiosity, and halal awareness (Amalia & Rozza, 2022; Firdaus et al., 2022; Mostafa, 2020).

### **2.2 Halal Awareness**

Awareness is defined as an individual's ability to understand and perceive events that occur. In the context of this study, halal awareness refers to the understanding of halal concepts, principles, and processes (Sari et al., 2023; Setyaningsih & Marwansyah, 2019). When a person is knowledgeable about halal principles, it reflects a positive attitude toward making decisions to purchase or consume halal products (Bashir, 2019). Halal awareness consists of two dimensions: cognitive and affective. According to Ambali and Bakar (2014), cognitive halal awareness includes understanding religious rules that govern what is permissible and prohibited in Islamic law. However, it is not limited to the cognitive dimension; it also involves the affective dimension, which includes an individual's feelings and moral responses regarding whether a product or service meets halal standards (Nurhayati & Hendar, 2020). Therefore, it is essential to study both dimensions to understand the concept of halal awareness in relation to an individual's decision-making when purchasing or consuming instant food.

### **2.3 Halal Certification**

Halal certification from MUI is an official document that explains the halal status of a product based on Islamic law and is required to obtain government approval for adding a halal label to the packaging (Harahap et al., 2020). Halal certification is a fundamental aspect that provides consumers with assurance that the products they consume or use not only meet safety and quality standards but also align with Islamic teachings (Norvadewi et al., 2021; Zakaria et al., 2018). It increases consumer confidence in choosing or purchasing the product. This trust can serve as an indicator of the success of halal certification, which is reflected in the sales of halal goods (Roberts-Lombard et al., 2022). Consumer confidence can also be observed through the appearance of the halal logo on product packaging. Wilkins et al. (2019) stated that products labeled halal by accredited agencies can be easily recognized as halal products. The halal label or logo indicates that the product has been certified as halal.

### **2.4 Halal Product Knowledge**

Product knowledge is a key component in the information-seeking process (Lawley et al., 2019). The information obtained influences consumer choices regarding the products they purchase (Chiou et al., 2018). This can affect how consumers acquire a product. Product knowledge encompasses three types: objective knowledge, which refers to accurate information stored in memory through long-term use or repeated purchases; subjective knowledge, which refers to consumers' perceptions of a product compared to its alternatives; and experience-based knowledge, which refers to knowledge gained from direct experience in purchasing or using a product (Lichtenstern et al., 2024). This can influence how consumers acquire a product. Meanwhile, knowledge of halal products encompasses all information about halal products, such as brand, terminology, characteristics, price, sales location, usage instructions, and beliefs (Nurhayati & Hendar, 2020). Additionally, knowledge about halal products includes understanding what is permissible for Muslims to consume (Oemar et al., 2023).

### **2.5 Religiosity**

Religion is one of the most fundamental factors in decision-making because it helps individuals behave in accordance with ethics and laws (Ahmad et al., 2015; Garg & Joshi, 2018; Jubril & Samson, 2022). Religious values play a crucial role in explaining and understanding individual behavior, as they often serve as a guide for life and a moral foundation. The term religiosity, used to describe this belief, reflects the influence of these values in a person's life. Wang et al. (2020) explained that religiosity refers to the extent to which an individual adheres to their religion's values, beliefs, and practices in daily life. In other words, "religiosity" describes how commitment, belief, and religious connection influence individuals' consumption habits. Religiosity can also influence individuals' decision to purchase halal food (Iriani, 2019; Khan et al., 2022; Suleman et al., 2021). Islamic law requires individuals to consume halal food to ensure that every aspect of life aligns with religious rules (Aslan, 2023). According to Sulaiman et al. (2022), adherence to halal laws is not only a religious obligation but also reflects the ethical values individuals hold daily. Thus, religiosity influences decisions and shapes broader behavioral patterns in the context of ethics and morality.

### **2.6 Halal Certification and Purchasing Decision**

Halal certification makes consumers more confident in a product, as they feel assured that the product they purchase aligns with the principles of Islamic teachings. This is supported by research from Jaiyeoba et al. (2020) which revealed that halal certification

is an important component that impacts purchase decisions. Consumers who observe halal certification are more likely to continue purchasing the same product (Ahmed et al., 2019; Pradana et al., 2024). Another study by Ramadhan and Faizi (2023) found that halal certification influences the decision to purchase halal products. During the halal certification process, products are thoroughly tested and rigorously examined to ensure they meet halal requirements. Previous studies have also shown a significant positive impact on purchase decisions for instant noodle products (Ismaya, 2022). However, there are negative impacts of halal certification when consumers feel they lack information or do not understand the differences between halal standards in the market, which reduces the effectiveness of certification in influencing purchase decisions. This is based on research by Norvadewi et al. (2021) which found that halal certification did not have a significant impact and even tended to have a negative effect on purchase decisions. Thus, halal certification positively impacts purchase decisions, but its effectiveness depends on the extent to which consumers understand the halal standards applied. Based on these findings, the hypothesis in this study is as follows:

H1: Halal certification has a significant direct effect on purchasing decisions.

## 2.7 Halal Certification and Halal Awareness

Halal certification plays a crucial role in raising consumer awareness about the importance of products that comply with Islamic law (Kurniawati & Savitri, 2020). This is supported by the findings of Usman et al. (2023), which revealed that understanding halal certification related to halal food influences awareness about halalness. This indicates that halal certification is also a component that can encourage individuals to become more aware of halal food. Aprilia and Saraswati (2021) also found a clear correlation between understanding halalness and halal certification, which can increase awareness, particularly among Muslims, when consuming instant food, ultimately fostering trust. Kristin et al. (2024) who found that halal certification plays a role in enhancing consumer trust in products. The halal label assures consumers that the product is safe to consume and conforms to Islamic teachings. However, there are also negative factors related to different interpretations of halal standards across countries or regions, which may lead to confusion among consumers. For example, some consumers may feel uncertain about whether the halal certification is internationally recognized or only valid in certain countries (Azam, 2016). Based on these findings, in order to address the existing gap, the hypothesis formulated in this study is as follows:

H2: Halal certification has a significant direct effect on halal awareness.

## 2.8 Halal Product Knowledge and Purchasing Decisions

Product knowledge is crucial to ensure that potential consumers understand whether or not the item they are about to purchase is halal (Setyawati, 2021). Additionally, consumers with broader knowledge tend to make better evaluations of brands, especially when the brands' information or attributes provide clear and transparent product details (Musthofa & Buhanudin, 2021). This is supported by the findings of previous research indicating that purchase decisions are directly influenced by product knowledge (Afendi, 2020; Rachmawati et al., 2022). Previous studies have also revealed that consumers' decisions to purchase halal products are simultaneously influenced and positively impacted by knowledge, as a higher level of knowledge shapes buyer behavior (Febrilyantri, 2022). In other words, the more knowledge individuals have about halal products, the more likely they are to buy them. On the other hand, knowledge about halal products does not always significantly affect purchase decisions, even though it often has a positive impact. Misunderstandings frequently occur, where consumers only



associate non-halal products with certain ingredients like pork or alcohol. In contrast, the production process, handling, and packaging are also critical factors in halal certification. Sujono et al. (2023) found that knowledge about halal does not significantly influence purchase decisions for halal products. To address the gap in this research, the following hypothesis is proposed:

H3: Knowledge of halal products has a significant direct effect on purchasing decisions.

## **2.9 Knowledge of Halal Products and Halal Awareness**

In-depth knowledge generally strengthens awareness and makes it more detailed, clear, and applicable. In the context of halal products, knowledge becomes an important prerequisite for building more comprehensive and information-based awareness. For example, some previous studies have found that in-depth knowledge about halal products can strengthen awareness and increase consumer trust in the products they choose (Kusuma & Kurniawati, 2022; Musthofa & Buhanudin, 2021). This also applies to halal food; consumers' knowledge about it plays a role in determining their awareness. Previous research has also shown that broad knowledge about halal products affects consumers' awareness of these products (Nurhayati & Hendar, 2020; Öztürk, 2022). Other researchers also argue that awareness of halal food is influenced by halal knowledge (Oemar et al., 2023; Usman et al., 2023). This means that knowledge of halal products can increase a person's awareness of halal products. On the other hand, research by Sianti and Sofyan (2023) shows that consumer concern about the halal status of products is still low, indicating the need to increase knowledge to promote greater awareness. In other words, the findings reveal a gap with the existing empirical phenomena. Therefore, the hypothesis proposed is as follows:

H4: Knowledge of halal products has a significant direct effect on halal awareness.

## **2.10 Halal Awareness and Purchasing Decisions**

Halal awareness is a key factor influencing consumer purchasing decisions, particularly among Muslim communities (Bashir, 2019; Putriana, 2022). Another study by Rafiki et al. (2023) demonstrated that halal brand awareness directly impacts the decision to purchase something. As halal awareness increases, customers are more likely to consider halal aspects in their purchasing decisions (Purnomo et al., 2024). In the context of food, halal awareness also influences consumer decisions to purchase (Zakaria et al., 2018). Furthermore, research by Aulianda et al. (2021) found that halal awareness plays an important role in consumers' decisions to buy packaged food products. Therefore, individuals who are aware of halal products are expected to have a better understanding of which products they should purchase (Hendradewi et al., 2021; Pratama et al., 2023). In general, halal awareness does not always directly correlate with the purchase decision. Adiba and Wulandari (2018) revealed that although halal awareness influences consumer behavior, the influence is not always significant, especially among younger generations. This finding suggests that other factors, such as price, product quality, and effective marketing strategies, may dominate purchasing decisions. In other words, the research findings show a gap between theory and the empirical phenomena observed. Based on this, the hypothesis presented is as follows:

H5: Halal awareness has a significant direct effect on purchasing decisions.

### **2.11 Halal Certification and Purchasing Decisions Mediated by Halal Awareness**

Halal certification ensures that a product meets halal standards. However, the influence of this certification on purchasing decisions largely depends on the level of consumer awareness regarding the importance of halal. Consumers with a high awareness of halal values tend to consider the presence of halal certification more carefully when choosing products (Chusniati et al., 2023). Several previous studies have found that halal certification in the form of a logo can significantly influence consumer behavior in purchasing halal food, with halal awareness acting as a mediator (Fathoni et al., 2023; Imamuddin et al., 2020; Mahendri et al., 2020). Public trust in the halal label is a crucial factor in the purchase decision. The Indonesian Ulema Council (MUI) ensures the halalness, cleanliness, and food safety of a product, providing a sense of security and trust to consumers (Septiani & Ridwan, 2020). In this context, halal awareness plays an important role in reinforcing consumers' confidence in certified products, ultimately encouraging them to purchase. Overall, halal awareness acts as a link between halal certification and purchasing decisions. Therefore, the hypothesis in this study is as follows:

H6: Halal certification directly influences purchasing decisions through halal awareness.

### **2.12 Knowledge of Halal Products and Purchasing Decisions Mediated by Halal Awareness**

Knowledge of halal products plays a key role as a mediator in the relationship between halal awareness and the intention to purchase halal products (Nurhayati & Hendar, 2020). This knowledge facilitates consumers in understanding the concept of halal and the importance of choosing halal products while also increasing awareness of the availability of halal products. Öztürk (2022) also highlights that knowledge of halal products affects purchase intention through halal awareness. When consumers possess sufficient knowledge about halal, they become more conscious of the importance of choosing halal products. With a better understanding, consumer awareness increases, simultaneously motivating them to buy halal products. Furthermore, consumer awareness of halal is highly dependent on the amount of information they have. Iqbal and Kusumawardhani (2023) demonstrated that knowledge of halal products serves as a mediator and a primary driver in shaping stronger halal awareness among consumers. Based on these conclusions, increasing consumer knowledge about halal products makes them better understand the importance of choosing products that align with religious values. This knowledge not only boosts their awareness but also significantly drives more positive purchasing decisions focused on halal products. However, these findings mainly cover the aspect of consumer purchase intention. Therefore, the hypothesis formulated in this study is as follows:

H7: Knowledge of halal products directly influences purchasing decisions through halal awareness.

### **2.13 Halal Awareness and Purchasing Decisions Moderated by Religiosity**

Religiosity plays a key role as a primary indicator that strengthens the relationship between an individual's understanding of a product's halal status and purchasing it. Muslichah et al. (2020) revealed that religiosity plays an important role in strengthening the relationship between understanding the halal status of a product and the decision to purchase halal food. This occurs because religious beliefs influence how consumers perceive the moral and spiritual values contained in the product. Further research by Rafiki et al. (2023) emphasizes that religiosity helps link halal brand awareness with positive purchasing decisions. In other words, religiosity strengthens the relationship between halal awareness and their decision to purchase halal products. Although an individual may have a high level of religiosity, their understanding of the halal concept

can vary. If a person has a low awareness of halal, they may not actively seek or choose halal products, even if they are religious. This indicates that religiosity alone is not sufficient to influence purchasing behavior without being supported by adequate knowledge and awareness. For example, research by Apriana and Afrida (2024) found that religiosity, as a moderating variable, could not strengthen the relationship between halal awareness and the intention to buy halal food. Based on these previous findings, the hypothesis in this study is as follows:

H8: Religiosity moderates the relationship between halal awareness and purchasing decisions for instant food.

### 3. Conceptual Framework

Previous studies support the hypothesis of this research that halal certification and knowledge of halal products can affect purchasing decisions directly and through halal awareness. In addition, religious factors strengthen the connection between halal awareness and purchasing decisions for instant food. The conceptual model of this study is presented in Figure 1.

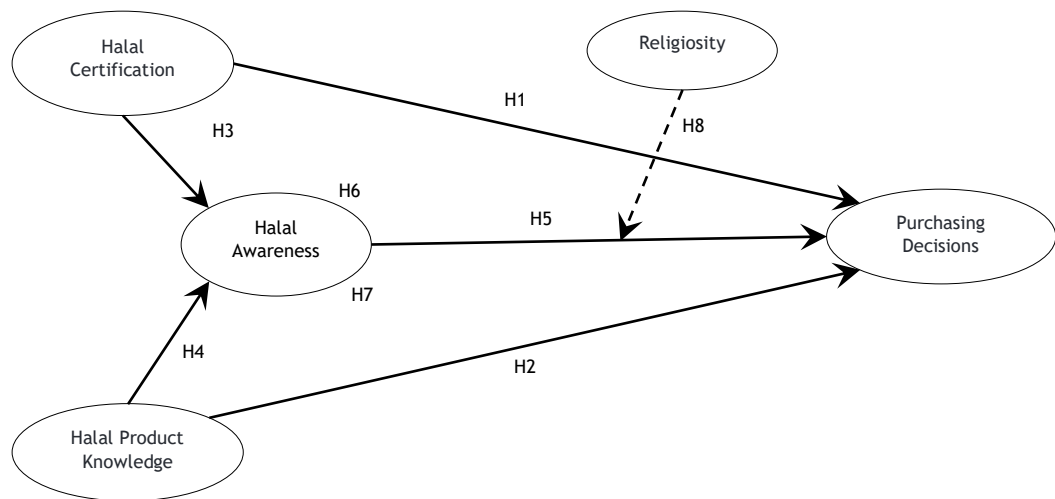


Figure 1. Conceptual framework of the study on the effect of halal certification and knowledge of halal products on purchasing decisions for instant food through halal awareness: the moderating role of religiosity

Based on Figure 1, the hypotheses in this study are formulated as follows:

- H1: Halal certification has a significant direct effect on purchasing decisions.
- H2: Halal product knowledge has a significant direct effect on purchasing decisions.
- H3: Halal certification has a significant direct effect on halal awareness.
- H4: Halal product knowledge has a significant direct effect on halal awareness.
- H5: Halal awareness has a significant direct effect on purchasing decisions.
- H6: Halal certification directly influences purchasing decisions through halal awareness.
- H7: Knowledge of halal products directly influences purchasing decisions through halal awareness.
- H8: Religiosity moderates the relationship between halal awareness and purchasing decisions.



## **4. Methods**

### **4.1 Research Design**

This study employed a cross-sectional design that analyzes data on variables collected at a specific time. The research was purposefully conducted in Malang City as the city has active youth growth, with a population of 65.037 individuals in the 20-24 age group (Central Bureau of Statistics, 2023). This youth demographic prefers salty, savory, and spicy foods like instant food (Insanii, 2019). Malang is known as an educational city, attracting many young students from both Java and outside Java to pursue their studies (Sugiharto, 2021).

### **4.2 Sampling**

The sample in this study was obtained using a non-probability sampling approach with a convenience sampling technique, which allows for selecting respondents based on ease of access and suitability for use as a research sample. Therefore, the appropriate sampling criteria were individuals aged 21 and above who are Muslim, have a particular educational background, and have previously purchased instant food. The total population for this study is unknown. So, the sample size was determined using the Rule of Thumb. According to Solimun et al. (2017), if information regarding the population is unavailable, the sample can be determined using this practical rule. The criteria for determining respondents are outlined by Solimun et al. (2017) are as follows:

- a. Ten times the number of latent variables.
- b. Ten times the number of indicators.
- c. Ten times the number of path constructs.

In this study, the rule of thumb of 10 was multiplied by the number of indicators (13 indicators for latent variables and 2 for moderating variables), resulting in 150 respondents.

### **4.3 Measurement**

This study involves two independent constructs: halal certification and knowledge of halal products. The halal certification variable is adopted from the study by Roberts-Lombard et al. (2022) consisting of three indicators based on the research by Setyaningsih and Marwansyah (2019). The knowledge of halal products variable is adopted from Nurhayati and Hendar (2020) encompassing three indicators adapted from Khairunnisa et al. (2022). Overall, both variables and their respective indicators have been studied previously. The dependent constructs employed in this study are halal awareness and purchase decision. The halal awareness variable is taken from Ambali and Bakar (2014) which includes two indicators: intrinsic awareness and extrinsic awareness. These indicators are adapted from the research of Pramintasari and Fatmawati (2020) with both indicators interact to influence the decision to purchase food. Intrinsic awareness focuses on the quality and health benefits of the product, while extrinsic awareness influences consumer perception of value and attracts attention.

Furthermore, the purchase decision variable is taken from Rachmawati et al. (2022), including three indicators adapted from Djan and Adawiyah (2020). This study also includes a moderating variable, religiosity, adopted from Muslichah et al. (2020) which encompasses two indicators: religious belief and religious practice, based on the research by Selvianti et al. (2020). These indicators are considered important as they encourage individuals to be more meticulous and careful when selecting food products, ensuring that the product aligns with religious teachings and meets the applicable halal standards, which ultimately influences their purchase decisions. All the variables were analyzed

simultaneously along with their indicators, both through direct and indirect influences. The operational definitions for the variables and indicators in this study are presented in Table 1.

Table 1. Operational definitions of factors determining halal awareness and purchasing decisions for instant food

Variables	Operational Definitions	Indicators
Halal Certification (Aslan, 2023; Roberts-Lombard et al., 2022)	Halal-certified products meet safety and cleanliness requirements during processing and display the MUI halal logo.	1) The inclusion of a halal logo on the packaging. 2) Understanding of the halal logo. 3) Product Standardization. (Setyaningsih & Marwansyah, 2019)
Halal Product Knowledge (Nurhayati & Hendar, 2020)	Consumer understanding and information regarding instant food products' safety, characteristics, and content.	1) Product Safety Knowledge. 2) Product Content Knowledge. 3) Knowledge of Halal Product Characteristics. (Khairunnisa et al., 2022)
Halal Awareness (Ambali & Bakar, 2014)	Individuals always consider whether instant food products are halal before making a purchase.	1) Intrinsic Awareness 2) Extrinsic Awareness (Pramintasari & Fatmawati, 2020)
Purchasing Decisions (Rachmawati et al., 2022)	The decision to purchase instant food involves personal beliefs when selecting products with halal labels or certifications.	1) Needs 2) Benefits 3) The product was purchased accordingly (Djan & Adawiyah, 2020)
Religiosity (Muslichah et al., 2020)	Consumers with a high level of religiosity who uphold religious principles, beliefs, and practices and apply them in their daily lives.	1) Religious Belief 2) Religious Practice (Selvianti et al., 2020)

#### 4.4 Data Collection

This study used both primary data as a triangulation approach to enhance the validity of the results. Primary data were collected through direct observation and the completion of online questionnaires using Google Forms to obtain direct perspectives and experiences from the respondents. On the other hand, supporting data were obtained from the Central Statistics Agency (BPS) and the Halal Product Guarantee Agency (BPJPH).

#### 4.5 Data Analysis

Structural Equation Modelling-Partial Least Square (SEM-PLS) analysis is a multivariate technique used to evaluate the relationship between variables. This technique tests whether there is a relationship or effect among the variables, including the relationship between independent and dependent constructs, as well as between indicators and

dependent constructs (Hair et al., 2022). This analysis consists of two tests: the outer model and the inner model.

The outer model test was also used to measure the validity and reliability of the model. The values of the model can be assessed through Convergent Validity, Average Variance Extracted (AVE), Discriminant Validity, Composite Reliability, and Cronbach Alpha (Prassida & Giovano, 2023). As Hair et al. (2021) assert, the Convergent Validity Test, or reflective construct indicator, is considered valid if the minimum factor loading value is 0.70 or higher. Discriminant Validity can be observed from the AVE correlation values, where each construct must have a higher value than the highest correlation with other constructs. A variable is considered reliable if the Composite Reliability and Cronbach's Alpha values are greater than 0.70.

Referring to Table 2, the results of the convergent validity test indicate that all construct indicators have factor loading values greater than 0.70. Meanwhile, the AVE value is used to assess discriminant validity, where an AVE greater than 0.50 indicates good validity. Furthermore, the reliability tests yielded composite reliability and Cronbach's alpha values greater than 0.70, indicating that all latent variables in this study meet the reliability criteria.

Table 2. Validity and reliability test using Structural Equation Modelling-Partial Least Square (SEM-PLS) analysis

Latent Variables	Codes	Outer Loading	AVE	Composite Reliability	Cronbach Alpha
Halal certification	X1.1	0.871	0.850	0.886	0.808
	X1.2	0.868			
	X1.3	0.810			
Halal product knowledge	X2.1	0.805	0.794	0.836	0.706
	X2.2	0.822			
	X2.3	0.754			
Halal awareness	Y1.1	0.915	0.915	0.911	0.805
	Y1.2	0.915			
Purchasing decisions	Y2.1	0.628	0.736	0.824	0.713
	Y2.2	0.776			
	Y2.3	0.698			
Religiosity	Y3.1	0.903	0.903	0.899	0.774
	Y3.2	0.903			
RG*HA	Moderation	1.000	1.000	1.000	1.000

The inner model testing is used to evaluate the model through R-squared and Goodness of Fit values. The determination coefficient, commonly referred to as R-squared, assesses the proportion of variance in the endogenous constructs that their indicators can explain. Therefore, each exogenous variable must be capable of explaining and predicting the endogenous variables (Hair et al., 2022). The criteria for evaluating R-squared are as follows: 0.19 indicates weak, 0.33 indicates moderate, and 0.67 indicates strong explanatory power.

Table 3 presents the R-squared values for the latent variables that serve as mediators. The purchase decision variable (Y1) has an R-squared value of 0.555, while the halal awareness variable exhibits an R-squared value of 0.674. This indicates that halal certification and product knowledge influence the purchase decision by 55% and halal awareness by 67%, with the remaining variance attributed to factors outside the model.

Table 3. R-squared value

Variables	R-Squared
Purchasing Decisions	0.555
Halal Awareness	0.674

The goodness of fit test evaluates the difference between observed values and expected values in the statistical model. This test assesses how well the model aligns with a set of observations (Maryam et al., 2022). The goodness of fit model is considered effective in addressing issues, as it can serve as a global validation index for the PLS model.

Based on Table 4, ten indicators that follow the rule of thumb. These criteria are not absolute. The indicators APC, ARS, and AARS show p-values less than 0.00, indicating that these indicators are acceptable based on the evaluation criteria of less than 0.05. In contrast, the indicators AVIF, AFVIF, SPR, and RSCR exhibit results within the ideal category as their values are less than or equal to 3.3. A higher VIF value indicates a greater degree of collinearity (Hair et al., 2022). Furthermore, the GoF value is calculated at 0.682, categorized as large, which suggests that the model represents a real phenomenon. SSR and NLBCDR achieved the values of 1.000 and 0.833, respectively, which are deemed acceptable. Therefore, the hypothesized causal relationships within the model are supported by the coefficients of the nonlinear bivariate associations

Table 4. Results of goodness of fit and quality indicators

Model Fit and Quality Indices	Fit Criteria	Result	Description
Average Path Coefficient (APC)	p < 0.05	0.333 p < 0.001	Accepted
Average R-Squared (ARS)	p < 0.05	0.614 p < 0.001	Accepted
Average Adjusted R-Squared (AARS)	p < 0.05	0.606 p < 0.001	Accepted
Average Block VIF (AVIF)	Acceptable if $\leq 5$ and ideally $\leq 3.3$	3.016	Ideal
Average Full Collinearity VIF (AFVIF)	Acceptable if $\leq 5$ and ideally $\leq 3.3$	2.718	Ideal
Tenenhaus GoF (GoF)	Small > 0.1, Medium > 0.25, Large > 0.36	0.682	Large
Sympson's Paradox Ratio (SPR)	Acceptable if $\geq 0,7$ and ideally =1	0.833	Ideal
R-Squared Contribution Ratio (RSCR)	Acceptable if $\geq 0.9$ and ideally =1	0.935	Ideal
Statistical Suppression Ratio (SSR)	Acceptable if $\geq 0.7$	1.000	Accepted
Nonlinear Bivariate Causality Direction Ratio (NLBCDR)	Acceptable if $\geq 0.7$	0.833	Accepted

## 5. Findings

### 5.1 Characteristics of Respondents

The profiles of respondents in this study are categorized based on four criteria: gender, age, income, and occupation. Based on the data collected from 150 respondents, the majority were female consumers (64.7%), with an income range of IDR 500,000 to IDR 1,500,000 (35.3%). Most respondents were between 20 and 25 years old (76.7%), and most were students (76.7%). This indicates that the respondents were generally female university students with relatively modest incomes, with the majority still relying on financial support from their parents.

### 5.2 Path Coefficient of the Model for Purchasing Decisions through Halal Awareness with Religiosity as a Moderating Factor

Path coefficients measure the causal relationships between latent variables in a structural model, reflecting changes in endogenous and exogenous constructs. The value of a path coefficient ranges from -1 to +1 (Hair et al., 2022). Values approaching +1 indicate a strong positive relationship, while values approaching -1 indicate a strong negative relationship. The values are represented by  $\beta$ , commonly called the Beta Coefficient. The beta coefficient indicates the magnitude of change in the endogenous variable when a one-unit change occurs in the exogenous variable (Hair et al., 2022).

Based on Figure 1, The values of  $\beta$  for the halal certification and halal product knowledge approach 1 are those for halal awareness and religiosity. This indicates that halal certification and knowledge of halal products have a positive and significant relationship with halal awareness and purchasing decisions. Furthermore, halal awareness also influences purchasing decisions, with religiosity serving as a moderating factor. In addition, halal awareness has a strong positive correlation with purchase decisions. Furthermore, religiosity as a moderating variable strengthens the relationship between halal awareness and purchase decisions, highlighting its important role in this connection.

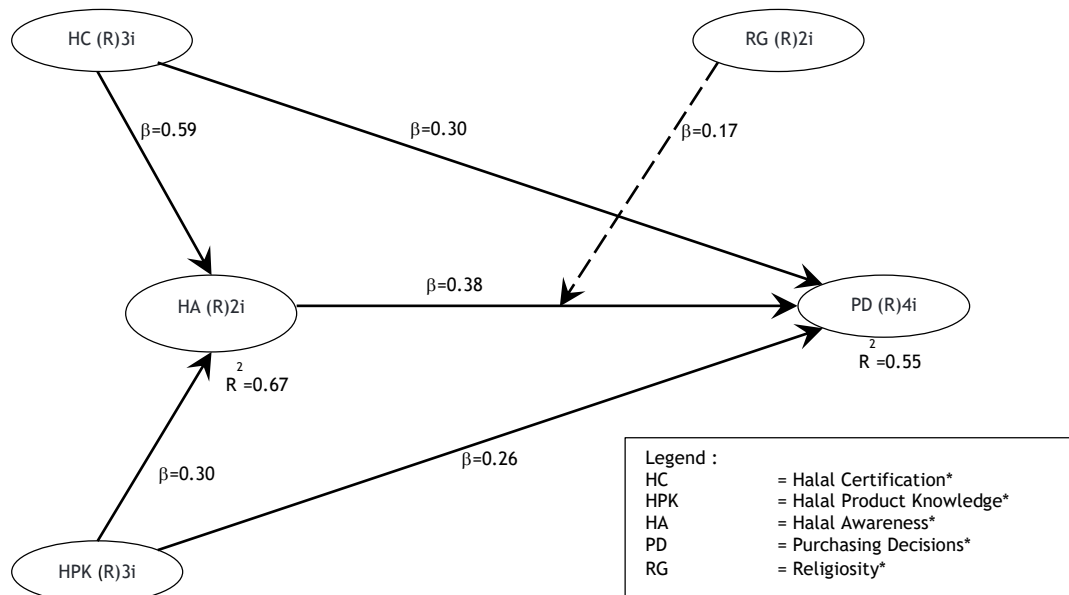


Figure 2. Path coefficient structural model of instant food purchase decision

### 5.3 Hypothesis Testing

Table 5 shows that hypothesis testing can be conducted using the bootstrapping technique. The significance values for this testing are typically categorized as follows: less than 0.10 indicates a weak significance, <0.05 indicates a moderate significance, and less than 0.01 indicates a strong or highly significant result (Solimun et al., 2017).

Table 5 shows that halal certification and knowledge directly affect both purchase decisions and halal awareness, with a p-value of less than 0.001. Halal awareness also has a positive and significant relationship with purchase decisions. Furthermore, religiosity enhances the relationship between halal awareness and purchase decisions, with a p-value of 0.002. This indicates that the obtained hypothesis test can be accepted. These findings support the proposed hypothesis, as the significance value falls within the



<0.01 category, indicating a very strong influence (highly significant). This study also analyzes the indirect effects, as seen in Table 5.

Table 5. The results of hypothesis testing of the effect of halal certification and halal product knowledge on purchasing decisions and halal awareness with religiosity as a moderating variable

	Hypothesis	Coefficient	P-Value	Result
H1	Halal Certification > Purchasing Decision	0.302	P<0.001**	Highly Significant
H2	Knowledge of Halal Products > Purchasing Decision	0.263	P<0.001**	Highly Significant
H3	Halal Certification > Halal Awareness	0.586	P<0.001**	Highly Significant
H4	Knowledge of Halal Products > Halal Awareness	0.299	P<0.001**	Highly Significant
H5	Halal Awareness > Purchasing Decision	0.379	P<0.001**	Highly Significant
H8	Halal Awareness > Purchasing Decision *Religiosity Moderation	0.169	0.002*	Highly Significant

Note: \*significant at p<0.05; \*\*significant at p<0.001

Table 6 shows that halal certification strongly affects purchase decisions through halal awareness, which serves as a mediating variable. This is evident from the p-value of 0.000 or less than 0.001 (highly significant). On the other hand, knowledge of halal products has a moderate positive effect on purchase decisions through halal awareness, with a p-value of 0.022 (significant). This means that the hypothesis in this study can be accepted.

Table 6. The results of the hypothesis testing of the effect of halal certification and halal product knowledge on purchasing decisions mediated by halal awareness.

	Hypothesis			P-Value	Result
	Independent	Mediation	Dependent		
H6	Halal Certification	Halal Awareness	Purchase Decision	p<0.001*	Highly Significant
H7	Halal Product Knowledge	Halal Awareness	Purchase Decision	0.022*	Highly Significant

Note: \*significant at p <0.05; \*\*significant at p<0.001

## 6. Discussion

### 6.1 The Effect of Halal Certification on Purchasing Decisions

The halal certificate (X1) can directly influence the purchase decision (Y1) of instant food. Thus, the first hypothesis (H1) is accepted. This is because the indicator of the halal symbol provides the largest contribution to the halal certificate. Customers typically check the halal label on the product packaging or the halal certificate displayed at a restaurant before making a purchase (Mutmainah, 2018). Manufacturers should at least provide minimal information about halal certification, including the expiration date, which should cover the day, month, and year (Hajijah & Retnaningsih, 2024). Therefore, the halal certificate is crucial in providing assurance to buyers and preventing the possibility of non-halal products (Fadila et al., 2020). This research is consistent with Jaiyeoba et al. (2020) who found a relationship between halal certification and the purchase decision of Nigerian consumers. Another study by Saputra and Jaharuddin (2022)

also found that halal certification increases consumer decision-making to buy Zoya products.

These findings are highly relevant, considering that many consumers in Malang have not fully understood the importance of halal certification. The lack of socialization about halal certification procedures and their benefits has led to consumers being unaware of the importance of halal labels on products (Karisma & Amalia, 2024). Efforts to address these challenges include improving consumer education on the importance of halal certification, increasing the availability of halal-certified products in the market, and standardizing halal labels to be clear and easily understood. The aim is for consumers in Malang to make purchase decisions for instant food that align with the expected halal standards. Based on this explanation, the first hypothesis in this study can be accepted.

## **6.2 The Effect of Halal Product Knowledge on Purchasing Decisions**

Halal product knowledge (X2) has a direct, positive, and significant effect on the purchase decision of halal instant food. Thus, the second hypothesis (H2) is accepted. This is supported by the fact that knowledge about the product's content contributes significantly to halal product knowledge. Consumers who have a broad understanding of halal literacy become more aware when purchasing halal products, leading to a preference for halal food (Khan et al., 2022). Meanwhile, in Malang, the younger generation is increasingly showing enhanced knowledge of halal products, with particular attention to the product contents. Therefore, adequate information and a deep understanding are crucial elements in the consumer decision-making process, especially when purchasing instant food. This research aligns with Rachmawati et al. (2022), who found that product knowledge significantly influences consumers' decisions when purchasing halal products. However, consumers in Malang tend to seek innovative halal products (instant food) that align with current trends. Thus, companies need to adapt to the evolving market preferences. It is crucial for producers or companies to provide clear information on their products and develop products that meet consumer preferences and needs. By understanding and addressing these challenges, companies can enhance their competitiveness while meeting the expectations of consumers who are increasingly concerned with halal products (Rahman et al., 2021).

## **6.3 The Effect of Halal Certification on Halal Awareness**

Halal certificate (X1) directly has a positive and significant effect on halal awareness (Z) for halal instant food. Thus, the third hypothesis (H3) is accepted. Consumer understanding of the halal certificate can be measured when consumers recognize the halal logo from an accredited or internationally recognized body (Wilkins et al., 2019). One example is the halal logo from LPPOM MUI. Halal certification marked with the halal logo increases the awareness of Muslims about the importance of consuming products that comply with Islamic law (Pramintasari & Fatmawati, 2020). The findings from Usman et al. (2023) in their study reveal that consumer understanding of halal certification directly influences their awareness of the importance of consuming halal food.

National awareness of halal certification has increased with the implementation of Law No. 33 of 2014. This increase is due to the comfort consumers feel, as halal certification guarantees that the product is free from prohibited ingredients. Additionally, halal certification generally includes certain quality standards, allowing buyers to feel confident about the product's quality (Elwardah et al., 2024). For example, in Malang, particularly among Muslim consumers, there is a positive perception of halal certification on instant food because it not only guarantees the halal status of the product but also boosts consumer confidence (Zain et al., 2021). However, this contrasts with business operators, as halal certification remains low and insufficiently fulfilled. This situation is

due to the halal certification process being considered difficult by some business actors, with 27% of them stating that this is the main obstacle (Ubaidi & Pertiwi, 2018). Therefore, the Malang City Government can collaborate with relevant institutions to organize education and training for business operators on the importance of halal certification and the procedures for obtaining it. Additionally, providing consultation and assistance services during the halal certification process can help businesses overcome existing challenges. This is because the existence of certification serves as an informative tool aimed at raising consumer awareness that the product meets halal standards.

#### **6.4 The Effect of Halal Product Knowledge on Halal Awareness**

Halal product knowledge (X2) has a positive and significant effect on halal awareness (Z) for instant food, meaning that the fourth hypothesis (H4) is accepted. Halal product knowledge refers to the understanding of what is permissible (halal) according to Islamic law, including food, ingredients, benefits, and any products considered halal for consumption. From the producer's side, various efforts to promote halal products and enhance halal product knowledge can also increase awareness of halal principles (Nurhayati & Hendar, 2020; Nusran et al., 2018). This finding is consistent with the results of Jannah and Al-Banna (2021) who found that knowledge has a sufficient and significant impact on awareness regarding halal products, both from the perspective of consumers and business owners.

In this context, knowledge of halal products not only enhances consumer understanding of the importance of choosing products that align with halal principles but also encourages producers to apply halal standards in production. Oemar et al. (2023) found that a deep understanding of halal products directly impacts halal awareness. Moreover, religious knowledge also plays an important role, as this understanding forms the basis for producers to ensure that their products meet halal requirements. This is particularly relevant, given that many consumers, especially in Malang, view the halal label as the main indicator of a product's halal status, although there are still many halal-labeled products whose credibility is questionable (Adinugraha et al., 2017). Therefore, business operators need to develop sustainable marketing communications to build consumer confidence that the products they consume are genuinely halal.

#### **6.5 The Effect of Halal Awareness on Purchasing Decisions**

Halal awareness (Z) directly has a positive effect on the purchase decision (Y2). Thus, the fifth hypothesis (H5) is accepted. This result is due to the high value of intrinsic and extrinsic awareness indicators affecting purchase decisions. Essentially, the more a person understands halal awareness, the more it influences their consumption of halal food (Setyaningsih & Marwansyah, 2019). This finding is consistent with the study by Usmandani and Darwanto (2021) which found that halal awareness significantly affects the purchasing decision of halal processed meat. Muslims believe that consuming halal food not only brings blessings but also contributes to physical and mental health. This belief extends to various products, where consumers strive to ensure that everything they use aligns with halal principles. As a city with a Muslim majority, halal awareness related to food in Malang is generally higher, as it is considered a religious obligation. This is supported by Millatina and Sayyaf (2019) who found that halal awareness significantly affects the purchasing decision of halal food in traditional markets. This understanding shows that halal awareness in the community is increasingly growing, where consumers not only consider the quality of products but also the religious values they embody (Genoveva & Utami, 2020). However, each region has its own halal standards and regulations. Therefore, companies need to adjust to local rules to ensure their products meet halal requirements in the target market.

### **6.6 The Effect of Halal Certification and Halal Product Knowledge on Purchasing Decisions Through Halal Awareness**

Halal awareness (Z) mediates the positive and significant effect of halal certification (X1) and halal product knowledge (X2) on purchase decisions (Y1). Thus, the sixth hypothesis (H6) is accepted. Halal certification ensures that a product meets the criteria set by Islamic teachings, while knowledge of halal products allows consumers to gain a deeper understanding of the aspects that make the product halal. These two factors play a role in increasing halal awareness, which in turn affects consumer purchasing decisions. Consumers with high halal awareness are more likely to choose and remain loyal to products that align with halal principles. According to Mahendri et al. (2020), consumers with quality religious education, deep religious knowledge, and a religious attitude in daily life tend to exhibit positive behaviour when purchasing products.

This result aligns with findings from several previous researchers who have shown that halal certification and halal product knowledge can influence purchasing decisions, with halal awareness acting as a mediator (Fathoni et al., 2023; Öztürk, 2022). The first stage in the purchasing process is awareness, where customers move from not knowing to recognizing and understanding the concept. Fundamentally, consumers who have understood this concept are more likely to make informed choices. This is also true in Malang, where consumers purchasing instant food tend to first consider two main elements, knowledge of halal products and halal certification, before making their purchase decision. Therefore, producers need to educate consumers about the importance of the halal food concept and include halal labels on packaging (Purnomo et al., 2024).

### **6.7 The Effect of Halal Awareness on Purchasing Decisions Moderated by Religiosity**

Halal awareness moderated by religiosity has a positive and significant effect on purchasing decision. Thus, the seventh hypothesis (H7) is accepted. This is evidenced by religious belief and practice, which contribute strongly to religiosity. A study by Apriana and Afrida (2024) found that religiosity as a moderating variable did not strengthen halal awareness' influence on halal food purchase intention. However, Muslichah et al. (2020) found religiosity positively contributes to the relationship between public understanding and product choice. Religiosity plays a key role when a product contains halal elements (Prasetyo & Darwanto, 2023).

The higher an individual's religiosity, the stronger the connection between halal awareness and the decision to consume halal products (Wang et al., 2020). This means commitment, belief, and religious ties influence decision-making habits. The impact of religiosity varies among consumer groups, such as younger versus older consumers or students versus professionals. In Malang, religiosity is higher among young, educated consumers. Widiastuti (2021), found religiosity significantly influences prosocial behavior in teenagers, especially in those with higher agreeableness and younger age. Individuals with greater religiosity tend to exhibit more prosocial behavior, which affects their purchasing decisions. Furthermore, Albar (2023) also argues that lifestyle and religiosity influence purchase decisions. Religiosity significantly impacts consumer behavior, but its effect varies by age and employment status. Younger consumers or students are more influenced by religiosity in purchasing decisions than older or professional consumers. However, lifestyle and income also play a role.

## **6.8 Managerial Implication**

The managerial implications of this study can derive from the factors that influence consumer behavior, ranked according to their impact. Referring to the halal certification variable, which has the highest influence on halal awareness and purchase decisions, consumers believe that halal certification on instant food guarantees its halal status, health, and safety. Therefore, companies should display the MUI halal logo on their instant food packaging. Meanwhile, LPPOM MUI should simplify the registration of halal certification and be more active in educating the public about the importance of certification. Additionally, producers should design marketing strategies that highlight halal certification or the halal logo to attract consumer attention when purchasing instant food. This would help increase consumer awareness of the importance of choosing halal products and encourage producers to pay more attention to halal aspects in the products they market.

Furthermore, knowledge of halal products has a positive impact on halal awareness and purchase decisions. For consumers, information on product packaging serves as the basis for decision-making and provides them with a broader understanding. Therefore, companies should provide data on the ingredients of instant food products, including information about raw materials, so that consumers have adequate knowledge of the products they are purchasing. Additionally, companies can utilize advertising and promotions that highlight the benefits of halal products as well as testimonials from consumers, which can encourage purchase decisions.

There is also a strong relationship between halal awareness and purchase decisions, as understanding halal principles serves as a benchmark for consumers when making purchase decisions, ultimately increasing the demand for halal products. Thus, the findings of this study emphasize the importance for companies to increase the demand for halal products through appropriate marketing strategies, collaborations with relevant institutions, and strengthening the supply chain. These aspects can be aligned with Islamic principles. In this regard, companies can be more effective in meeting consumer needs while strengthening their position in the halal market. This study also found that religiosity contributes to the enhancement of an individual's halal awareness when purchasing instant food. In this case, consumers now not only consider product quality but also the religious values embedded in the product. As a result, companies can collaborate with religious leaders or influencers from religious communities to enhance the credibility of their products and attract customer attention. Marketers should also recognize that religious consumers will assess a product based on health values. This means that the primary focus should be on ensuring the safety, cleanliness, and quality standards of the product.

## **6.9 Theoretical Contribution**

This study is based on consumer behavior theory, focusing on the factors influencing halal awareness and purchasing decisions for instant food. The results of the analysis indicate that the increasing awareness of consumers when purchasing instant food is driven by the presence of halal certification or symbols on packaging, comprehensive knowledge related to halal products, and strong religious beliefs. This theory provides a sufficient understanding of consumer decisions in buying instant food and can be used to design effective marketing strategies by further understanding consumer behavior. Thus, the contribution of this theory enriches the understanding of consumer behavior and offers practical guidance for industry stakeholders to enhance instant food sales.



## 6.10 Limitations

The study has four limitations. First, the latent variables analyzed are limited to halal certification, product knowledge, and purchase decisions. Second, the sample size consists of only 150 consumers. Third, this research focuses specifically on halal instant food and does not cover the entire range of halal products. Lastly, the context of this study is limited to Malang City.

## 7. Conclusions

Based on the results and discussion, some conclusions can be drawn. First, halal certification and knowledge of halal products have a direct and significant influence on purchasing decisions and halal awareness. Next, halal awareness also significantly affects purchasing decisions. Halal awareness can serve as a mediator between halal certification and knowledge of halal products in purchasing decisions. Moreover, halal awareness has a significant impact on purchasing decisions, with religiosity acting as a moderating variable. Thus, it can be concluded that the analyzed component variables play an important role in enhancing consumer awareness in the purchasing process of instant food in Malang City. This research contributes to increasing consumer awareness of buying instant food.

## 8. Recommendation

It is recommend that future research evaluate this study more thoroughly by analyzing aspects such as customer satisfaction, customer loyalty, and repurchase intention. It should also consider factors such as product safety, halal marketing, trust, and subjective norms to gain a more comprehensive understanding of consumer behavior. Additionally, the scope of the research could be expanded from halal instant food to other halal product categories, such as beverages, cosmetics, pharmaceuticals, or fashion, to provide a more holistic perspective. Furthermore, the research area, which was previously limited to the city of Malang, can be expanded to a larger region, such as several cities in East Java, throughout Indonesia, or even internationally. This step aims to obtain a sufficient number of respondents, more varied research results, and a more accurate picture of consumer dynamics in different regions. Therefore, it is hoped that future research will produce deeper findings, be more relevant, and make a significant contribution to the development of studies in this field.

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