

CONSUMER BEHAVIOR | RESEARCH ARTICLE

The Influence of Halal Awareness on Consumer Purchase Intention of Broiler Chicken Meat in Bogor

Muhamad Arham Amarulhaq¹, Retnaningsih^{1*)}, Raden Isma Anggraini¹

Abstract:

Background: Halal awareness is a primary determinant of food consumption behavior, especially for broiler chicken products, as consumer demand for halal certification to increase.

Purpose: This study examines the influence of exposure to halal information and religious beliefs on halal awareness and its implications for consumer purchase intent.

Method: A quantitative survey design was employed involving 140 respondents (Bogor residents aged over 18 years who had purchased chicken meat in the last three months) selected through purposive sampling. Data were analyzed using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) approach.

Findings: The study demonstrates that exposure to halal information and religious beliefs positively and significantly influence halal awareness. Individuals who receive information from their environment, social media, and religious activities and who possess strong religious beliefs tend to exhibit higher levels of halal awareness. Additionally, greater halal awareness significantly increases consumers' purchase intentions. Therefore, enhancing halal awareness can effectively strengthen consumers' intent to purchase.

Conclusions: Within this purposive sample of Bogor consumers, halal awareness mediated the relationships between exposure to halal information, religious belief and purchase intention. Because the sample was non probability and localized, caution is needed before generalizing these findings to other regions.

Research implications: These findings highlight the importance of halal communication strategies based on credible information and the reinforcement of religious values to enhance the effectiveness of halal product marketing and certification policies.

Keywords: exposure to halal information, halal awareness, health reasons, purchase intention, religious beliefs

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Author Affiliation:
¹School of Business, IPB
University, SB-IPB
Building, Jl. Raya
Pajajaran, Bogor, West
Java, Indonesia 16151

*Corresponding author:
retno_ikk@apps.ipb.ac.id

ABOUT THE AUTHORS



Retnaningsih

Retnaningsih is a lecturer at the School of Business, IPB University, Indonesia. She currently serves as Secretary of the Undergraduate Study Program at the School of Business. Her research interests include consumer behavior, business, and communication. She can be contacted at retno_ikk@apps.ipb.ac.id.

Muhamad Arham Amarulhaq was born in Bogor on February 2, 2001. Arham graduated from the School of Business, IPB University, Indonesia. He can be contacted at marhamamarulhaq@gmail.com.

Raden Isma Anggraini is a lecturer at the School of Business, IPB University, Indonesia. Her research interests include human capital, knowledge management, and intellectual capital. She has also published several papers in various journals and conference proceedings related to human resources and business issues. She can be contacted at isma.anggraini@apps.ipb.ac.id.

PUBLIC INTEREST STATEMENT

Halal is an integral part of Indonesian Muslims' buying interest. Therefore, it is necessary to study the optimization of the downstream halal industry, especially for the source of halal food products. Indonesia, with the majority of the population being Muslims, should take steps to provide halal awareness of broiler meat products circulating in the market. Through the Job Creation Law, Article 48 Paragraph 20 concerning the regulation of halal product guarantees, public education and literacy on halal products can increase significantly and encourage the chicken meat industry to carry out halal certification. This study analyzes the factors of halal exposure, health reasons, and religious beliefs on halal awareness, which become mediating variables that influence purchase intention for halal chicken meat products.



1. Introduction

Eating halal food is an obligation for every Muslim. Etymologically, halal means to be permitted or not prohibited. Terminologically, it refers to something that is free from risk and does not pose physical or spiritual risks. The Quran states in Al-Baqarah (2:168) that Allah SWT instructs Muslims to consume lawful and good food available on earth and prohibits them to follow the steps of Satan by consuming forbidden food. For Muslims, the distinction between halal and haram should be a primary factor influencing their purchase interest. Afzaal et al. (2017) found that exposure to halal product information significantly influenced Muslim consumers' purchase intentions for beef products in the Republic of China.

Broiler chicken meat is one of Indonesia's most widely produced and consumed food products. During 2021-2022, broiler meat consumption increased by 0.14 kilograms per capita per week, higher than beef at 0.009 kilograms per capita per week (BPS, 2021). This is because chicken meat is more accessible and more affordable than other animal meat products. As a livestock product, it requires halal supervision overseen by the state. The Indonesian government enacted Law Number 33 of 2014 concerning Halal Product Guarantee (JPH Law) to guarantee the safety of halal product consumption for the Muslim community in Indonesia. In 2017, in accordance with Article 64 of the JPH Law, the government established the Halal Product Guarantee Management Agency (BPJPH) under the Ministry of Religion of the Republic of Indonesia (Kemenag), in collaboration with MUI to manage halal product guarantees in Indonesia.

There is a gap between the supply of halal-certified broiler meat products and the demand of Muslim-majority consumers. Halal assurance in broiler meat processing remains a significant challenge. Until 2023, only 15% of poultry slaughterhouses (RPU) were halal certified, indicating that the remaining 85% did not guarantee the halal status of broiler meat products. Research by Gustiana (2023) shows that, of the 727,617 products on the market, only about 69,985 were halal-certified, indicating that the proportion of certified products remains relatively low. Furthermore, research by Simbolon and Hidayat (2022) confirms that the number of halal certificates in Indonesia has not reached its full potential due to complex procedures, high costs, and various administrative obstacles in the certification application process. The low rate of halal certification among MSMEs is attributed to limited knowledge among business operators, as well as insufficient government outreach and assistance (Siagian et al. 2024). Therefore, halal certification and halal awareness must be strengthened, and the government has an obligation to improve the halal supply chain. This remains a significant issue given the importance of halal in religious teachings and cultural values.

Halal awareness refers to the extent of consumers' understanding, knowledge, and concern regarding the halal status of products, including their ingredients and production processes, as well as trust in halal authorities. In Indonesia, halal awareness is recognized as a multidimensional construct encompassing cognitive and affective components, along with trust in halal certification (Deti, 2025). For fresh food products such as broiler chicken, halal awareness has become increasingly significant because halal status depends on ingredients, slaughtering, and distribution processes that adhere to Islamic law. Multiple studies have demonstrated that halal awareness significantly influences consumer behavior, including purchase intentions and consumption decisions, particularly among younger generations such as Generation Z, who exhibit high levels of halal awareness but have not yet developed consistent consumption practices (Hendryadi, 2024; Rosyid, 2025).

Conversely, halal exposure refers to the extent to which consumers are exposed to information, education, and environments related to halal products, including digital media, labeling, and halal campaigns. Such exposure functions as an external factor that shapes and reinforces halal awareness by improving consumer literacy and comprehension. Recent studies indicate that halal knowledge, religiosity, and information exposure are closely interconnected in shaping halal awareness, which subsequently affects consumer purchasing behavior (Sari & Susanti, 2025). Among young consumers in Indonesia, particularly Generation Z, who are frequently exposed to digital information, halal exposure is increasingly pertinent for understanding the development of halal awareness and its influence on food product preferences, including broiler chicken meat. Consequently, examining the relationship between halal exposure and halal awareness is essential for understanding the dynamics of consumer behavior in selecting halal products in the contemporary era.

Bashir (2019) found that halal awareness positively affects consumer purchase intention among both Muslims and non-Muslims. This indicates that halal awareness is crucial for Muslim and non-Muslim consumers. In addition, Rachmawati et al. (2022) found that halal brand awareness, as a moderating variable, influences product knowledge and product involvement in purchasing decisions. In contrast to previous studies, this study analyzes broiler chicken products that still need halal certification in Bogor. It offers a novel approach by integrating exposure to halal information and religious beliefs as determinants of halal awareness and subsequently examining their influence on consumer's purchase intentions for broiler chicken. Furthermore, this study provides a specific empirical context for consumers in Bogor, a group that has received limited attention in previous literature on halal product consumption behavior. This study investigates the influence of exposure to halal information and religious beliefs on halal awareness and examines their effects on consumer's purchase intentions for broiler chicken products. Furthermore, it provides empirical insights into consumers' halal product consumption behavior in Bogor.

2. Literature Review

2.1 Theory of Planned Behavior

The Theory of Planned Behavior has served as the foundation for numerous studies on purchase intention (Shalender & Sharma, 2021; Wong et al., 2018). According to this theory, individual behavior is influenced by behavioral intention and perceived behavior control. Behavioral intention, in turn, is shaped by an individual's attitude toward the behavior, subjective norms, and perceived behavior control (Ajzen, 1991). The Theory of Planned Behavior (TPB) suggests that behavioral intention is the primary determinant of an individual's behavior. The stronger the intention to perform a particular behavior, the more likely the individuals are to engage in it. Intention is influenced by beliefs and relevant information about the potential outcomes of displaying a specific behavior. It is important to note that intention may change over time, and the longer the gap between intention and behavior, the greater the likelihood that the intention will change (Ajzen, 2015).

2.2 Halal Exposure

Exposure is essential for increasing consumer knowledge and awareness of halal products (Usman et al., 2023). Furthermore, Usman et al. (2023) found that religious beliefs, self-identity, and media exposure influence Muslim consumers' awareness of halal products. Therefore, education and media exposure can significantly increase halal awareness and influence consumer purchase intentions. Another study found that individuals exposed to

halal information through formal education tend to have higher levels of halal awareness (Ambo & Shapiro, 2021). Meanwhile, Eriany (2023) states that Halal Media Japan's efforts to disseminate information on halal products through social media are considered effective in attracting consumers.

2.3 Health Reason

The concept of halal prioritizes the value of cleanliness, safety, quality, purity in production, and processes that comply with Islamic law (Hussain et al., 2016). Food is essential in health and daily life (Quantaniah et al., 2013). One of Islam's virtues is consuming halal food as part of maintaining health (Quantaniah et al., 2013). Similarly, Baharuddin et al. (2015) found that Muslims who care about food safety and healthy lifestyles tend to consume halal food. Bashir (2019) analyzed various determinants influencing the choice of halal food products and found that health and hygiene are the main factors that influence it. In addition, Purwanto et al. (2021) confirmed that halal awareness, health, and perceived value influence the intention to purchase halal food in Indonesia.

2.4 Religious Belief

Research shows that religious beliefs play a role in maintaining mental health and strengthening social bonds among individuals (Stavrova, 2022). Therefore, religious belief plays a vital role in shaping individuals' values, awareness, and behavior. For instance, Shahid et al. (2022) found that religious knowledge and religious commitment influence consumer purchasing behavior towards halal cosmetic products. Putri (2018) found that halal knowledge and religiosity influence consumer awareness of halal products. Another study also found a relationship between the level of religious belief and Muslim consumer's awareness of halal food (Farhan & Andriansyah, 2016). Similarly, several studies have reported that the level of religiosity influences the purchasing process (Mortimer et al., 2020; Rizkitysha & Hananto, 2022).

2.5 Halal Awareness

Halal awareness refers to searching for information to increase awareness of what is permissible to eat, drink, and use (Bashir, 2019). Vanany et al. (2020) stated that halal awareness includes consumer's general knowledge of halal, halal food, and halal production process. Kurniawati and Savitri (2020) also measured halal awareness through two indicator variables: consumer's understanding of the definition of halal and their confidence to buy food that meets halal standards. Research by Febriandika and Hakim (2023) analyzed the purchase intention of halal food in Generation Z and found that halal awareness and knowledge are influential factors influencing consumers' intention to purchase halal products.

2.6 Purchase Intention

Bashir (2019) defines purchase intention as the evaluation process consumers undertake before purchasing. Purchase intention is the tendency of consumers to buy a product based on the alignment between their purchase motives and the product's attributes or characteristics. Consumers build purchase intention by considering factors such as expected value, price, and expected product benefits (Kotler et al., 2019). A number of studies indicate that purchase intention is shaped by factors such as attitude, trust, subjective norms, and perceived behavioral control, all of which significantly influence consumers' purchase intentions (Sintia et al., 2023; Meriana & Kurniawati, 2023). Additionally, factors such as perceived value, perceived quality, social influence, and

information have been shown to be important determinants of increased consumer purchase intention (Khan et al., 2025; H'ng et al., 2025).

2.7 Relationship between Halal Exposure and Halal Awareness

A systematic literature review demonstrates that access to halal information is a key determinant of halal awareness. Repeated exposure to such information enhances consumers' knowledge of the halal concept, the certification process, and the significance of selecting products that comply with Islamic law (Deti, 2025; Iranmanesh et al., 2022). Consumers who frequently receive halal-related information exhibit higher awareness of product halal status than those with limited exposure (Iranmanesh et al., 2022). Exposure to halal information serves as an external stimulus that increases consumers' knowledge, attention, and understanding of halal, thereby fostering halal awareness (Yulianto et al., 2022; Deti, 2025).

H1: Halal exposure significantly influences halal awareness

2.8 Relationship between Health Reason and Halal Awareness

From a consumer behavior perspective, health considerations motivate individuals to seek information about raw materials, production processes, and halal certification, thereby increasing halal awareness (Harwati, 2026). Studies on halal consumer behavior demonstrate that perceived health benefits are among the factors that enhance consumers' attention to halal attributes before making consumption decisions (Permanasari et al., 2026). Findings on Indonesian consumers further suggest that halal awareness underpins consumption behaviour and is influenced by a combination of knowledge, perceived quality, and health concerns. Therefore, health considerations are a primary determinant of increasing public awareness of halal (Lusianti et al., 2026).

H2: Health reason significantly influences halal awareness

2.9 Relationship between Religious Belief and Halal Awareness

Consumers with strong religious beliefs are more proactive in seeking information about the halal status of products, as they consider consuming halal products as a religious obligation rather than merely consumer preference (Divianjella et al., 2020). Sari and Susanti (2025) found that religiosity positively and significantly influences halal awareness among Generation Z consumers in Indonesia; individuals with higher religiosity demonstrate greater halal awareness than those with lower religiosity. These results align with Gojali and Asih (2020), who identified religiosity as a primary determinant of Muslim consumer behavior in selecting halal products, as it strengthens awareness of the necessity to consume products that comply with Islamic law. Similarly, Anggraini and Dewanti (2020) reported that consumers with higher religiosity exhibit greater halal awareness and exercise greater caution when purchasing halal products.

H3: Religious belief significantly influences halal awareness

2.10 Relationship between Halal Awareness and Purchase Intention

Fatmi et al. (2020) concluded that halal awareness is a primary determinant of purchase intention, consistently demonstrating significance across diverse countries and research contexts, including food, cosmetics, pharmaceuticals, and other halal products. Rahmi et al. (2025) found that halal awareness significantly affects consumers' purchase intention for food products with a halal logo, even when considered alongside religiosity,

price, and the halal logo itself. Rolando (2026) reported that, among non-Muslim consumers in Indonesia, halal awareness positively influences purchase intention, although this effect is less pronounced than that of brand recognition and halal certification.

H4: Halal awareness significantly influences purchase intention

3. Conceptual Framework

Indonesia, where the majority of the population is Muslims, should strengthen halal awareness of broiler meat products available in the market. Through the Job Creation Law, Article 48, Paragraph 20 concerning the regulation of halal product guarantees, public education and literacy on halal products can increase significantly and encourage the chicken meat industry to obtain halal certification. Purchase intention refers to an individual's intention or willingness to buy a product or service in the future. Halal exposure refers to the extent to which individuals encounter halal-related information, such as media coverage, labeling, and educational content (Deti, 2025). This exposure serves as an external stimulus that shapes consumer understanding. Research shows that exposure to halal information, especially through media, increases halal awareness (Rasyida, 2024). This effect occurs directly, alongside factors such as religiosity and self-identity, in influencing consumer awareness of halal products. Meanwhile, Bashir (2019) states that halal awareness positively influences purchase intention; therefore, the research conceptual framework is presented in Figure 1.

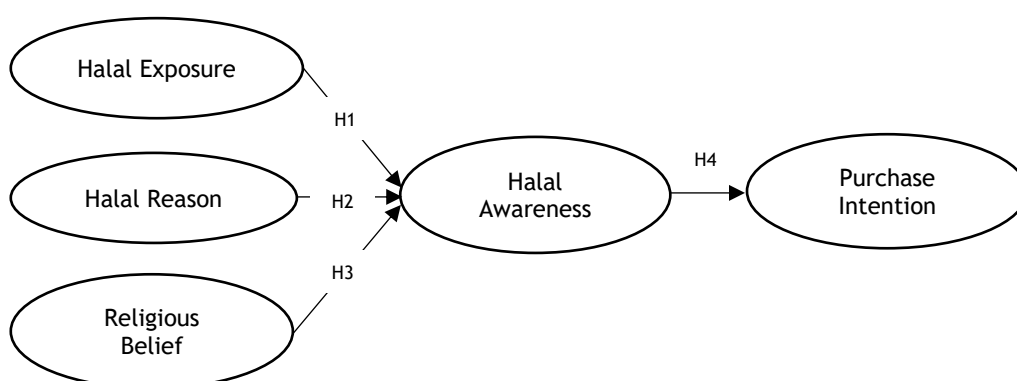


Figure 1. Conceptual framework the influence of halal awareness on consumer purchase intention of broiler chicken meat in Bogor

Based on the results of previous research, this study proposes hypotheses:

H1: Halal exposure significantly influences halal awareness.

H2: Health reason significantly influences halal awareness.

H3: Religious belief significantly influences halal awareness.

H4: Halal awareness significantly influences purchase intention.

4. Methods

4.1 Research Design

This cross-sectional study was conducted in Bogor, with data collected from August to September 2023. Bogor was selected as the study site because it is the largest broiler meat producer in West Java. In 2022, broiler meat production in Bogor reached 179.35 tons, while West Java reached 860.16 tons. Thus, Bogor contributed 48.73% of West Java's broiler meat production (BPS, 2023).

4.2 Sampling

A cross-sectional quantitative survey was conducted with 140 purposively sampled respondents. Respondents were recruited via social media between August and September 2023. Because sampling was non-probability, results are not statistically generalizable beyond the sample; the findings apply only to the surveyed Bogor respondents. The purposive sampling criteria required respondents to be Bogor residents aged over 18 years old and have purchased chicken meat in the last three months. The minimum age limit of 18 years was chosen because individuals of this age are legally considered adults and are assumed to be capable of making independent decisions. The sample size was determined using the SEM-PLS analysis approach. Hair et al. (2017) recommend a sample size of 5-10 times the number of indicators used in the study. Based on the number of indicators in the study, the minimum number of samples is 115 (5 times 23 indicators), and the maximum recommended sample size was 230 (10 times 23 indicators). We used the 5-10× indicator rule as a guideline. In addition, an a-priori power analysis was conducted for the SEM model to confirm that $n = 140$ provides adequate statistical power (≥ 0.80) for the hypothesized paths and mediation tests.

4.3 Measurement

The study uses five latent variables: halal exposure, health reasons, religious beliefs, halal awareness, and customer purchase intention. Items were adapted from previous studies and underwent translation and a pilot testing ($n = 20$) to check clarity and cultural appropriateness. Items with low comprehension were revised before the main survey. Details of the analytical variables used in the study are presented in Table 1.

Table 1. Operational definition, indicators, and scale of variables

Variables	Operational Definition	Indicators	Scale
Halal exposure (Kurniawati & Savitri, 2020)	Halal exposure refers to an individual's level of exposure to information, education, and environments related to halal products, whether through digital media, labeling, or social interactions.	(HE1) I look for information related to halal products (HE2) My close friends provide information related to halal and haram food products (HE3) Religious leaders provide information regarding halal and haram food products. (HE4) social media (Instagram, YouTube, TikTok) provide information related to halal and haram food products (HE5) The government provides information related to halal and haram food products	1=Strongly disagree, 2=Disagree, 3=Moderately agree, 4=Agree, 5=Strongly agree

Table 1. Operational definition, indicators, and scale of variables (Continue)

Variables	Operational Definition	Indicators	Scale
Health reason (Kurniawati & Savitri, 2020)	Health reasons refer to consumers' motivations for choosing products based on health considerations, such as the perception that halal products are more hygienic, safer, and of higher quality.	(HR1) I believe that halal food is healthier. (HR2) I believe that halal food is cleaner (HR3) I believe that halal food is safer for health (HR4) I believe that halal food is of higher quality (HR5) I believe that halal food is more likely to prevent various diseases.	1=Strongly disagree, 2=Disagree, 3=Moderately agree, 4=Agree, 5=Strongly agree
Religious belief (Kurniawati & Savitri, 2020)	Religious belief refers to an individual's level of conviction in religious teachings, which influences consumption attitudes and behaviors, particularly when selecting halal products.	(RB1) I consume halal chicken meat products because I am a Muslim. (RB2) I consume halal chicken products because my religion tells me to. (RB3) I avoid buying chicken meat that is not halal. (RB4) I consume halal chicken products to show my commitment to my religion. (RB5) I feel at ease if I eat chicken meat that is clearly halal.	1=Strongly disagree, 2=Disagree, 3=Moderately agree, 4=Agree, 5=Strongly agree
Halal Awareness (Kurniawati & Savitri, 2020)	Halal awareness refers to the level of consumer knowledge, understanding, and awareness regarding the concept of halal, encompassing ingredients, production processes, and product distribution in accordance with Sharia law.	(HA1) I understand what halal means (HA2) I know the difference between halal and haram food products (HA3) When buying food, I consider the halalness of the food. (HA4) I know that chicken slaughtered not according to Shari'ah is haram. (HA5) I know that food that is not processed in accordance with Sharia makes the food haram.	1=Strongly disagree, 2=Disagree, 3=Moderately agree, 4=Agree, 5=Strongly agree

Table 1. Operational definition, indicators, and scale of variables (Continue)

Variables	Operational Definition	Indicators	Scale
Purchase Intention (Bashir, 2019)	Purchase intention refers to a consumer's tendency or intention to purchase a product in the future based on their evaluations and preferences.	(PI1) I will buy halal chicken products if they are available in the market/supermarket (PI2) I will buy halal chicken meat in the future (PI3) I will buy halal chicken meat even if it is in a far place	1=Strongly disagree, 2=Disagree, 3=Moderately agree, 4=Agree, 5=Strongly agree

4.4 Data Collection

The study used both primary and secondary data sources. Primary data were collected using a quantitative approach through a Google Forms survey. The questionnaire consisted of three parts: (1) respondent demographic information, (2) questions related to consumers' broiler meat purchasing behavior and general knowledge of halal awareness, and (3) closed-ended questions on exposure to halal information, health reasons, religious beliefs, halal awareness, and consumer buying interest in halal broiler meat. Secondary data were collected from the Central Bureau of Statistics (BPS), the Halal Product Guarantee Agency (BPJPH), and related research journals.

4.5 Analysis

The data processing and analysis techniques used in this study consist of descriptive analysis, quantitative data processing using the Google spreadsheet to summarize respondents' initial data for each indicator variable, and SEM-PLS analysis processed using the SmartPLS4 application. Each variable was measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The results of descriptive analysis on each variable are processed by calculating the distribution value of respondents based on low, medium, and high levels on each variable. The distribution of respondents for the halal exposure, health reason, religious belief, and halal awareness variables was divided into three categories and calculated using the following formula.

$$\text{Range of interval scale} = \frac{\text{Sum of highest scores} - \text{Sum of lowest scores}}{3}$$

$$\text{Range of interval scale} = \frac{25 - 5}{3} = 6.67 \text{ rounded to } 7$$

Based on the calculation, the range in this study is 6.67, which was rounded to 7. For customer purchase intention, a separate calculation was performed because it only has three indicators. The distribution value of respondents for the customer purchase intention variable has the highest score of 9 and the lowest score of 3, which was calculated using the following formula.

$$\text{Range of interval scale PI} = \frac{\text{Sum of highest scores} - \text{Sum of lowest scores}}{3}$$

$$\text{Range of interval scale} = \frac{15 - 3}{3} = 4$$

Based on the respondent's distribution value calculation for the customer purchase intention variable, the value range is 4. Then, the interval scale range was processed to classify each variable into low, medium, and high categories based on the descriptive analysis results, as presented in Table 2.

Table 2. Descriptive analysis scale range

Result	Variable value (HE, HR, RB, HA)	Variable value (PI)
Low	<7	<4
Medium	7 - < 14	4 - < 8
High	≥14	≥8

Note: HR = halal exposure; HR = halal reason; RB = religious belief; HA = halal awareness; PI = purchase intention

After descriptive analysis, the hypothesis was tested using Structural Equation Modeling - Partial Least Square (SEM-PLS) analysis. PLS is interpreted in two stages: validity and reliability tests to measure the measurement model and path coefficient level tests to measure the structural model. For formative constructs, if the validity assessment indicates that the indicator variables are not highly correlated with one another, internal consistency reliability testing is not required because formative indicators are not expected to be intercorrelated.

Hypothesis testing was conducted using the bootstrapping method, which repeatedly resamples the original sample. This method is commonly used in structural equation models. The bootstrapping method provides three options: no sign changes, individual sign changes, and construct level changes. The t-test was conducted to test the significance of the constant and independent variables contained in the equation individually and whether they affect the value of the dependent variable. Hypothesis testing was based on the magnitude of the t-statistic value. If the t-count value > t-table is 1.96, then H0 on each variable is accepted. However, if the t-count value < t-table, then H0 is rejected. The PLS model was used to determine the magnitude of the influence between latent variables. From the model and structural measurements, the level of influence of independent latent variables on the dependent variable is obtained. Variables with the highest loading factor value and average range were identified as priority variables and used to formulate managerial implications for increasing halal awareness for BPJPH and halal broiler meat businesses.

5. Findings

5.1 Respondent Characteristics

In this study, 140 respondents completed the research questionnaire. The respondents' characteristics were divided by gender, marital status, generation (based on age), highest education, profession, religion, and monthly expenditure. The results showed that 69% of respondents were female, 82% were married, and most respondents were Generation X and Y, with an age range of 29-58 years. Based on the level of education, most respondents had completed senior high school or held a bachelor's degree. Regarding occupation, 15% of respondents are students, 57% are public or private employees, 7% are entrepreneurs, and 21% are homemakers. All respondents are Muslim, and most reported monthly household expenditures in the middle-income range (IDR1,200,000-IDR6,000,000).

5.2 The Effect of Halal Exposure, Health Reason, and Religion Belief on Halal Awareness

Table 3 show that the loading factor findings demonstrate that the value for the halal exposure, health reason, religious belief, halal awareness, and customer purchase intention variables exceeding 0.5, meeting the validity requirements. The AVE value measurement results further support this, with all variables exceeding the threshold 0.6,

indicating good validity. The reliability analysis also showed that all variables have a Cronbach's alpha value exceeding 0.7, indicating that they are reliable.

Table 3. Results for the AVE, Cronbach's alpha, and composite reliability

Variable	Cronbach's Alpha	Composite Reliability	AVE
Halal Exposure	0.855	0.896	0.63
Health Reason	0.968	0.975	0.88
Religious Belief	0.919	0.940	0.75
Halal Awareness	0.858	0.898	0.63
Purchase Intention	0.729	0.766	0.64

After the measurement model was confirmed to be satisfactory, the R-Square value, path coefficient value, and significance measurement between variables in each model are tested. The R-Square value for halal awareness and consumer purchase intention variables are presented in Table 4.

The R-Square results indicate that the proposed model explains 79.3% of the variance in halal awareness ($R^2 = 0.793$), while the remaining 20.7% being influenced by other variables. Similarly, for consumer purchase intention, the R-Square value of 0.362 highlights the influence of halal awareness, explaining 36.2% of the intention, with the remaining 63.8% being influenced by other variables.

Table 4. The r-square value of halal awareness and purchase intention variables

Variable	R-Square
Halal Awareness	0.793
Consumer Purchase Intention	0.362

Reflective constructs were assessed using three criteria: convergent validity, composite reliability, and discriminant validity. The structural model was evaluated by examining the coefficient of determination (R^2) and the significance value. The R^2 value, which represents the proportion of variance in the dependent variable explained by the independent latent variables, was used to evaluate the model's explanatory power and support hypothesis testing.

Distribution analysis results are presented for the halal exposure, health reasons, and religious belief variables. The halal exposure variable measures the extent to which respondents are exposed to halal-related information. Based on the questionnaire results, 97.1% of respondents were classified in the high halal exposure category. Most respondents actively sought and obtained halal information from the surrounding environment, including social media or religious agendas. Furthermore, the health reason indicator variable measures respondents' beliefs regarding the relationship between halal and health factors. The results showed that 97.1% of respondents were classified in the high category. This indicates that most respondents believe that eating halal food is healthier and safer.

The distribution of respondents based on religious belief showed that 97.9% were classified in the high category. This explains that most respondents consume halal chicken meat primarily because of their religious beliefs. Furthermore, 97.9% of respondents were classified in the high category for halal awareness, indicating a high level of awareness among the respondents. This indicates that most respondents consider halal status when buying food and know that halal food is influenced by its manufacturing process. Importantly, the distribution of respondents based on customer purchase intention is categorized as high (92.9%), indicating a significant market potential. Most

respondents often buy halal chicken meat products in department stores and always buy halal chicken meat.

Furthermore, this study analyzes the impact of exogenous latent variables: halal exposure, health reasons, and religious belief, on halal awareness. The SEM-PLS method consists of two evaluation models: measurement model evaluation (outer model) and structural model evaluation (inner model). Measurement model evaluation comprises loading factor evaluation, AVE value, and cross-loading value evaluation. Meanwhile, structural evaluation measures Cronbach's alpha and composite reliability values. The loading factor measurement evaluates the validity of each indicator variable. The results of the research loading factor value is presented in Figure 2.

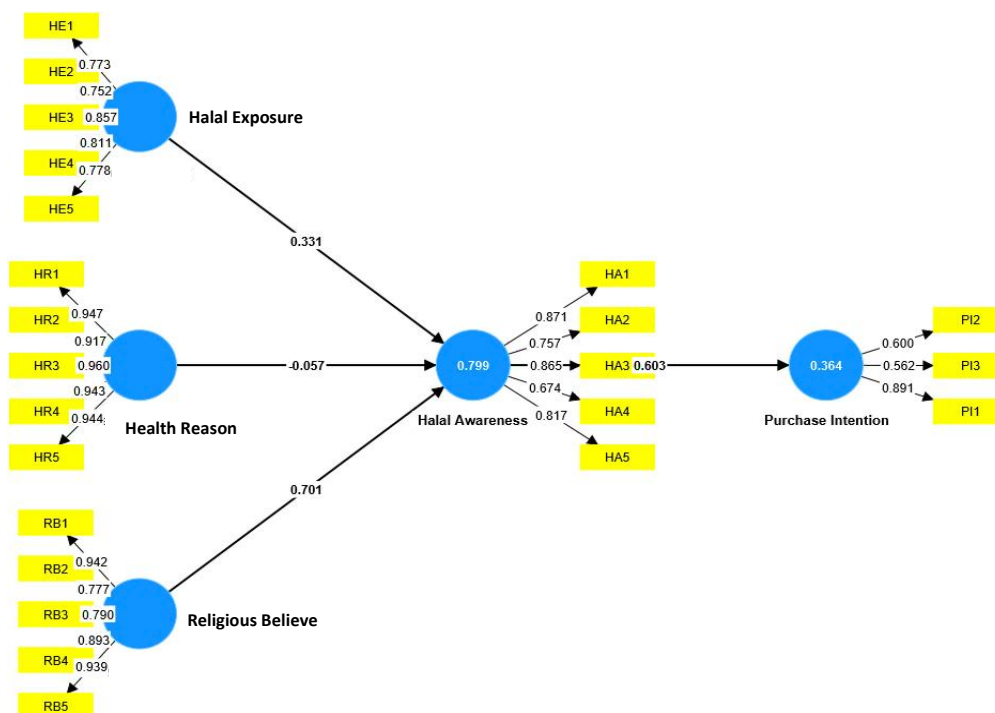


Figure 2. Loading factor results for the model examining the influence of halal awareness on purchase intention

The hypothesis was then tested using the bootstrapping technique by examining the path coefficient value, which consists of the original sample, T-statistic, and P-value. The results of the bootstrapping values are presented in Table 5.

Based on Table 5, the effect of halal exposure on halal awareness was significant, with p-values of 0.000 and a path coefficient value of 0.331. Because p-values < 0.05, it can be concluded that halal exposure significantly affects halal awareness. In contrast, the effect of health reasons on halal awareness was not significant, with a p-value of 0.710 and a path coefficient of -0.057. Because the p-value exceeded 0.05, it can be concluded that health reasons have no significant positive effect on halal awareness. Furthermore, the effect of religious belief on halal awareness has a p-value of 0.000, with a path coefficient value of 0.700. Because p-values < 0.05, it can be concluded that religious belief positively and significantly affects halal awareness. This study also found that exposure to halal products and religious beliefs have an indirect effect on purchase intention through halal awareness.

Table 5. Bootstrapping results

Indicator	Path Coef.	T-Stat	P-Value	Hypothesis
Halal Exposure → Halal Awareness	0.331	4.618	0.000	Accepted
Health Reason → Halal Awareness	-0.057	0.372	0.710	Rejected
Religious Belief → Halal Awareness	0.700	5.556	0.000	Accepted
Halal Awareness → Purchase Intention	0.603	4.778	0.000	Accepted
Halal Exposure → Halal Awareness → Purchase Intention	0.200	4.792	0.000	Accepted
Health Reason → Halal Awareness → Purchase Intention	-0.034	0.375	0.708	Rejected
Religious Belief → Halal Awareness → Purchase Intention	0.432	3.650	0.000	Accepted

5.3 The Effect of Halal Awareness on Consumer Purchase Intention

Based on the R-Square results, consumer purchase intention has an R-Square value of 0.362 (Table 4), indicating that halal awareness can explain consumer purchase intention by 36.2% while variables outside this research model explain 63.8%. Then, the hypothesis will be tested using the bootstrapping technique by checking the path coefficient value, which consists of the original sample, T-Statistic, and P-Value. The original sample value is between -1 and 1, indicating a positive or negative relationship between variables. The results of the bootstrapping value (Table 5) indicate that the halal awareness relationship has a significant positive effect on consumer purchase intention. Because the p -value was less than 0.05 ($p < 0.001$), the null hypothesis (H_0) was rejected. Halal awareness significantly influences purchase intention. This is evident in the path coefficient of halal awareness on purchase intention with a value of 0.603, indicating that halal awareness affects purchase intention by 60.3%.

6. Discussion

6.1 The Effect of Halal Exposure on Halal Awareness

Most respondents had sought and obtained halal information from their surrounding environment, social media, and religious agendas. The distribution of information via the internet and media, such as television, radio, and social media increases halal exposure. This aligns with the findings of Febriandika and Hakim (2023), who reported that social media increased consumer's interest in halal product consumption. Furthermore, based on the halal exposure indicator items, respondents get exposure to halal information from religious activities, friends, and social media. Meanwhile, respondents felt the government exposed a limited amount of information. Although the Halal Product Guarantee Agency (BPJPH) has implemented public communication strategies through Instagram and collaborations with universities, civil society organizations, and various communities to expand the dissemination of halal information and enhance public halal literacy (Djamaluddin et al., 2024), respondents still perceived government exposure to be insufficient. This is due to the need for more government participation, in this case represented by BPJPH, in increasing halal exposure through BPJPH's official social media. There have not been any updates on the official website regarding halal education information, and BPJPH's social media has stopped operating since September 2023.

The path analysis results demonstrate that halal exposure has a significant positive effect on halal awareness. These results support H1 (halal exposure significantly influences halal awareness). They align with the findings of Widyastuti et al. (2023), who reported that halal exposure influences public awareness of halal products. Furthermore, Fathoni et al. (2022) found that Indonesians have a high level of consumer awareness. Consumer awareness of halal products is influenced by several factors, including religiosity, media exposure, and reason for cleanliness (Fathoni et al., 2022). Consistent dissemination of halal information through digital and conventional media serves as an effective strategy to increase knowledge, build trust in halal products, and strengthen public awareness of products that meet halal standards (Deti, 2025). Increased exposure to halal information enhances halal awareness, as continuous exposure can improve consumers' knowledge and conviction about the importance of prioritizing halal-certified products in daily consumption (Yanti, 2024; Hernawati, 2026).

6.2 The Effect of Health Reason on Halal Awareness

Based on the distribution analysis of respondents based on health reasons, most respondents were categorized as high. Most respondents believe that eating halal food is healthier and safer. Especially in the post-pandemic period, Putri et al. (2021) explained that consumers tend to pay less attention to prices and pay more attention to the value of a product. This value is formed from new habits during the pandemic, namely compliance and effectiveness with health factors, which increases consumer buying interest in healthy products. In addition, the results of path analysis indicate that health reasons do not significantly influence halal awareness. This aligns with a study by Kamaruddin et al. (2023), who also found no significant effect of health reasons on awareness of halal products. These results indicated that H2 (health reason significantly influences halal awareness) is rejected. The path coefficient results further indicate that religious beliefs had the strongest influence on halal awareness. In contrast, Febriandika and Hakim (2023) found that health reasons significantly increased halal awareness among generation Z Muslims.

6.3 The Effect of Religious Belief on Halal Awareness

The distribution analysis of respondents based on religious belief in this study are categorized as high. This explains that respondents have a halal foundation based on high religious beliefs. Most respondents stated that their decision to consume halal chicken meat was primarily based on the religious principles they follow and that purchasing halal products reflects their commitment to those principles. Nassè (2020) stated that religiosity is one of the benchmarks of a Muslim, which can be measured by an individual's attachment to religious teachings and practices. The results of the path analysis found a significant positive effect of religious belief on halal awareness. These results indicate that H3 (religious belief significantly affects halal awareness) is accepted. One factor influencing consumer behavior is an individual's religiosity (Karahalil, 2020). In line with the results of this study, Pramintasari and Fatmawati (2017) found that a Muslim's religious belief is the basis for determining foods that can and cannot be consumed. In addition, Sari and Susanti (2025) found that religiosity positively influences halal awareness, which in turn significantly affects consumer behavior.

6.4 The Effect of Halal Awareness on Customer Purchase Intention

The distribution results based on halal awareness in this study are classified as high. This shows that most respondents pay attention and consider halalness when buying chicken meat products. In addition, the results of path analysis show that halal awareness has a significant positive effect on customer purchase intention. Based on these results, H4

(halal awareness significantly affects customer purchase intention) is accepted and supported by the results of Febriandika and Hakim's (2023), who also found that there are halal awareness factors and consumer knowledge to increase product purchase intention. Knowledge of product halalness is an essential factor influencing consumer behavior and purchase intention (Billah et al., 2020). Similarly, Zakaria et al. (2018) state that halal awareness influences consumers' decisions to buy halal food products. Purwanto et al. (2021) also identified other factors influencing consumer purchase intention, such as brand image, health reasons, and perceived value.

6.5 The Effect of Halal Exposure and Religious Belief on Customer Purchase Intention

The SEM results demonstrate that halal exposure and religious belief indirectly influence customer purchase intention through halal awareness. Halal exposure—including halal labels, certification, halal-slaughtered products, and education on food safety and halal status—enhances consumer understanding and sensitivity to halal attributes (Hanifasari & Masudin, 2024). In broiler chicken purchases, consumers do not form purchase intentions solely through halal exposure; instead, halal awareness must first be strengthened to increase confidence in a product's halal status (Mutmainah, 2018). This finding suggests that halal awareness mediates halal exposure to consumer purchase intent, particularly for food products in which halal considerations are highly salient (Septiani & Ridlwan, 2020). Additional findings reveal that religious belief does not directly motivate purchase intention but influences it by enhancing halal awareness in broiler chicken purchases. These results align with previous research indicating that religiosity or religious belief shapes awareness of a product's halal attributes, leading Muslim consumers to scrutinize halal status more closely before making purchasing decisions, especially for meat-based products (Albra et al., 2023; Hanifasari & Masudin, 2024). Specifically, consumers with strong religious beliefs exhibit heightened sensitivity to halal considerations in broiler chicken meat purchases, as meat products are closely associated with slaughtering regulations and the halal status of food ingredients in Islam. Therefore, halal awareness is a critical mechanism mediating religious belief to purchase intention (Hanifasari & Masudin, 2024; Yilmaz et al., 2023).

6.6 Managerial Implications

The results of the study indicates that the level of halal awareness of the people of Bogor City and Regency is high and significantly affects consumer purchase intention. BPJPH can provide policies to support the enthusiasm of broiler meat consumers when looking for information on the halalness of a product, such as by displaying the halal logo and halal care commitment for halal broiler meat products and outlets. In addition, BPJPH can improvise to educate halal information through social media such as Instagram, YouTube, and TikTok. BPJPH must also maximize social media to reach the public and strengthen religious beliefs, specifically halal food products. Social media is one of the sources of knowledge and a helpful platform for disseminating information related to halal certification to increase halal awareness (Barrion et al., 2022).

6.7 Theoretical Contributions

This study is based on the Theory of Planned Behavior. The theory of Planned Behavior is a behavioral model that can predict consumer intentions to perform a particular behavior (Sumarwan, 2014). The theory of planned behavior successfully explains and predicts behavior in many behavioral domains (Ajzen, 2020). The model Ajzen (2012) developed illustrates that three main factors influence human behavioral intentions are attitude toward behavior, subjective norm, and perceived behavioral control. Sharma

and Foropon (2019) mentioned that the Theory of Planned Behavior model can be modified by using additional factors that are appropriate to the specific research context; thus, increasing the understanding of the mechanism behind the model and increasing the predictive power for individual interests and behaviors in a particular context. Based on this theory, this study aims to analyze the variables influencing the purchase intention of halal chicken meat products through halal awareness as a mediating variable. Through previous literature, this study uses halal exposure, health reasons, and religious belief (Febriandika & Hakim, 2023; Rachmawati et al., 2022; Wisyastuti et al., 2023) as variables contributing to purchase intention through halal awareness.

6.8 Limitations

Despite the novelty and findings of this study, several limitations should be acknowledged. First, this study does not elaborate how respondent characteristics influence halal awareness and purchase intention. In addition, halal awareness was examined only as a mediating variable. Therefore, future research could explore other potential mediating or alternative variables.

7. Conclusions

The results showed that the Bogor community has a high halal awareness of chicken meat products. Halal exposure and health reason variables do not significantly affect halal awareness because most respondents do not know that products with halal certification are committed to maintaining health factors. The religious belief variable has a significant positive effect on halal awareness. The study also concluded that halal awareness significantly affects consumer purchase intention. In addition, halal exposure and religious beliefs indirectly influence consumer purchase intention through halal awareness. Therefore, information about halal must be improved based on three indicators: halal exposure, health reasons, and religious beliefs. In terms of education and increasing halal literacy, BPJPH should strengthen public outreach through social media, religious agendas with religious leaders through television broadcasts, or other religious activities. Such initiatives can expand public access to halal information and provide greater education on the halal certification process, enabling consumers to evaluate not only the halal logo but also the underlying halal information and production processes.

8. Recommendation

Increasing halal awareness can be achieved by increasing the distribution of halal information to broiler meat consumers, such as providing a halal logo on every chicken meat product with packaging that BPJPH has standardized. Thus, the visibility of the halal logo can strengthen consumers' recognition when they are interested in buying halal chicken meat products. Similar research in the future is expected to analyze the halal certification process from the perspective of producers, including Poultry Slaughterhouses and bulk broiler meat traders, enabling the research results and analysis to complement previous research related to halal awareness from the consumer side.

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