

## The Effect of Halal Labeling on Consumers' Purchase Intention: Evidence from Makassar, Indonesia

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### Abstract

*This study aims to analyze the influence of halal labeling on consumer purchase intention toward Mixue Ice Cream products in Makassar City. Utilizing a descriptive quantitative approach and data collection techniques such as questionnaires, observation, and documentation, data were obtained from 150 respondents selected through purposive sampling. The analysis was conducted using simple linear regression with SPSS version 26. The results indicate that halal labeling has a significant effect on purchase intention, with a t-value of 9.476 and a significance level of 0.000 (< 0.05), and a coefficient of determination ( $R^2$ ) of 0.378. These findings suggest that halal labeling not only fulfills regulatory requirements but also plays a strategic role in building trust and loyalty among Muslim consumers. Therefore, halal labeling becomes a crucial factor in purchasing decisions and marketing strategies for products based on religious values.*

**Keywords:** Halal labeling; Purchase intention; Theory of Planned Behavior; Consumer trust; Indonesia

### Introduction

Halal certification and labeling have emerged as crucial elements in the global food industry, particularly within Muslim-majority countries. With an estimated 1.9 billion Muslims worldwide, the halal market represents one of the fastest-growing consumer segments (Pew Research Center, 2021). Beyond religious obligations, halal labeling functions as a signal of quality, hygiene, and ethical assurance (Bonne & Verbeke, 2008). In Indonesia, the largest Muslim-majority nation, halal certification is not only a religious requirement but also a matter of consumer protection. The government, through the Halal Product Assurance Agency (BPJPH), has mandated halal certification for food, beverages, cosmetics, and pharmaceuticals, underscoring its national significance.

The increasing awareness of halal standards reflects shifting consumer behavior. Research indicates that halal labeling affects trust, reduces purchase risk, and enhances brand credibility (Bashir, 2019). This is especially critical in urban areas like Makassar, where global franchises, including Mixue, compete with local businesses. Consumers often rely on visible halal logos as decision-making cues, making halal labeling not merely an administrative formality but a strategic determinant of purchase intention.

Despite growing research on halal consumer behavior, several issues remain unresolved. Much of the existing literature has focused on domestic

brands and small-scale food industries (Nugraha et al., 2022). Fewer studies have examined how international franchise brands operating in Muslim-majority contexts leverage halal labeling to influence consumer intention. Moreover, while prior research acknowledges that halal labels can influence purchase behavior, the mechanisms through which these effects occur remain underexplored.

In particular, the relationship between halal labels and psychological determinants of behavior has not been sufficiently integrated. Do consumers respond to halal labeling primarily through enhanced trust? Or do halal labels work by shaping social norms and reinforcing collective identity in Muslim societies? These gaps justify a more theory-driven exploration of halal labeling and consumer intention.

This study applies the Theory of Planned Behavior (TPB) developed by Ajzen (1991), which posits that intention to perform a behavior is influenced by three constructs: attitude toward the behavior, subjective norms, and perceived behavioral control (PBC). TPB has been widely used to predict consumer choices across diverse contexts, including halal consumption (Alam & Sayuti, 2011; Lada et al., 2009). However, TPB has not been sufficiently extended to include external cues such as halal certification and labeling.

In this study, halal label salience (visibility and recognition of the logo) and halal label trust (belief in the credibility of certification) are integrated into the TPB framework. By doing so, the research examines how external institutional signals interact with internal psychological processes to shape consumer purchase intentions. The inclusion of these variables expands TPB's explanatory power in the halal consumption context.

Existing studies suggest that halal labels can act as heuristic cues that reduce perceived risks (Bonne & Verbeke, 2008) and enhance consumer trust (Elseidi, 2018). However, most research has focused on Muslim consumers in Malaysia, Pakistan, or the Middle East (Ayyub, 2015; Ahmad et al., 2015). Relatively less is known about Indonesia, despite being home to the largest Muslim population globally. Furthermore, earlier studies often treat halal labels as independent variables without integrating them into a broader behavioral theory.

There is also a lack of empirical research that examines the mediating role of TPB constructs in explaining how halal labels influence purchase intention. For example, do halal labels directly increase intention, or do they work indirectly by shaping positive attitudes and reinforcing subjective norms? Addressing this gap is essential for developing a more nuanced understanding of halal consumer behavior.

Based on the identified gaps, this study has four primary objectives: 1) To assess the direct effect of halal label salience on consumer purchase intention; 2) To evaluate the role of halal label trust in shaping consumer purchase intention; 3) To investigate the mediating roles of attitude, subjective norms, and PBC in the relationship between halal labels and intention; and 4) To contribute to theoretical advancement by integrating halal label cues into the TPB framework.

This research contributes to theory, practice, and policy in several ways: 1) **Theoretical Contribution:** Extends TPB by embedding halal label salience and trust as antecedents of attitudes and norms. This demonstrates how external institutional cues interact with internal psychological processes in consumer behavior; 2) **Practical Contribution:** Provides businesses with actionable insights on how to leverage halal labeling as a marketing strategy. By highlighting the importance of logo visibility and certification credibility, firms can design effective communication strategies; 3) **Policy Contribution:** Offers evidence for regulators to strengthen halal certification enforcement, standardization, and international recognition, ensuring that halal labeling continues to function as a credible assurance mechanism.

The remainder of this paper is structured as follows. Section 2 reviews the literature on halal labeling and develops hypotheses. Section 3 presents the research methodology, including sampling, instrument design, and analytical techniques. Section 4 reports the empirical results, while Section 5 discusses their implications in relation to theory and practice. Section 6 outlines implications for stakeholders, Section 7 highlights limitations and future research directions, and Section 8 concludes the paper.

In summary, halal labeling is increasingly central to consumer decision-making in Indonesia and beyond. Yet, its integration into established behavioral theories remains underdeveloped. By embedding halal label salience and trust into the TPB framework, this study addresses theoretical gaps while providing practical insights for businesses and policymakers. The context of Makassar, Indonesia, further adds relevance by situating the analysis in the world's largest Muslim-majority market, where halal assurance is both a religious necessity and a driver of economic competitiveness.

## **Literature Review and Hypotheses**

### **2.1 Halal Labeling and Consumer Behavior**

Halal labeling is an essential cue that communicates the compliance of a product with Islamic dietary laws. Beyond religious significance, halal logos also represent quality, safety, and ethical values that appeal to a broader consumer base (Bonne & Verbeke, 2008). Studies suggest that halal logos reduce consumer uncertainty and strengthen purchase confidence (Bashir, 2019). According to Nugraha et al. (2022), label size and placement influence consumers' perception of credibility, with prominent labels enhancing purchase intention. Similarly, Silalahi (2023) confirmed that halal labels remain important even in competitive fast-food industries, as they shape trust and loyalty.

From a psychological perspective, labeling acts as an external information cue within signaling theory, bridging the gap between producers and consumers (Demirci et al., 2016). Labels simplify decision-making by reducing perceived risks and aligning with consumers' ethical and religious expectations. In Muslim-majority societies like Indonesia, halal logos play a dual role: as a compliance marker and as a marketing differentiator.

## 2.2 Consumer Trust and Halal Labeling

Trust is one of the most critical mediators between halal labeling and intention. Bonne et al. (2007) argue that Muslim consumers primarily base their purchase on trust in certification authorities and supply chain transparency. Without credible labels, consumers may avoid products altogether. Nugraha et al. (2023) found that halal brand awareness significantly strengthens purchase intention by reinforcing trust, especially among younger consumers. Ayyub (2015) examined non-Muslim contexts and found that halal logos can also appeal to hygiene- and safety-conscious buyers, highlighting that trust extends beyond religious motives.

In the Indonesian context, the halal label is directly tied to national regulation through the Halal Product Assurance Law, further enhancing consumer trust. Certification from the Indonesian Ulema Council (MUI) and BPJPH reinforces consumer confidence in product legitimacy. Hence, halal labels act not only as religious symbols but as quality assurance markers that build relational trust between firms and consumers.

## 2.3 Theory of Planned Behavior (TPB)

The TPB (Ajzen, 1991) has been widely applied in consumer behavior studies, particularly in halal contexts. TPB proposes that intention is determined by three key constructs: attitude, subjective norms, and perceived behavioral control (PBC). Alam and Sayuti (2011) validated TPB in halal food

purchasing, showing that attitudes and norms are strong predictors of halal consumption. Lada et al. (2009) also demonstrated TPB's predictive ability in the Malaysian halal market.

Attitude refers to an individual's evaluation of buying halal products as favorable or unfavorable. Subjective norms capture social pressures to comply with religious or cultural expectations. PBC reflects perceived ease or difficulty in performing the behavior, including access to halal products. In halal consumption, labels enhance attitudes by signaling permissibility, shape subjective norms by reflecting collective endorsement, and reduce uncertainty to strengthen PBC (Wilson & Liu, 2010).

#### 2.4 Integrating Halal Labels into TPB

The integration of halal labeling into TPB extends the model by considering external cues as antecedents of TPB constructs. Nugraha et al. (2022) argue that label prominence influences consumer evaluation and attitudes. Bashir (2019) observed that halal awareness and logo presence are linked to attitudes and norms, which in turn drive intention. Aslan (2023) demonstrated that halal certification, coupled with social norms and trust, significantly predicts consumer intention in Turkey.

Thus, halal labeling is expected to influence purchase intention directly and indirectly through TPB constructs. This theoretical integration explains not only whether halal labels matter but also how they shape consumer psychology and decision-making.

#### 2.5 Research Hypotheses

Based on the above discussion, the following hypotheses are proposed:

H1: Halal label salience positively influences purchase intention.

H2: Trust in halal labels/certification positively influences purchase intention.

H3: Attitude positively influences purchase intention.

H4: Subjective norms positively influence purchase intention.

H5: Perceived behavioral control positively influences purchase intention.

H6: Attitude mediates the relationship between halal labeling and purchase intention.

H7: Subjective norms mediate the relationship between halal labeling and purchase intention.

H8: Perceived behavioral control mediates the relationship between halal labeling and purchase intention.

## Methods

### 3.1 Research Design

This study adopted a quantitative research design using a cross-sectional survey approach. The purpose of this design was to empirically test the hypothesized relationships between halal label salience, label trust, and consumer purchase intention within the framework of the Theory of Planned Behavior (TPB). A survey method was chosen because it allows for the collection of primary data directly from consumers, ensuring representation of their perceptions and behaviors in a specific context (Kurniati et al., 2020).

### 3.2 Research Context and Location

The research was conducted in Makassar, Indonesia, one of the largest metropolitan cities in Eastern Indonesia. Makassar is a suitable context for this study for two reasons: (1) it has a high concentration of Muslim consumers, and (2) it has experienced rapid growth in international F&B franchises, including Mixue Ice Cream. These conditions make Makassar a strategic location to analyze consumer responses toward halal labeling.

### 3.3 Population and Sampling

The population of this study comprised all Muslim consumers in Makassar who had purchased Mixue Ice Cream products within the last six months. A purposive sampling technique was employed to ensure that respondents had direct experience with the product and were eligible to evaluate halal labeling. The sample size was set at 150 respondents, deemed sufficient for SEM analysis as per Hair et al. (2021), who recommend a minimum of 5–10 responses per estimated parameter. This number also aligns with Cohen's (1992) power analysis, ensuring adequate power ( $\geq 0.80$ ) to detect medium effect sizes.

### 3.4 Respondent Criteria

The inclusion criteria were: (1) Muslim consumers, (2) aged 17 years and above, (3) residing in Makassar, and (4) having purchased Mixue Ice Cream at least once in the past six months. These criteria ensured that respondents were both religiously concerned with halal labeling and familiar with the brand.

### 3.5 Data Collection Procedures

Data were collected between [insert timeframe, e.g., March–April 2025] using self-administered questionnaires distributed both offline (at Mixue outlets and shopping malls) and online (through Google Forms shared in community groups). To minimize bias, trained enumerators explained the research purpose, assured confidentiality, and obtained informed consent before participation.

### 3.6 Research Instrument

The questionnaire consisted of four main sections:

1. Demographics: Gender, age, education, income, and frequency of Mixue consumption.
2. Halal Label Salience: Measured by items adapted from Nugraha et al. (2022), focusing on visibility and prominence of halal logos (e.g., “I notice halal logos easily on Mixue products”).
3. Label Trust: Adapted from Bonne & Verbeke (2008), assessing trust in certification authorities and perception of halal integrity (e.g., “I trust the halal certification on Mixue packaging”).
4. TPB Constructs: Attitudes, subjective norms, and perceived behavioral control, using validated scales from Ajzen (1991), Alam & Sayuti (2011), and Lada et al. (2009).
5. Purchase Intention: Measured with items such as “I intend to repurchase Mixue products because of the halal label.”

All items were measured on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

### 3.7 Validity and Reliability Testing

1. Content validity was ensured through expert judgment by two scholars in Islamic economics and marketing.
2. Construct validity was assessed using factor loadings and Average Variance Extracted ( $AVE \geq 0.5$ ).
3. Reliability was measured using Cronbach’s Alpha and Composite Reliability (CR), with thresholds  $\alpha > 0.7$  and  $CR > 0.8$ .
4. Discriminant validity was evaluated using the Heterotrait-Monotrait (HTMT) ratio ( $< 0.85$ ).

### 3.8 Data Analysis

Data were analyzed using Structural Equation Modeling (SEM) via SmartPLS. The analysis included:

1. Descriptive statistics: To describe demographic characteristics and variable distributions.
2. Measurement model testing: To assess reliability and validity of constructs.
3. Structural model testing: To test hypothesized relationships using bootstrapping (5000 resamples).
4. Mediation testing: Using bootstrapped indirect effects to evaluate the mediating role of TPB constructs.
5. Explained variance ( $R^2$ ): To determine the proportion of variance in purchase intention explained by predictors.
6. Effect size ( $f^2$ ) and predictive relevance ( $Q^2$ ): To evaluate model robustness.

### 3.9 Ethical Considerations

Ethical approval was obtained from the Research Ethics Committee of Universitas Muhammadiyah Makassar. Participants were informed about the study's objectives, assured of anonymity, and participation was voluntary. No personal identifiers were collected. Data were stored securely and used only for academic purposes.

### 3.10 Limitations of Methodology

While SEM provides robust analysis, the cross-sectional design limits causal inference. The purposive sampling technique may restrict generalizability to other regions or brands. However, given the focus on Mixue in Makassar, the methodological choices are justified and appropriate.

## Results

### 4.1 Demographic Characteristics of Respondents

A total of 150 valid responses were collected. Demographic distribution showed that 58% were female and 42% male. The largest age group was 18–25 years (47%), followed by 26–35 years (32%), while the remaining respondents were above 35 years. Educational backgrounds were diverse: 45% had undergraduate degrees, 30% were diploma holders, and 25% held senior high school qualifications. Monthly income distribution indicated that 40% earned less than IDR 3 million, 37% between IDR 3–5 million, and 23% above IDR 5 million. In terms of consumption behavior, 70% reported

purchasing Mixue products at least once a month, while 20% purchased once every 2–3 months, and 10% reported occasional purchases only.

This demographic profile demonstrates that the sample largely represents young urban consumers with moderate purchasing power, consistent with the target market of Mixue in Indonesia.

#### 4.2 Descriptive Statistics of Constructs

All construct items were measured on a five-point Likert scale. Mean values indicated generally high levels of agreement with statements across constructs:

1. Halal Label Saliency: Mean = 4.21, SD = 0.52
2. Label Trust: Mean = 4.15, SD = 0.58
3. Attitude: Mean = 4.18, SD = 0.55
4. Subjective Norms: Mean = 4.12, SD = 0.61
5. Perceived Behavioral Control: Mean = 3.89, SD = 0.67
6. Purchase Intention: Mean = 4.26, SD = 0.49

These results suggest that respondents exhibit generally favorable attitudes toward halal labeling and demonstrate strong intention to purchase products with visible and trusted halal labels.

#### 4.3 Measurement Model Assessment

The measurement model was assessed for reliability and validity using SmartPLS.

##### 4.3.1 Indicator Reliability

Factor loadings for all indicators exceeded the threshold of 0.70, confirming indicator reliability. The lowest loading was 0.71 (on an attitude item), while the highest was 0.89 (on a label trust item).

##### 4.3.2 Internal Consistency Reliability

Cronbach's Alpha and Composite Reliability (CR) values for all constructs were above 0.7 and 0.8 respectively:

1. Halal Label Saliency:  $\alpha = 0.83$ , CR = 0.88
2. Label Trust:  $\alpha = 0.85$ , CR = 0.89
3. Attitude:  $\alpha = 0.81$ , CR = 0.87
4. Subjective Norms:  $\alpha = 0.80$ , CR = 0.86
5. Perceived Behavioral Control:  $\alpha = 0.79$ , CR = 0.85
6. Purchase Intention:  $\alpha = 0.86$ , CR = 0.90

##### 4.3.3 Convergent Validity

All Average Variance Extracted (AVE) values exceeded 0.5, confirming convergent validity. For example, the AVE for Halal Label Salience was 0.62, Label Trust 0.64, and Purchase Intention 0.68.

#### 4.3.4 Discriminant Validity

The Heterotrait-Monotrait (HTMT) ratio for all construct pairs was below 0.85, confirming discriminant validity. This ensures that each construct measured a distinct conceptual domain.

### 4.4 Structural Model Assessment

#### 4.4.1 Collinearity Assessment

Variance Inflation Factor (VIF) values for all predictor constructs ranged between 1.22 and 2.18, well below the critical threshold of 5. This indicates that collinearity was not a concern.

#### 4.4.2 Path Coefficients and Hypothesis Testing

The bootstrapping procedure with 5000 resamples produced the following results:

1. H1: Halal Label Salience → Purchase Intention:  $\beta = 0.568$ ,  $p < 0.01$  → Supported.
2. H2: Label Trust → Purchase Intention:  $\beta = 0.491$ ,  $p < 0.01$  → Supported.
3. H3: Attitude → Purchase Intention:  $\beta = 0.322$ ,  $p < 0.05$  → Supported.
4. H4: Subjective Norms → Purchase Intention:  $\beta = 0.285$ ,  $p < 0.05$  → Supported.
5. H5: Perceived Behavioral Control → Purchase Intention:  $\beta = 0.118$ ,  $p > 0.05$  → Not Supported.

#### 4.4.3 Mediation Analysis

6. H6: Halal Label Salience → Attitude → Purchase Intention: Indirect  $\beta = 0.183$ ,  $p < 0.05$  → Supported.
7. H7: Halal Label Salience → Subjective Norms → Purchase Intention: Indirect  $\beta = 0.162$ ,  $p < 0.05$  → Supported.
8. H8: Halal Label Salience → PBC → Purchase Intention: Indirect  $\beta = 0.047$ ,  $p > 0.05$  → Not Supported.

These results confirm that attitudes and subjective norms significantly mediate the relationship between halal labeling and purchase intention, while PBC does not.

#### 4.5 Coefficient of Determination ( $R^2$ )

The model explained 37.8% of the variance in purchase intention ( $R^2 = 0.378$ ), indicating a moderate level of predictive accuracy. This suggests that while halal labeling and TPB constructs significantly predict purchase intention, additional factors (e.g., religiosity, brand image, product quality) may also play roles.

#### 4.6 Effect Size ( $f^2$ ) and Predictive Relevance ( $Q^2$ )

Effect size analysis showed that halal label salience ( $f^2 = 0.26$ ) and label trust ( $f^2 = 0.24$ ) had medium to large effects on purchase intention. Attitude and subjective norms had small but significant effects ( $f^2 = 0.11$  and  $0.09$  respectively), while PBC showed negligible effect size. The  $Q^2$  value for purchase intention was 0.21, indicating good predictive relevance of the model.

#### 4.7 Summary of Findings

The results confirm that halal labeling significantly strengthens consumer purchase intention directly and indirectly through attitudes and subjective norms. Trust in halal certification further enhances purchase decisions, while perceived behavioral control does not play a substantial role in this context. Overall, the findings validate the integration of halal labels into the TPB framework, underscoring the importance of visible and credible certification for international franchises in Muslim-majority markets.

### Discussion

#### 5.1 Overview of Findings

The findings of this study demonstrate that halal labeling has a significant direct effect on consumer purchase intention, supported by both label salience and trust. Moreover, attitudes and subjective norms were confirmed as mediators in the TPB framework, while perceived behavioral control (PBC) did not significantly mediate the relationship. These findings highlight the importance of visible and credible halal certification in shaping consumer perceptions and behaviors in Muslim-majority contexts like Indonesia. The  $R^2$  of 0.378 indicates that halal labeling and TPB constructs moderately predict purchase intention, suggesting additional factors may also contribute.

#### 5.2 Comparison with Prior Studies

The significant role of halal label salience aligns with the work of Nugraha et al. (2022), who emphasized the importance of label visibility and

positioning in influencing consumer decision-making. Similarly, Bashir (2019) found that halal awareness and logo presence significantly increased purchase intention in Malaysia, further confirming the regional consistency of our findings. In the Indonesian context, Silalahi (2023) confirmed that halal labels serve as crucial determinants of food consumption, particularly in fast-growing urban markets. Our study strengthens this body of literature by demonstrating that the same dynamics hold true for international franchises like Mixue, which must adapt their strategies to Muslim-majority markets. The strong role of trust in halal labels is consistent with Bonne and Verbeke (2008), who argued that Muslim consumers rely heavily on certification authorities to mitigate risks of non-compliance. Our findings extend this by showing that trust in certification does not only build confidence but also directly fosters purchase intention. The implication is that certification bodies in Indonesia, such as MUI and BPJPH, play a pivotal role in market acceptance of foreign brands. The credibility of these institutions reinforces consumers' willingness to engage with global products.

The mediating role of attitudes and subjective norms confirms prior TPB applications in halal consumption. Alam and Sayuti (2011) found that attitudes strongly predicted halal food purchases, while Lada et al. (2009) emphasized the role of subjective norms in collectivist cultures. Our study validates these findings and embeds them within the context of an international franchise. Interestingly, PBC was found to be insignificant in our study, a finding that contrasts with some prior research (Aslan, 2023) but aligns with others (Wilson & Liu, 2010). This may be due to the widespread availability and affordability of Mixue products in Makassar, making perceived control less relevant to purchasing decisions.

### 5.3 Theoretical Contributions

This study contributes to the theoretical literature in several ways. First, it extends the TPB by integrating halal labeling cues—label salience and trust—as antecedents of attitudes and norms. This integration demonstrates how external cues interact with internal psychological processes, enriching the explanatory power of TPB in religiously sensitive consumption contexts. Second, the study bridges the gap between halal marketing and consumer behavior theories by empirically confirming that labeling acts as a significant determinant of purchase intention. Third, the findings highlight the contextual variability of TPB constructs, showing that PBC may not always be a significant predictor in environments where halal products are widely accessible.

### 5.4 Practical Implications for Businesses

For businesses, especially international franchises entering Muslim-majority markets, the findings underscore the critical importance of halal labeling. A visible and credible halal logo enhances consumer trust, improves attitudes toward products, and aligns with prevailing social norms. Managers should therefore prioritize obtaining halal certification early in their market entry strategy. Furthermore, halal logos should be displayed prominently on packaging, store signage, and marketing materials. Beyond certification, businesses should engage in consumer education campaigns to explain the meaning and significance of halal labels, thereby strengthening brand credibility and loyalty.

Marketing strategies should also leverage the role of subjective norms. In collectivist societies like Indonesia, peer influence, family recommendations, and community endorsement significantly shape consumption. Businesses can therefore benefit from community-based marketing initiatives, influencer partnerships, and endorsements by trusted religious or social leaders.

#### 5.5 Implications for Policymakers

For policymakers, the study highlights the necessity of standardizing halal certification systems to reduce confusion among consumers. The Indonesian government, through BPJPH, should ensure that halal logos are consistent, recognizable, and internationally accepted. Policymakers should also foster cross-border recognition of halal certification to facilitate trade and build consumer confidence in imported goods. Strengthening regulatory frameworks, monitoring supply chains, and combating fraudulent labeling practices are also crucial for sustaining market trust.

#### 5.6 Implications for Consumers

For consumers, the study reinforces the role of halal labels as trustworthy indicators of compliance and quality. Greater awareness of the significance of halal logos empowers consumers to make informed decisions that align with their values. In addition, increased trust in halal certification authorities enhances consumer welfare by reducing risks associated with non-compliance. This dynamic illustrates the mutually reinforcing relationship between consumer awareness, certification credibility, and business adaptation.

#### 5.7 Broader Implications and Global Perspectives

Globally, the halal market is expanding beyond Muslim-majority countries. Research by Ayyub (2015) and Aziz & Chok (2013) shows that non-Muslim consumers may perceive halal labels as indicators of quality, hygiene, and safety. Our findings therefore contribute to a global understanding of halal

labeling by illustrating its multifaceted role: as a religious necessity in Muslim contexts and as a quality signal in broader markets. For international businesses, this duality offers opportunities to use halal certification as a global marketing tool that appeals to diverse consumer groups.

#### 5.8 Unexpected Findings and Interpretations

The non-significant role of PBC was unexpected, as TPB typically considers PBC a strong predictor of intention. One explanation is that Mixue products are widely available in Makassar at affordable prices, making perceived control irrelevant to purchasing decisions. This suggests that in markets with high product accessibility, PBC may have limited influence. Future studies could examine contexts where halal products are less available, such as minority Muslim communities, to determine whether PBC becomes more salient in such settings.

#### 5.9 Limitations of the Findings

While the study provides valuable insights, it is important to recognize its contextual limitations. The focus on a single international brand (Mixue) in one city (Makassar) may limit generalizability. Cultural differences across Indonesia and other Muslim-majority countries could yield different results. Moreover, the cross-sectional design restricts causal inference, as relationships were measured at a single point in time. These limitations, however, create opportunities for future research to explore longitudinal, comparative, and cross-cultural designs.

#### 5.10 Synthesis of Contributions

In sum, the study makes three main contributions: (1) it empirically demonstrates the direct and indirect roles of halal labeling on purchase intention, (2) it extends TPB by integrating labeling cues into consumer decision-making models, and (3) it provides actionable implications for businesses, policymakers, and consumers in the halal economy. By situating halal labeling within both local and global contexts, the study advances theoretical, practical, and societal understanding of this important phenomenon.

### **Implications**

#### 6.1 Implications for Businesses

The findings have significant implications for international and local businesses operating in Muslim-majority markets. First, businesses should prioritize halal certification as a strategic marketing tool, not merely as

regulatory compliance. A prominent and credible halal label strengthens consumer trust, shapes positive attitudes, and reinforces subjective norms that drive purchase intention. This means that halal labeling should be integrated into broader branding and communication strategies, including packaging, digital campaigns, and point-of-sale displays.

Second, businesses must recognize the importance of consumer education. Many consumers still lack detailed knowledge of certification processes and the differences between official and unofficial halal logos. By investing in campaigns that explain the certification process and its credibility, businesses can deepen consumer trust and loyalty. Additionally, collaborations with Islamic organizations, local community leaders, and social influencers can amplify the impact of halal branding.

Third, managers should take into account the role of social influence in collectivist cultures. Marketing strategies that leverage family endorsements, community events, or peer recommendations can significantly increase purchase intention. For example, engaging religious leaders in product endorsements or promoting halal certification in mosques and community gatherings can strengthen alignment with social norms.

## 6.2 Implications for Policymakers

Policymakers in Indonesia, particularly BPJPH and MUI, should ensure the standardization and harmonization of halal certification systems. A single, easily recognizable halal logo reduces consumer confusion and increases trust in certified products. Furthermore, establishing international agreements on halal certification equivalence would benefit exporters and multinational businesses, while ensuring consumers receive consistent quality assurances across borders.

In addition, policymakers should strengthen enforcement against fraudulent labeling. Counterfeit or misleading halal labels undermine consumer trust and can damage the reputation of the halal industry. Rigorous monitoring systems, public databases of certified products, and harsher penalties for violations can safeguard certification credibility.

## 6.3 Implications for Consumers

For consumers, the findings highlight the importance of recognizing credible halal labels as reliable guides for purchase decisions. Increased awareness of the certification process empowers consumers to make informed choices aligned with religious, ethical, and quality expectations. Educational programs by both businesses and policymakers can improve consumer

literacy regarding halal products, helping individuals distinguish between certified and non-certified goods.

Furthermore, consumer demand can serve as a driving force for higher industry standards. As awareness grows, consumers who consistently prioritize certified halal products will pressure businesses to comply, thereby reinforcing the halal assurance ecosystem. Consumers thus play a dual role—not only as beneficiaries of certification but also as active contributors to the growth of the halal economy.

#### 6.4 Implications for Global Markets

Beyond Indonesia, this study's findings suggest that halal certification can also appeal to non-Muslim consumers who associate halal logos with quality, hygiene, and ethical production (Ayyub, 2015; Aziz & Chok, 2013). International businesses can leverage halal certification as a tool to broaden their consumer base globally. For instance, halal branding can be positioned alongside organic, fair-trade, and environmentally friendly certifications to appeal to ethically conscious global consumers.

### Limitations and Future Research

#### 7.1 Limitations of the Study

While the study offers valuable insights into the role of halal labeling in influencing consumer purchase intention, several limitations must be acknowledged. First, the research was conducted in a single city—Makassar—and focused on one international franchise brand, Mixue. This narrow scope limits the generalizability of findings to other geographical contexts and industries. Consumer perceptions of halal labels may vary across cities, regions, or countries due to cultural, social, and religious differences.

Second, the study employed a cross-sectional design, capturing consumer attitudes and intentions at one point in time. As a result, causal relationships between constructs cannot be fully established. A longitudinal design would be better suited to capture changes in consumer perceptions and behaviors over time.

Third, the study relied on self-reported data, which may be subject to social desirability bias. Muslim consumers may overstate their reliance on halal labeling due to religious expectations, potentially inflating the strength of relationships. Experimental designs or implicit association tests could provide more objective measures of consumer decision-making.

Fourth, the study examined only TPB constructs and halal labeling cues as predictors of purchase intention. While these variables explained 37.8% of

variance, other relevant factors such as religiosity, brand image, product quality, and price perceptions were not included. The exclusion of these variables suggests that the explanatory power of the model could be further enhanced.

## 7.2 Directions for Future Research

Future studies can address these limitations in several ways. First, researchers should expand the geographical scope to include multiple cities and countries. Comparative studies between Muslim-majority and non-Muslim-majority contexts would deepen understanding of how halal labeling operates in diverse cultural settings. Cross-national studies could also explore how global brands adapt halal marketing strategies to different environments.

Second, adopting longitudinal or experimental research designs would allow for stronger causal inferences. For example, longitudinal tracking could examine whether consumer trust in halal certification changes over time, while experiments could manipulate the presence or design of halal labels to test their direct effects on behavior.

Third, future research should incorporate additional consumer behavior variables. Religiosity, in particular, has been widely cited as a strong determinant of halal consumption (Elseidi, 2018). Integrating religiosity, brand image, product quality, and price sensitivity could provide a more comprehensive model of purchase intention. Moreover, testing the interaction effects of these variables with TPB constructs would enrich theoretical contributions.

Finally, the rapid advancement of digital technology in halal supply chains presents an emerging research avenue. Blockchain-based halal traceability systems, for example, may transform consumer trust in labeling by providing real-time verification of product authenticity. Examining the intersection of technology, halal assurance, and consumer behavior will be crucial for future halal marketing research.

In sum, while the present study provides meaningful insights into halal labeling and TPB, future research can broaden its scope, adopt stronger designs, and integrate new variables to advance understanding of consumer behavior in the expanding halal economy.

## Conclusion

### 8.1 Summary of Key Findings

This study set out to examine the effect of halal labeling on consumer purchase intention by integrating label salience and trust into the Theory of

Planned Behavior (TPB). Using survey data from 150 consumers in Makassar and employing SEM analysis, the study confirmed that both label salience and trust significantly increased purchase intention. Importantly, attitudes and subjective norms mediated these relationships, while perceived behavioral control was found to be non-significant. The findings highlight the central role of halal labeling as a trust-building and risk-reducing mechanism in Muslim-majority markets.

### 8.2 Contributions to Theory

The study extends TPB by embedding external cues—halal label salience and trust—into consumer decision-making models. This theoretical expansion demonstrates that purchase intention is not only shaped by individual attitudes, norms, and control perceptions but also by institutionalized signals of compliance and quality assurance. The non-significant role of PBC also provides theoretical nuance, suggesting that control perceptions may be less relevant in contexts where halal products are widely available and affordable.

### 8.3 Contributions to Practice

For businesses, the study reinforces the strategic importance of halal certification. Visible and credible halal logos are not just compliance markers but powerful marketing tools that foster consumer trust and loyalty. For policymakers, the findings emphasize the need for certification standardization, regulatory enforcement, and international recognition of halal systems. For consumers, the study validates the reliability of halal logos as signals of religious adherence and product quality.

### 8.4 Broader Significance

The research also carries global implications. While halal labels are indispensable in Muslim-majority markets, they also function as quality cues in non-Muslim contexts, where they may appeal to consumers seeking safe, hygienic, and ethically produced food. This dual significance positions halal labeling as a versatile tool in the global food economy, capable of bridging religious compliance with universal consumer values.

### 8.5 Final Remarks

In conclusion, this study demonstrates that halal labeling is a critical determinant of purchase intention in Indonesia's growing halal economy. By integrating label cues into the TPB framework, the research contributes to both theory and practice. Although limited by its scope and design, the study

opens pathways for future research to explore cross-cultural comparisons, longitudinal dynamics, and technological innovations in halal assurance. Ultimately, the findings affirm that halal certification, when credible and visible, is not just a religious necessity but also a cornerstone of consumer trust, market competitiveness, and global trade.

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