

## The Influence of Halal Awareness on Purchase Intention of Halal Fast Food Product through Psychological Factors and Consumer Perceptions, with Religiosity as a Moderating Variable among Generation Z in Padang City

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### ABSTRACT

This study aims to analyze the influence of halal awareness on halal fast food purchase intention in Generation Z Muslims in Padang City by integrating psychological factors (attitude, subjective norms, and perceived behavioral control), consumer perception (perceived benefits and perceived risks), and religiosity as moderation variables, as a development of the Theory of Planned Behavior in the context of halal consumption. This study uses a quantitative approach through a survey of 290 Muslim Generation Z respondents, with data analysis using SEM-PLS. The results of the study show that halal awareness has a significant effect on psychological factors and consumer perception, but does not have a direct effect on purchase intention. Purchase intention is significantly influenced by perceived behavioral control and perceived benefits, while religiosity moderates the relationship between halal awareness and purchase intention significantly in a negative direction. These findings provide theoretical and practical implications for the development of halal fast food consumption.

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## **INTRODUCTION**

The development of the global and national halal food industry shows rapid growth and has become a strategic sector in the halal economy, including in Indonesia which continues to encourage the acceleration of halal certification (DinarStandard, 2024; BPJPH, 2024). In Padang City, the growth of the fast-food culinary sector is increasing in line with lifestyle changes, especially in Generation Z as a dominant and digital-oriented consumer (Rentech Digital, 2025). However, the rapid growth of fast-food outlets has not been fully balanced with the certainty of halal certification for all business actors. Data from West Sumatra Province shows that there are still 14,773 free halal certificate quotas out of a total of 23,390 quotas available in BPJPH's SEHATI program for culinary MSME actors, including food stalls and other small businesses, so that it has the potential to cause uncertainty for Muslim consumers (Ministry of Religion of West Sumatra, 2025; BPJPH, 2025).

Generation Z is a consumer segment that has a strategic role in the consumption of food products, including fast food. As digital natives, Generation Z has a high level of digital literacy and tends to rely on technology-based information in the process of forming purchase intention (Francis & Hoefel, 2018). However, in the context of halal product consumption, especially halal fast food, the level of halal awareness of Generation Z has not always been consistently reflected in purchase intention (Sari & Susanti, 2025; Stuart et al., 2024; Purnasari et al., 2023). This condition shows that there is a gap between the normative understanding of halal and actual consumption practices.

Padang City as an area with a majority Muslim population and a strong religious culture is a relevant context to examine the behavioral process of consuming halal products. Although the social environment supports halal consumption, there are still variations in the level of consumer attention to the certification and halal status of fast food products. Purchase intention is an important indicator in understanding purchasing behavior trends because it reflects the individual's motivation before making an actual purchase of halal products (Yunus et al., 2014).

The phenomenon that occurs is relevant to the condition of Padang City, which has a majority Muslim population, but there is still a gap between this potential and the implementation of halal product guarantees, characterized by the uneven halal certification at fast food outlets which raises doubts among Muslim consumers, especially Generation Z, in forming purchase intention (Rosyid, 2025). This condition emphasizes the importance of research on the purchase intention of halal fast food products and the factors that influence, especially in Generation Z in Padang City.

Various studies show that the influence of halal awareness on consumer purchase intention, especially Generation Z, is not direct, but works through psychological mechanisms, perceptions, and internal characteristics of individuals. The psychological factors described in the Theory of Planned Behavior (TPB), namely attitude, subjective norms, and perceived behavioral control, have been proven to play an important role in bridging halal awareness and halal product purchase intention. In addition, consumer perception of

perceived benefits and risks also affect consumers' evaluation of halal fast food, where perceived benefits can strengthen purchase intention, while perceived risks have the potential to weaken them.

Although research on halal awareness and halal product purchase intention has grown, there are several gaps that still need to be studied. First, most studies place halal awareness as a direct predictor of purchase intention, so it has not explained the internal mechanisms underlying the relationship through psychological factors and consumer perception. Second, previous research generally examined psychological factors such as attitudes, subjective norms, and perceived behavioral control, as well as the perception of benefits and risks separately, so that models that integrate psychological factors and consumer perceptions simultaneously are still limited, especially in the context of halal fast food. Third, religiosity is more often positioned as an independent variable or respondent characteristics, while its role as a moderation variable that can strengthen or weaken the influence of halal awareness on purchase intention is still rarely researched. Fourth, empirically, research on the Generation Z segment in Padang City as a group of young consumers in a religious social environment but with modern consumption patterns is still very limited.

This study developed a comprehensive model that integrates halal awareness, psychological factors, consumer perception, and religiosity to explain halal fast food purchase intention in a more contextual manner. Therefore, this study aims to analyze the influence of halal awareness on purchase intention of halal fast food products in Generation Z and test the role of religiosity in strengthening or weakening these relationships.

## **THEORETICAL REVIEW**

In the perspective of the Theory of Planned Behavior (TPB), Ajzen (1991) states that intention is a representation of an individual's readiness to perform a behavior and becomes the closest predictor of actual behavior. In the context of consumer behavior, this intention is reflected in buying interest. Consumer buying interest is known as purchase intention (Ashfahany et.al., 2023). Purchase intention is formed through the process of consumer evaluation of products, which includes the perception of value, expected benefits, and confidence in the purchase decision to be taken (Kotler & Keller, 2016).

TPB is one of the theories that explains the relationship between a person's attitudes, intention, and behavior. According to Ajzen (1991), a person's behavior does not occur spontaneously, but is preceded by the intention to carry out the behavior. This intention is formed by three main components, namely attitude, subjective norm, and perceived behavioral control. The three components of the TPB are psychological factors that affect a person's intention.

In TPB, attitudes are formed by behavioral beliefs about the positive and negative consequences of a behavior (Ajzen, 1991). In this context, perceived benefits and perceived risks are positioned as part of behavioral beliefs and are widely used as expanded TPB to improve the model's ability to predict consumer intention, including in halal products (Arshad et al., 2021; Hwang et al., 2020; Miftahuddin et al., 2022). The perceived benefits tend to form a positive attitude

and strengthen the purchase intention, while the perceived risk can cause doubt and reduce the purchase intention (Usman et al., 2024), so the two constructs are relevant to be integrated in the TPB as well as in influencing **one's** intention.

### *The Effect of Halal Awareness on Attitude*

Empirically, several studies have shown that a high level of halal awareness contributes to the formation of positive attitudes towards halal products (Tedjakusuma et al., 2023; Ashfahany et al., 2024). In the context of halal consumption, the level of awareness of the importance of halal can form positive beliefs, which further encourage positive attitudes towards halal products.

**H1: Halal awareness has a positive effect on attitude.**

### *The Effect of Halal Awareness on Subjective Norms*

Halal awareness is influenced by social perception, where pressure or encouragement from the environment has a positive influence on the increase in awareness (Gojali & Asih, 2020). And the level of halal awareness is also influenced by religious beliefs, social factors, and health considerations (Febriandika et al., 2023).

**H2: Halal awareness has a positive effect on subjective norms.**

### *The Effect of Halal Awareness on Perceived Behavioral Control*

In the expanded TPB model, perceived behavioral control is an important predictor of halal consumption behavior and is closely related to the level of halal awareness. Halal awareness affects consumer beliefs and perceptual control in determining product choices (Aziz & Chok, 2013). Halal awareness is positively related to perceived behavioral control and plays a role in strengthening this component in the context of the intention to purchase halal products (Aslan, 2023).

**H3: Halal awareness has a positive effect on perceived behavioral control.**

### *The Effect of Halal Awareness on Perceived Benefits*

Research by Tedjakusuma et al., (2023) found that halal awareness has a significant effect on the perceived benefits of halal products. Halal awareness has been proven to increase perceived benefits in the form of trust and functional value and views halal as a guarantee of product quality and safety (Aziz and Chok, 2013).

**H4: Halal awareness has a positive effect on perceived benefits.**

### *The Effect of Halal Awareness on Perceived Risks*

Research by Miftahuddin et al., (2022) found that the provision of halal information as part of increasing halal awareness contributes to reducing perceived risks through strengthening consumer trust. Increasing information and socialization about halal attributes can also reduce the level of perceived consumer risks towards halal products (Olya & Al-Ansi, 2018).

**H5: Halal awareness has a negative effect on perceived risks.**

### *The Influence of Attitude on Purchase Intention*

Attitude significantly affects behavioral intention, even in high-value purchase decisions. Attitude has an important role in shaping the purchase intention halal products and has a positive effect on the purchase intention halal products (Bashir, 2019; Tedjakusuma et al., 2023; Memon et al., 2019).

**H6: Attitude has a positive effect on purchase intention of halal fast food.**

### *The Influence of Subjective Norms on Purchase Intention*

Subjective Norms have a positive influence on purchase intention (Tedjakusuma et al., 2023). Based on the findings of Sudarsono et al., (2024), social factors such as family, friends, and the surrounding environment have been proven to have a significant effect on the intention to purchase halal products.

**H7: Subjective norms have a positive effect on purchase intention of halal fast food.**

### *The Effect of Perceived Behavioral Control on Purchase Intention*

All components in the TPB, including perceived behavioral control, have a significant effect on the behavior and intention to purchase halal products (Memon et al., 2019). There is a positive correlation between perceived behavioral control and purchasing decisions on halal food (Ashfahany et al., 2024).

**H8: Perceived behavioral control has a positive effect on purchase intention of halal fast food.**

### *The Effect of Perceived Benefits on Purchase Intention*

Research by Abd Rahman et al., (2017) found that perceived benefits have a positive and significant effect on purchase intention. The perceived benefits are the main indicator in determining consumers' intention to choose halal products (Tedjakusuma et al., 2023).

**H9: Perceived benefits have a positive effect on purchase intention of halal fast food.**

### *The Effect of Perceived Risks on Purchase Intention*

Research by Miftahuddin et al., (2022) found that perceived risks have a negative effect on purchase intention, which shows that the lower the risk felt by consumers, the higher the tendency to make a purchase. Perceived risks also do not have a significant influence on the intention to buy halal products (Tedjakusuma et al., 2023).

**H10: Perceived risks have a negative effect on purchase intention of halal fast food.**

### *The Effect of Halal Awareness on Purchase Intention*

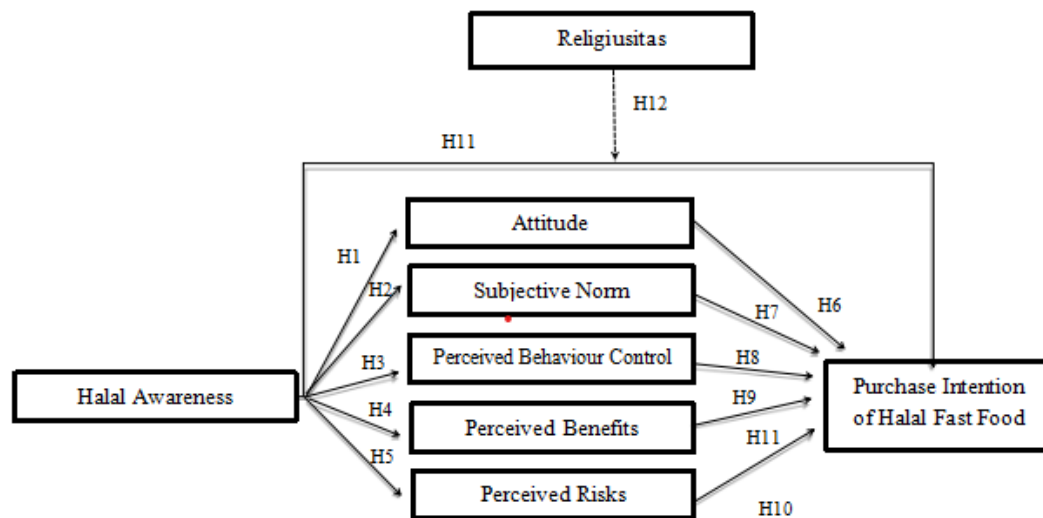
Halal awareness contributes positively to an increase in interest in buying halal food (Febriandika et al., 2023; Septiani & Ridlwan, 2020). According to research by Islam et al., (2023) found that brand awareness of halal products has a significant effect on consumers' desire to buy.

**H11: Halal awareness has a positive effect on purchase intention of halal fast food.**

*The Effect of Halal Awareness on Purchase Intention moderated by Religiosity*

Religiosity has a significant influence on the intention to purchase halal products, as well as being an important determinant in Muslim consumer behavior (Sударsono et al., 2024). In line with these findings, Gojali & Asih (2020) revealed that Muslims' interest in choosing halal products is greatly influenced by the aspect of religiosity.

**H12: Halal awareness has a positive effect on purchase intention of halal fast food moderated by religiosity.**



**Figure 1. Conceptual Framework**

**METHODOLOGY**

This study uses a quantitative approach with a survey method. The research population is Generation Z Muslims in Padang City who have the potential to consume halal fast food products. The sampling technique uses purposive sampling because there is no definite sample framework for the population and to ensure that respondents are in accordance with the research criteria. The respondent criteria include: (1) aged 13–28 years, (2) Muslim, (3) domiciled in Padang City, and (4) potentially consuming halal fast food products. The number of samples in this study is 290 respondents. Primary data was collected through a structured questionnaire distributed online (Google Form) (Hair et al., 2019).

The instrument used was a structured questionnaire based on a 5 (five) point Likert Scale and was compiled based on the constructs of halal awareness, attitude, subjective norms, perceived behavioral control, perceived benefits, perceived risks, religiosity, and purchase intention. All statement items adapted from relevant previous research have gone through a validation process. Before the main data collection, the questionnaire was first tested on 30 respondents to

ensure the clarity of the question items and the feasibility of the research instrument.

Data analysis was carried out descriptively to describe the characteristics of the data collected from the respondents. Furthermore, the analysis of research data was carried out using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the help of SmartPLS software version 4. Before model evaluation, the data is first tested for potential Common Method Bias (CMB) to ensure that the data obtained is not affected by measurement method bias due to the use of the same measurement source and method (Podsakoff et al., 2003). CMB testing was carried out using the procedural and statistical approach of Harman's Single Factor Test as recommended by Kock (2021) and Full Collinearity Assessment by observing the value of Variance Inflation Factor (VIF) as recommended by Kock (2015) and Kock & Lynn (2012). After the data is declared free from CMB, a model evaluation is carried out which includes testing the validity and reliability of the measurement model (outer model) and testing structural relationships (inner model) to test the research hypothesis (Hair et al., 2019).

## RESULTS

The results of the analysis of research data were obtained from respondents' questionnaires and discussed empirical findings. The analysis was carried out using the SEM-PLS method to test the validity and reliability of the constructs, as well as the relationships between the research variables according to the hypothesis formulated. The results of the analysis are then discussed with reference to previous theories and research to provide a comprehensive understanding of the phenomenon being studied. Before the main research was carried out, an instrument test was carried out on 30 respondents to assess the feasibility of the research instrument, especially from the aspect of clarity of statements and internal consistency of question items. The results of the instrument test were evaluated using Cronbach's Alpha value as follows:

Table 1. Instrument Tets

Variable	Number of Items	Cronbach's Alpha	Remarks
Halal Awareness	4	0,791	Reliable
Attitude	4	0,880	Reliable
Subjective Norm	4	0,944	Reliable
Perceived Behavior Control	4	0,780	Reliable
Perceived Benefits	3	0,835	Reliable
Perceived Risks	3	0,942	Reliable
Religiosity	4	0,859	Reliable

Source: Primary data 2025 (Processed)

Based on the results of the instrument trials, all variables had a Cronbach's Alpha value of  $\geq 0.70$ . Referring to Nunnally (1978), Cronbach's Alpha value  $\geq$

0.70 indicates that the instrument has adequate reliability, meaning that the instrument is declared reliable so that it is suitable for use in the main study.

Furthermore, the profile of respondents in this study was compiled to provide an overview of the characteristics of Generation Z in Padang City. A total of 290 respondents participated in this study, and all data were declared worthy of analysis. Respondent profiles are presented based on five main categories, namely age, gender, education level, occupation, and income.

Table 2. Respondent Profiles

Characteristics	Categories	Frequency	Percentage (%)
Age	12-15 years	10	3,45%
	16-18 years old	40	13,79%
	18-25 years old	173	59,66%
	25-40 years	67	23,10%
Gender	Male	89	30,7%
	Women	201	69,3%
Education	Junior High School/MTs	11	3,8%
	High School/Vocational School/MA	90	31%
	Diploma (D1/D2/D3)	30	10,3%
	Bachelor (S1)/Diploma IV (D4)	147	50,7%
	Postgraduate (S2/S3)	12	4,1%
	Student/Student ASN	145	50%
Jobs	Private Employees	14	4,8%
	Entrepreneur/Trader	61	21%
	Miscellaneous	32	11%
	IDR 1,000,000,- -	38	13,2%
	IDR 5,000,000,-	262	90,4%
	IDR 5,000,000,- -	23	7,9%
Revenue	IDR 10,000,000,-		
	> IDR10,000,000,-	5	1,7%

Source: Primary data 2025 (Processed)

Based on the table above, the respondents of this study are dominated by 18-25 years old, namely 173 with a percentage of 59.66%, meaning that in this study Generation Z aged 18-25 years is dominated by Generation Z called early adulthood (Santrock, 2018). Of the sexes, 201 with a percentage of 69.3%, meaning that in this study Generation Z is dominated by women.

Furthermore, based on education, it is dominated by undergraduates, which is 147 with a percentage of 50.7%, meaning that in this study Generation Z is dominated by undergraduate education. Based on the work, the respondents

of this study were dominated by students, namely 145 with a percentage of 50%, meaning that in this study Generation Z was dominated by students/students.

Based on income, the respondents of this study were dominated by those with an income of IDR 1,000,000,- - IDR 5,000,000, which is 262 with a percentage of 90.4%, which shows that the majority of respondents are in the lower middle income group, so that the characteristics of the research sample are more representative of consumers with limited to medium purchasing power. This condition indicates that the decision and purchase intention of halal fast food products in this study tend to be influenced by rational considerations such as affordability, perceived value, and product suitability with the needs and beliefs of respondents (Kotler & Keller, 2016; Schiffman & Wisenblit, 2015).

### *Research Model Analysis*

The research model was tested using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method. Before testing validity and reliability, Common Method Bias (CMB) testing is first performed to ensure that the data from the research is free from measurement method bias. CMB testing is carried out with a procedural and statistical approach. In procedural prevention, the potential for CMB is minimized through a series of appropriate instrument design procedures, such as drafting clear and unambiguous question items adapted from empirical studies and tested through pilot tests, using neutral filling instructions, separating questions between constructs, and applying consistent measurement scales to reduce respondents' tendency to artificially connect items (Podsakoff et al., 2003; MacKenzie & Podsakoff, 2012). In statistical handling, namely using SEM-PLS software through Harman's Single Factor Test and Full Collinearity Variance Inflation Factor (VIF) as follows:

Table 3. Harman's Single Factor Test

	<b>Eigenvalue</b>	<b>Variance Proportion</b>	<b>Cumulative variance</b>
Component 1	14,866	0,513	0,513

Source: Primary data 2026 (Processed)

Based on the results of the CMB test through Harman's Single Factor Test, a single factor explains 51.3% variance, which exceeds the 50% threshold as stated by Kock (2021), thus indicating the existence of CMB potential. However, Harman's Single Factor Test has limitations as an early detection tool, so the results of this test cannot be used as the only basis for concluding the existence of CMB.

Table 4. Full Collinearity Variance Inflation Factor (VIF)

<b>Variable</b>	<b>Full Collinearity VIF</b>	<b>Criteria</b>	<b>Remarks</b>
HA -> AT	1,000	≤ 3.3	CMB Free
HA -> SN	1,000	≤ 3.3	CMB Free
HA -> PBC	1,000	≤ 3.3	CMB Free

HA -> PB	1,000	≤ 3.3	CMB Free
HA -> PR	1,000	≤ 3.3	CMB Free
AT -> NB	2,931	≤ 3.3	CMB Free
SN -> NB	2,770	≤ 3.3	CMB Free
PBC -> NB	4,167	≥ 3.3	CMB Indications
PB -> NB	3,080	≤ 3.3	CMB Free
PR -> NB	1,570	≤ 3.3	CMB Free
HA -> NB	2,033	≤ 3.3	CMB Free
RLG x HA-> NB	1,462	≤ 3.3	CMB Free

Source: Primary data 2026 (Processed)

Furthermore, the results of CMB testing using the Full Collinearity Variance Inflation Factor (VIF) approach showed that most VIF values were below the 3.3 threshold as recommended by Kock (2015) and Kock & Lynn (2012) to detect CMB potential. Although there is one pathway with a VIF value above 3.3, it is still below the threshold of 5, so it does not show serious multicollinearity and does not interfere with the stability of the model estimates (Hair et al., 2019). Based on these results, it can be concluded that CMB is not a significant methodological problem and does not affect the validity of the structural model estimation in this study. Therefore, the results of data processing can be continued with the test of the measurement model (outer model) and structural model (inner model) as follows:

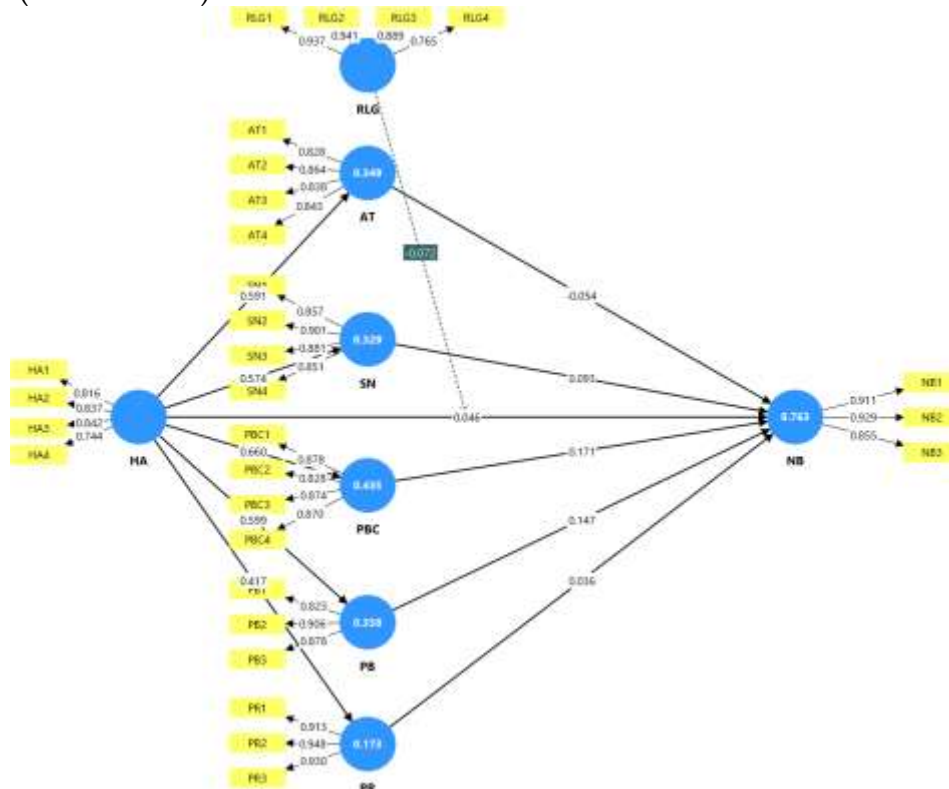


Figure 2. Outer Model (Outer Loading Test)

Source: Smart-PLS, 2026

Table 5. Construct Values Validity and Reliability

	<b>Cronbach Variable's alpha</b>	<b>Composite reliability (rho_a)</b>	<b>Average Composite Reliability (rho_c)</b>	<b>variance Extracted (AVE)</b>
Halal Awareness	0,825	0,826	0,884	0,657
Attitude	0,816	0,816	0,816	0,816
Subjective Norm	0,896	0,900	0,928	0,762
Perceived Behavioral Control	0,885	0,888	0,921	0,744
Perceived Benefits	0,840	0,855	0,903	0,757
Perceived Risks	0,922	0,922	0,951	0,866
Religiosity	0,906	0,912	0,935	0,785
Purchase Intention	0,881	0,886	0,927	0,808

Source: Primary data 2026 (Processed)

Based on the results obtained, it can be seen that the AVE value of each variable shows above 0.5 and the Cronbach's alpha value of each construct exceeds 0.7. Referring to the role of thumb Cronbach's alpha value which is  $\geq 0.7$ , all variables in this study can be declared reliable. Next, test the inner model as seen from the R-square value. The R-square value is at 0.75, it can be concluded that the model is strong, 0.50 moderate (medium), and 0.25 weak. According to Hair et al. (2011), problems often arise if we use the R-square value to compare the specified models. The R-square values of this study are:

Table 6. R-square

<b>Variable</b>	<b>R-square</b>	<b>R-square adjusted</b>
Attitude	0,349	0,347
Subjective Norm	0,329	0,327
Perceived Behavioral Control	0,435	0,433
Perceived Benefits	0,358	0,356
Perceived Risks	0,173	0,171
Purchase Intention	0,763	0,756

Source: Primary data 2026 (Processed)

Based on the R-square and R-square adjusted values, the model's predictive ability of endogenous variables shows varying degrees. The purchase Intention variable has an R-square adjusted value of 0.756, which means that 75.6% of the purchase intention variance can be explained by the variables in the model, so it falls into the strong category. Furthermore, the variables Perceived Behavioral Control (0.433), Perceived Benefits (0.356), Attitude (0.347), and Subjective Norm (0.327) showed explanatory ability in the moderate category. Meanwhile, the Perceived Risks variable had an adjusted R-square value of

0.171, which was included in the weak category, so that only 17.1% of the variance could be explained by the model, while the rest was influenced by other factors outside the study. Thus, these results show that the research model has good predictive ability for endogenous variables, especially on the main variable, namely purchase intention. Furthermore, the results of the coefficients, Tstatistik and Pvalue for the hypothesis obtained from the path analysis show the following:

Table 7. Hypothesis Test

Hypothesis	Original Sample (O)	Statistics ( O/STDEV )	Values	Remarks
HA -> AT	0,591	13,672	0,000	Accepted
HA -> SN	0,574	13,905	0,000	Accepted
HA -> PBC	0,660	16,149	0,000	Accepted
HA -> PB	0,599	12,986	0,000	Accepted
HA -> PR	0,417	5,566	0,000	Accepted
AT -> NB	-0,054	0,797	0,426	Rejected
SN -> NB	0,093	1,537	0,124	Rejected
PBC -> NB	0,171	2,088	0,037	Accepted
PB -> NB	0,147	2,226	0,026	Accepted
PR -> NB	0,036	0,844	0,399	Rejected
HA -> NB	0,046	1,110	0,267	Rejected
RLGxHA->NB	-0,072	2,394	0,017	Accepted

Source: Primary data 2026 (Processed)

Based on the hypothesis testing results, halal awareness was found to have a positive and significant effect on attitude, subjective norms, perceived behavioral control, perceived benefits, and perceived risks, indicating that higher awareness strengthens cognitive evaluation, social sensitivity, perceived control, and perceived value among Generation Z consumers in Padang City. However, halal awareness did not directly influence purchase intention. Among the antecedents of intention, only perceived behavioral control and perceived benefits had a positive and significant effect on purchase intention, while attitude, subjective norms, and perceived risks showed insignificant effects. Furthermore, religiosity significantly moderated the relationship between halal awareness and purchase intention with a negative direction, suggesting that highly religious consumers rely more on internalized religious values than on cognitive awareness when forming purchase intention. Overall, the findings highlight that purchase intention toward halal fast food is shaped more by perceived control and benefits, while halal awareness operates indirectly and contextually within the decision-making process.

## DISCUSSION

The results of the study show that halal awareness positively and significantly affects the purchase intention of halal fast food products in Generation Z in Padang City, but the effect is not always direct. Halal awareness

works through psychological factors such as perceived behavioral control and perceived benefits, while attitudes have proven to be less dominant in shaping purchase intention. These findings reinforce the relevance of the Theory of Planned Behavior (TPB) which is expanded with the perception of benefits and risks in the context of halal consumer behavior, while confirming that Generation Z's purchasing decisions are more pragmatic and rational than merely normative.

The findings of the study also show that religiosity plays a role as an internal value that has been inherent in consumers, so that the influence of halal awareness on purchase intention becomes weaker in consumers with a high level of religiosity. Religious consumers tend to make halal a basic principle in consumption behavior, so that purchase intention are no longer too influenced by the level of awareness of halal information. On the other hand, in consumers with a lower level of religiosity, halal awareness is a more important factor in increasing purchase intention.

Practically, this study confirms that strategies to increase Generation Z's purchase intention are not enough just with halal awareness campaigns. Business actors and policymakers need to emphasize formal halal assurance, information transparency, and functional benefits of products as the main factors driving purchase decisions. Thus, these findings make a theoretical contribution to the development of the TPB in the context of halal consumption while providing strategic implications for the fast food industry and halal certification bodies in building young consumers' awareness of the purchase intention halal products.

## **CONCLUSIONS AND RECOMMENDATIONS**

This study concludes that the purchase intention halal fast food in Generation Z is more influenced by perceived behavioral control and perceived benefits than attitude, subjective norms, and perceived risks. Halal awareness plays an important role in shaping psychological factors and consumer perception, but it does not directly encourage purchase intention. Religiosity has been shown to moderate the relationship between halal awareness and purchase intention significantly but in a negative direction.

The implementation of the results of this study shows that increasing the purchase intention of halal fast food products in Generation Z in Padang City is not enough to be done through increasing halal awareness normatively, but needs to be directed at strengthening perceived behavioral control and perceived benefits as the main factor determining purchase intention. Halal fast food business actors are expected to be able to increase the ease of product access, affordability, and transparency of halal information to strengthen consumer behavior control and perceived benefits. On the other hand, certification bodies and the government need to strengthen the credibility and equitable distribution of halal certification, considering that religiosity has been proven to weaken the relationship between halal awareness and purchase intention due to increased consumer caution. Therefore, an implementation strategy that emphasizes formal halal assurance, product functional benefits, and rational and value-based communication is considered more effective in encouraging Generation Z's purchase intention for halal fast food products.

## FURTHER STUDY

Further research is recommended to develop a model Theory of Planned Behavior (TPB) that is more adaptive by adding relevant psychological and contextual variables, such as trust in halal brands/sellers, Halal Certification Credibility (trust in logos and certification bodies), perceived quality halal products, and Digital Information Exposure (exposure to halal information through social media, influencers, and digital platforms), so that the mechanism of forming purchase intention can be explained more comprehensively, especially in the context of Generation Z's consumption behavior. Religiosity needs to be tested more deeply by positioning it as Live predictors, Mediation variables (e.g. between halal awareness and attitude), as well as Moderation variables, as well as distinguishing the dimensions of religiosity (beliefs, worship practices, and value commitment) to understand their dynamic and contextual nature in influencing the relationship between halal awareness and purchase intention. Future research is also suggested using the design Comparative Cross-Region, such as comparing Muslim-majority cities (e.g., Padang) and areas with a Muslim minority composition or multicultural environment, to test the model's consistency and improve the generalization of the findings. Furthermore, the use of Longitudinal Design (e.g. panel surveys in multiple periods) or mixed-method (a combination of surveys and in-depth interviews/FGD) can be carried out to capture changes in attitudes and purchasing intention from time to time, as well as to delve more deeply into the subjective meaning of halal, trusted sources of information, and the decision-making process of halal consumption in Generation Z.

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