

DETERMINANTS OF NON-MUSLIM COMMUNITY INTENTION TO PURCHASE HALAL-LABELED PRODUCTS

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Abstract: This study aims to analyze the factors influencing non-Muslim consumers' purchasing interest in halal-labeled products in North Tapanuli Regency. The study used a descriptive quantitative approach involving 92 respondents and was analyzed using the SEM-PLS method. The results showed that understanding, price, and promotion directly influenced purchasing interest, while understanding and price influenced attitudes. However, attitudes did not act as a mediating variable in increasing purchasing interest. Therefore, this study recommends increasing halal education and setting competitive prices as the main strategies in expanding the market for halal products among non-Muslim consumers.

Keyword: *Attitude, Halal Product, Intention, Price, Promotion*

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1. Introduction

The halal product industry has experienced rapid growth, driven by globalization and rising consumer awareness of product quality, safety, and hygiene (Bahrudin et al., 2024; Elastrag, 2016; Prayuda et al., 2023). Originally, the halal concept served as a guideline for Muslims to ensure that the products they consume comply with Sharia (Islamic law) (Ambali & Bakar, 2014; Maslul & Utami, 2018). However, over time, the halal label has come to be regarded not solely as a religious emblem but also as an indicator of quality, safety, and verified production processes (Anam et al., 2018; Fitria, 2025). This change in perception has resulted in halal-labeled products beginning to attract the attention of non-Muslim consumers.

The halal label has broader significance beyond merely indicating a product's halal status (Muhamad et al., 2017; Silalahi, 2024; Wilson & Liu, 2010). The halal certification procedure entails rigorous oversight of raw materials, manufacturing processes, distribution, and storage (Bachtiar et al., 2025). These standards render halal products synonymous with excellence in quality and hygiene, thereby gaining acceptance among consumers of diverse faiths (Asri Abdullah & Siddique E Azam, 2021). This phenomenon accounts for the persistent rise in interest among non-Muslims towards halal products, particularly amidst increasing awareness of healthy lifestyles and safe consumption of products.

Consumer interest in buying halal products does not develop automatically; it is shaped by multiple factors (Billah et al., 2020; Khan et al., 2017). A key element is the consumer's understanding of what halal means and the benefits it offers, which influences their perceptions and attitudes (Aslan, 2023). Price also significantly impacts purchasing decisions, as consumers evaluate whether the cost is justified by the quality (Wang et al., 2022).

Additionally, promotion plays a vital role in providing information and increasing consumer awareness of the value added by halal products (Aziz & Chok, 2013).

Previous studies have focused primarily on Muslim consumer behavior regarding halal products (Aslan, 2023; Aziz & Chok, 2013; Billah et al., 2020; Khan et al., 2017; Silalahi, 2024). However, Indonesia, a country with religious and cultural diversity, offers significant potential for studying the acceptance of halal products among non-Muslims (Farhan & Sutikno, 2024). Research on non-Muslims' intention in purchasing halal products remains relatively limited, particularly studies that integrate understanding, price, promotion, and attitude within a comprehensive analytical framework.

Regulations require the state to ensure that products sold to the public are halal to protect citizens' rights (Zulfa et al., 2023). These provisions indicate that halal is not only a religious matter but also a component of consumer protection (Maslul & Utami, 2018; Zulfa et al., 2023). However, limited public understanding of the halal concept, particularly among non-Muslims, poses a challenge to building a national halal market. North Tapanuli Regency was selected as the research site for its distinctive social and cultural characteristics. The region is dominated by non-Muslim residents, particularly the Toba Batak ethnic group, which has strong and distinctive culinary traditions. Lake Toba, an international tourist destination, fosters intense cultural and economic interaction, including the intersection of local non-halal cuisine with halal-labeled products consumed by tourists and visitors.

In recent years, North Tapanuli Regency has demonstrated a growing interest in halal-labeled products, as evidenced by the rising number of micro and small enterprises seeking halal certification (Ichsan, 2025). This phenomenon warrants scholarly investigation, given that it occurs in a region with a predominantly non-Muslim population, prompting inquiries into the factors that motivate interest in halal product consumption despite strong local cultural and culinary identities.

Based on this description, the study's novelty lies in examining purchase intention for halal-labeled products among non-Muslim consumers in a non-Muslim-majority region with a strong local cultural context. Furthermore, this study integrates the variables of understanding, price, promotion, and attitude into a single analytical model to explain purchase intention, a factor rarely studied empirically in a regional context such as North Tapanuli Regency. The contributions of this study are expected to enrich the halal studies literature and provide a basis for formulating strategies to develop inclusive and sustainable halal products.

2. Literature Review

Consumer Behavior Theory

Consumer behavior theory elucidates the decision-making processes individuals use to select, acquire, use, and evaluate products or services to meet their needs and desires (Darley et al., 2010). This process encompasses stages such as need recognition, information gathering, alternative evaluation, purchase decision, and post-purchase behavior (Han, 2021). Each phase is influenced by consumer characteristics and the social and cultural contexts in which consumers function (Shavitt & Barnes, 2020).

Consumer purchasing decisions are affected by both internal and external factors (Chu, 2018; Rajagopal, 2025). Internal factors encompass consumer knowledge, perceptions, motivations, and attitudes towards a product, whereas external factors include price, promotion, distribution, and social and cultural influences (Chu, 2018; Idowu-Mogaji & Eze, 2024). The interplay of these factors influences how consumers assess a product and decide whether to purchase it (Chen, 2024; Maniatis, 2016).

In the context of halal products, consumer behavior is influenced not only by functional considerations but also by perceptions of quality, safety, and the symbolic significance associated with the halal label (Anam et al., 2018; Ishak et al., 2016). For non-Muslim consumers, the halal label is frequently regarded as a guarantee of product quality, cleanliness, and hygiene (Chong et al., 2022). This perception can shape favorable attitudes toward halal products and ultimately affect purchase intentions, even in the absence of a religious obligation to observe halal (Aslan, 2023; Koc et al., 2025).

Theory of Planned Behavior

The Theory of Planned Behavior (TPB) posits that individual behavior is driven by the intention to engage in it (Ajzen, 2005). This intention is influenced by three primary factors: attitude towards the behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). Attitude refers to an individual's evaluation of the behavior; subjective norms pertain to perceived social pressures; and perceived behavioral control indicates the degree to which an individual believes they are capable of performing the behavior (Ajzen, 2004).

In consumer behavior, the TPB is widely used to explain purchase intentions for a product (Vabø & Hansen, 2016). Attitude toward a product is a crucial factor because it reflects consumers' positive or negative evaluation of it (Czellar, 2003). This attitude is shaped by cognitive and affective processes influenced by information the consumer receives, prior experiences, and product characteristics such as quality, price, and perceived benefits (Argyriou & Melewar, 2011; Chang et al., 2016).

In this study, the TPB is used to explain purchase intentions for halal-labeled products, with attitude as the primary determinant. Consumer attitudes toward halal products are shaped by an understanding of the concept and benefits of halal, perceptions of the offered price, and promotional information from the manufacturer. Therefore, TPB is relevant to use because it can explain the relationships among cognitive variables (understanding), affective variables (attitudes), and conative variables (purchase intentions) in the context of halal product consumption among non-Muslim consumers.

The Influence of Understanding Halal Products on Attitudes

Consumer understanding of halal products reflects their level of knowledge and awareness of the concepts, processes, and benefits inherent in halal-labeled products (Nurhayati & Hendar, 2020). Consumers with a good understanding tend to view halal products not only as related to religious aspects but also as a guarantee of product quality, safety, and hygiene (Anam et al., 2018). This understanding forms a positive cognitive evaluation of halal products (Shamsudin et al., 2025).

Based on consumer behavior theory, knowledge is an internal factor that plays a crucial role in shaping attitudes (Haugtvedt et al., 2018). The greater a consumer's understanding of halal products, the more positive their attitudes toward those products (Abd Rahman et al., 2015). Therefore, it can be hypothesized that understanding halal products influences consumer attitudes (Ahmadova & Aliyev, 2021).

3. Research Method

This study used a quantitative approach with a descriptive research design. The choice of a quantitative method was because the goal was to examine and clarify the relationships among variables and to empirically test hypotheses about the factors influencing non-Muslim consumers' intention to buy halal-labelled products. The variables considered included

understanding of halal products, price, promotion, attitudes, and purchase intentions. This approach was suitable because it enabled objective measurement and statistical analysis of consumer behavior.

This study took place in North Tapanuli Regency, North Sumatra Province, selected for its largely non-Muslim population and distinct local culture. Despite this, there is a rising trend of consuming halal-labeled products. The area's tourism around Lake Toba and the expanding MSMEs that provide halal products make North Tapanuli a fitting and strategic location for this research.

This study employed primary data gathered via a structured questionnaire. The target population included non-Muslim consumers living in North Tapanuli Regency who had experience with or showed potential interest in buying halal-labeled products. A total of 92 respondents were purposefully chosen based on criteria such as non-Muslim status and familiarity with halal labels. The questionnaire used a Likert scale to evaluate respondents' perceptions of each research variable.

The development of the research instrument started with a comprehensive literature review focusing on consumer behavior, the Theory of Planned Behavior, and halal product consumption. Indicators for each construct were adapted from earlier empirical research and customized for non-Muslim consumers of halal-labeled products (Azam, 2016). Before analyzing the data, the instrument was assessed to confirm its validity and reliability.

Data analysis in this study employed Structural Equation Modeling–Partial Least Squares (SEM-PLS) using SmartPLS. SEM-PLS was selected because it is effective for predictive research, complex models involving mediating variables, and smaller sample sizes (Akter et al., 2017). The analysis involved two primary stages: first, evaluating the measurement model to ensure construct validity and reliability; second, assessing the structural model to examine the hypothesized relationships among variables.

Structural model analysis was used to examine the direct effects of understanding, price, and promotion on attitudes and purchase intentions, as well as the influence of attitudes on purchase intentions. Additionally, a mediation analysis was conducted to assess whether attitudes mediate the relationships between understanding, price, promotion, and purchase intentions. The findings offer empirical evidence on the main factors influencing non-Muslim consumers' intention to buy halal-labeled products and provide valuable insights for designing effective marketing and educational strategies within the halal industry.

4. Result and Discussion

Evaluation of Measurement Model (Outer Model)

Convergent validity was assessed by examining the outer loadings of each indicator. The criterion used was a loading factor ≥ 0.70 . The results showed that most indicators had outer loading values exceeding 0.70 and were therefore deemed valid. Nevertheless, several indicators failed to satisfy the criteria and were accordingly excluded from the model.

Regarding the 'price' variable (HRG), indicators HRG21 and HRG25 were deemed invalid and subsequently removed from the model. For the 'purchase intention' variable (MB), indicator MB15 did not meet the validity criteria. All indicators for the 'understanding' variable (PHM) met the validity standards and were retained. For the 'promotion' variable (PRM), indicators PRM11, PRM15, and PRM25 were excluded because their loadings fell below the established threshold. Conversely, all indicators associated with the 'attitude' variable (SKP) were found to be valid and were incorporated into the subsequent analysis. Overall, the research

construct achieved convergent validity after eliminating indicators that did not meet the stipulated criteria.

Reliability and construct validity were further assessed through the application of Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE). All variables had Cronbach's Alpha values exceeding 0.90 and Composite Reliability values exceeding 0.70, indicating excellent internal consistency. The AVE values for all constructs also exceeded the 0.50 threshold, with the highest for the price variable (0.803) and the lowest for the understanding variable (0.633). This demonstrates that all constructs met the established criteria for convergent validity and overall reliability.

Discriminant validity was assessed utilizing the Heterotrait-Monotrait Ratio (HTMT) approach alongside the Fornell-Larcker criterion. All constructs exhibited HTMT values below the threshold of 0.90, thereby indicating the absence of discriminant issues among the variables. Furthermore, the square root of the Average Variance Extracted (AVE) for each construct exceeded the correlations with other constructs (HRG: 0.896; MB: 0.820; PHM: 0.796; PRM: 0.862; SKP: 0.881). Consequently, the model satisfies the criteria for discriminant validity.

Structural Model Evaluation (Inner Model)

Hypothesis testing entailed evaluating the path coefficient, T-statistic, and P-value. The findings showed that understanding (PHM) significantly influenced attitudes (SKP), supporting H1. Price (HRG) also significantly influenced attitudes, confirming H2. Conversely, promotion (PRM) did not significantly impact attitudes, leading to the rejection of H3. Table 1 presents the results of direct-effect hypothesis testing using SEM-PLS, showing the path coefficients, t-statistics, and P-values for each hypothesized relationship.

Table 1. Results of Direct Effect Hypothesis Testing

Variables	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
PHM -> SKP	0.193	0.199	0.084	2,293	0.022
HRG -> SKP	0.793	0.786	0.072	11,035	0,000
PRM -> SKP	-0.049	-0.048	0.077	0.640	0.522
PHM -> MB	0.734	0.743	0.085	8,597	0,000
HRG -> MB	0.050	0.056	0.097	2,518	0.010
PRM -> MB	0.209	0.203	0.097	2,166	0.030
SKP -> MB	-0.017	-0.026	0.098	0.173	0.863

Source: SEM-PLS Output

The test results revealed that understanding had a significant impact on purchase intention (MB), confirming H4. Price was also a significant factor influencing purchase intention, supporting H5. Additionally, promotion had a notable effect on purchase intention, validating H6. Conversely, attitude did not significantly affect purchase intention, leading to the rejection of H7. These results suggest that, within non-Muslim communities in North Tapanuli Regency,

the likelihood of purchasing halal-labeled products is primarily driven by cognitive and economic elements rather than affective ones.

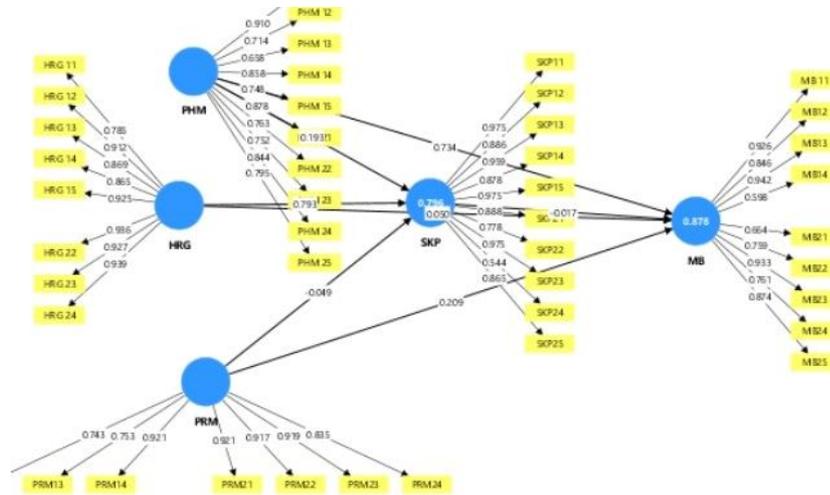


Figure 1. Parth Diagram
 Source: SEM-PLS Output

Figure 1 presents a path diagram derived from the SEM-PLS analysis, illustrating the relationships among key variables: understanding of halal products, price, promotion, attitude, and purchase intention among non-Muslims toward halal-labeled items. The diagram indicates that understanding and price have a positive and significant impact on attitude, whereas promotion does not. Additionally, understanding, price, and promotion directly influence purchase intention, whereas attitude does not have a significant effect. The mediating effect through attitude is also not significant, suggesting that the relationships are mainly driven by direct effects. Overall, this diagram highlights those cognitive and economic factors have a more substantial influence on non-Muslim consumers' purchase intentions for halal products than emotional or affective factors.

Mediation Effect Test

A mediation effect test was performed to assess if attitude mediates the relationship between understanding, price, and promotion on purchase intention. The results indicated that none of the mediation pathways were significant. Specifically, the indirect effect of price on purchase intention via attitude was insignificant. Likewise, the indirect effects of understanding and promotion on purchase intention through attitude were also insignificant. Table 2 presents the results of indirect effect hypothesis testing using SEM-PLS, including path coefficients, T-statistics, and P-values for each hypothesized mediation relationship.

Table 2. Results of Indirect Effect Hypothesis Testing

	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
HRG -> SKP -> MB	0.080	0.199	0.465
PHM -> SKP -> MB	0.020	0.166	0.868
PRM -> SKP -> MB	0.009	0.094	0.925

Source: SEM-PLS Output

These findings imply that attitude does not function as a mediating factor within this research framework. Consequently, understanding, price, and promotion primarily influence purchase intention through direct effects rather than through initial attitude formation. This suggests that, in this context, the purchasing decisions of non-Muslim consumers regarding halal products are predominantly rational and uncomplicated, with minimal influence from emotional factors.

The Influence of Understanding Halal Products on Attitudes

Consumer comprehension of halal products indicates their knowledge and awareness of the concepts, processes, and benefits associated with halal-labeled items (Nurhayati & Hendar, 2020; Rizkitysha & Hananto, 2022). Consumers with a solid understanding often recognize that halal products go beyond religious significance to also ensure quality, safety, and hygiene (Ambali & Bakar, 2014). This awareness fosters a positive perception of halal products.

According to consumer behavior theory, knowledge is an internal factor that helps shape attitudes (Ajzen, 2016). The more a consumer understands halal products, the more positive their attitudes tend to be (Abd Rahman et al., 2015; Aslan, 2023). Consequently, it is reasonable to hypothesize that understanding halal products affects consumer attitudes.

The Influence of Halal Product Price on Attitudes

Price plays a vital role in consumer choices because it indicates the value given up to acquire a product (Wang et al., 2022). For halal products, price is frequently linked to assured quality and specific production methods (Anam et al., 2018). Consumers generally develop a favorable view when they see the price as fair and aligned with the benefits they receive (Joireman et al., 2015).

Based on consumer behavior theory, how consumers perceive prices affects their evaluations and attitudes toward products (Ajzen, 2016). Setting competitive prices aligned with the quality of halal products can lead to more positive consumer perceptions (Anwar, 2025). Thus, it can be hypothesized that the pricing of halal products impacts consumer attitudes.

The Effect of Halal Product Promotion on Attitudes

Promotion is a communication tool used to convey product information and value to consumers (Zhdanova et al., 2019). Effective promotion can increase consumer understanding of the advantages and benefits of halal products, thereby influencing consumers' perceptions of them (Anam et al., 2018; Aziz & Chok, 2013). Information conveyed through promotions can shape consumer perceptions and judgments (Kim et al., 2024).

Within the framework of marketing theory and consumer behavior, the intensity and quality of promotions influence attitude formation (Argyriou & Melewar, 2011). Informative and educational promotions for halal products can foster positive attitudes, especially among non-Muslim consumers (Aziz & Chok, 2013; Ramli et al., 2023). Therefore, the hypothesis proposed is that halal product promotions influence consumer attitudes.

The Effect of Understanding Halal Products on Purchase Intention

Understanding halal products not only influences attitudes but can also directly drive purchase intentions (Koc et al., 2025; Nurhayati & Hendar, 2020). Consumers who understand that halal products meet high quality and safety standards tend to have confidence in choosing

and purchasing these products (Aslan, 2023). This understanding provides a rational basis for making purchasing decisions.

Based on the Theory of Planned Behavior, consumer knowledge and beliefs can influence behavioral intentions (Sun, 2020). The higher the level of understanding of halal products, the greater the likelihood that consumers will have a purchase intention (Aslan, 2023; Azam, 2016; Nurhayati & Hendar, 2020). Therefore, the hypothesis is formulated that understanding halal products influences purchase intention.

The Effect of Halal Product Price on Purchase Intention

Price is a crucial economic factor influencing purchasing decisions (Victor et al., 2018). Consumers are more likely to intend to buy when they see the price as affordable and aligned with their financial capacity and perceived benefits (Ganesh & Nagadeepa, 2024). For halal products, competitive pricing can significantly boost purchase intention, particularly among non-Muslim consumers (Azam, 2016; Chong et al., 2022).

Consumer behavior theory explains that price can directly influence purchase intention without going through a deep attitude formation process (Ajzen, 2016; Sun, 2020). If consumers perceive the price of a halal product as commensurate with the value received, purchase intention will increase (Ali et al., 2018). Therefore, the hypothesis proposed is that the price of a halal product influences purchase intention.

The empirical results of this research confirm the theoretical claims, showing that price is strongly and positively linked to purchase intention. The findings imply that when halal products are priced fairly and competitively, consumers are more likely to intend to buy them. Consequently, price serves as an important economic indicator that influences consumers' value judgments and directly affects their behavioral decisions regarding halal products.

The Effect of Halal Product Promotion on Purchase Intention

Promotion helps increase consumer awareness and interest in a product (Rusmiyati & Hartono, 2022). Information conveyed through promotions can trigger a desire to try and encourage consumers to make a purchase (Cheung et al., 2014). In the context of halal products, promotions that emphasize product quality, safety, and benefits can attract non-Muslim consumers (Aziz & Chok, 2013; Chong et al., 2022).

According to the Theory of Planned Behavior, external stimuli such as promotions can directly influence behavioral intentions (Ajzen, 1985). Intensive and targeted promotions can increase purchase intentions even if consumer attitudes have not yet been firmly established (Kudeshia & Kumar, 2017). Therefore, the hypothesis can be formulated that halal product promotions influence purchase intentions.

This study demonstrates that promotional efforts exert a positive and statistically significant impact on purchase intent. These findings indicate that promotional strategies are instrumental in effectively conveying the value and advantages of halal products to a wider consumer demographic. When promotional activities are informative, persuasive, and precisely targeted, consumers tend to perceive the product more favorably and are more inclined to develop a stronger intention to purchase.

The Influence of Attitude on Purchase Intention

Attitude reflects a consumer's overall evaluation of a product, both positive and negative (Argyriou & Melewar, 2011). A positive attitude toward halal products indicates that consumers perceive them as offering benefits, quality, and value that meet their expectations

(Ali et al., 2018; Anam et al., 2018). This attitude serves as a psychological basis for determining purchasing behavior (Ostrovskiy et al., 2021).

In the Theory of Planned Behavior, attitude is the primary determinant of behavioral intention (Chuang et al., 2018). Consumers with positive attitudes toward halal products tend to have higher purchase intentions than consumers with negative attitudes (Koc et al., 2025). Therefore, the hypothesis proposed is that attitude influences purchase intentions for halal products.

The findings of this study demonstrate that attitude exerts a positive and statistically significant influence on purchase intention. These results suggest that consumers who hold a favorable view of halal products are more likely to demonstrate a stronger intention to purchase. In other words, the more positive consumers' evaluations of halal products, the greater their propensity to intend to purchase them. This finding corroborates the theoretical premise that attitude is a critical determinant in predicting consumer behavioral intentions within the halal product market.

5. Conclusion

The research findings indicate that understanding, price, and promotion directly affect purchase intention. Additionally, understanding and price also impact consumer attitudes toward halal products. However, attitude does not significantly influence purchase intention and does not serve as a mediating factor between understanding, price, promotion, and purchase intention.

These findings suggest that within the non-Muslim community of North Tapanuli Regency, the intention to purchase halal products is predominantly influenced by rational factors, including comprehension of the halal label, pricing perceptions, and promotional efficacy, rather than by emotional factors such as attitude. Consequently, the decision to purchase halal products among non-Muslim consumers tends to be straightforward and pragmatic.

Based on the research findings, business actors and stakeholders in the halal industry are advised to enhance education and outreach initiatives concerning the significance and advantages of the halal label, encompassing not only religious considerations but also aspects related to product quality, safety, and hygiene. Implementing an informative and inclusive communication strategy can facilitate a broader understanding among non-Muslim communities regarding the value added by halal products.

Furthermore, competitive pricing should be a priority because price significantly influences attitudes and purchase intent. Promotions must be more effective and tailored to local social and cultural features to boost halal product appeal in non-Muslim-majority areas. Further research should expand the sample size and study area for better generalizability. Future studies could include variables like trust, perceived quality, social norms, or religiosity to enhance the consumer behavior model toward halal products. Further research could use a mixed methods approach to explore psychological and social factors influencing purchasing decisions. Comparative studies between Muslim-majority and non-Muslim-majority areas could also contribute to the literature on consumer behavior toward halal products.

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