

Determinant Factors in Purchasing Decisions on Uncertified Halal Food Products: Study on Indonesian Students in Taiwan

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Abstract: This research investigates the determinant factors influencing the purchasing decisions of Indonesian students in Taiwan regarding uncertified halal food products. Despite the growing demand for halal products globally, the uncertainty surrounding the halal status of certain food items poses challenges, particularly for Muslim consumers. This study focuses on Indonesian students in Taiwan due to their unique position as international students residing in a country where halal certification may be less prevalent compared to their home country. Data was collected via structured questionnaires distributed among Indonesian students in various universities across Taiwan through a quantitative approach. The study employed multiple regression analysis to examine the relationships between several key variables, including trust, halal awareness, perceived behavioral control, subjective norms, religiousness and attitudes toward purchasing uncertified halal food products. The findings reveal significant insights into the factors influencing purchasing decisions in this context. Trust emerges as a crucial factor, indicating that consumers' confidence in the halal status of products, despite lacking certification, significantly influences their purchasing attitudes. Furthermore, perceived behavioral control plays a significant role, reflecting individuals' perceived ability to access and acquire uncertified halal products. Subjective norms also demonstrate a notable impact, reflecting the influence of social expectations and support from important reference groups. Interestingly, religiousness does not emerge as a significant determinant, suggesting that other factors may overshadow its influence in this context. Trust and perceived behavioral control significantly influence purchasing attitudes and decisions toward uncertified halal food products. In contrast, religiosity and halal awareness have less impact, suggesting the need for further research into additional factors that shape consumer behavior.

Keywords: attitude, perceived behavioral control, purchase decision, religiosity, trust

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1. Introduction

Halal, according to Islamic law, refers to permissibility in several aspects such as food consumption, medicine, cosmetics as well as use of goods. The concept of halal for consumption materials is related to the safety of ingredients and their benefits for health (Aslan, 2023). It was initially limited to pork and alcohol, which were not allowed to be consumed by Muslims. Along with the development of science and technology, the existence of food and non-halal ingredients is currently developing in terms of type (Al-Ansi et al., 2023). Halal for Muslims is an Islamic law that must be obeyed and carried out as a form of religiosity. The consumption of halal and *thoyib* food, which means good quality and cleanliness for Muslims, is related to moral and spiritual intentions in Islam in addition to meeting one's satisfaction and needs (Alzeer et al., 2018).

As a Muslim living in a non-Muslim country with a dominant non-Islamic culture and tradition, a challenging problem is that food may not have been prepared according to Islamic rules (Briliana & Mursito, 2017). Indonesia has the largest Muslim population in the world. Halal food is easily found and abundant so it is not a challenge for Muslims to consume halal food products (Vanany et al., 2019). The situation is different if you are in a country with a minority Muslim population, one of which is Taiwan. Taiwan has a population of about 23 million, and the majority of its population is non-Muslim. Taiwan's Muslim population is about 1% of the total population (Aini & Safira, 2021). The halal label has provided a foundation for Muslims to make decisions when buying food. Halal labels on the packaging of a product or food will make people understand, be vigilant (Naem et al., 2020) and know what to consume and use. Halal food can be used as a benchmark for safety, hygiene, and product quality assurance. Therefore, Muslims must know and understand the concept of halal when consuming food (Fenitra et al., 2024; Iranmanesh et al., 2022).

A person's behavior when buying and consuming halal products is influenced by not only attitudes but also subjective norms (Memon et al., 2019). Previous research has discussed the intrinsic influence of religiosity and knowledge of a product as well as the role of brand awareness on purchase decision for halal products (Memon et al., 2019). Several previous studies have tested the relationship between awareness of halal products and purchase intent, finding that the two variables are significantly related (Nurhayati & Hendar, 2020). Consumers with high and strong intrinsic religious motivation prioritize what is believed in their religion (Suleman et al., 2021). Consumers who have a high level of intrinsic religiosity generally always integrate religion into their lives. They tend to have a higher awareness of halal products, which ultimately influences their purchasing decisions. The relationship between intrinsic religiosity and purchase intent has also been investigated by studying the determinants of food purchasing behavior by Muslim consumers in Muslim-majority countries. The study found that intrinsic religiosity and purchase intent are positively related. Previous studies have also examined the relationship between intrinsic religiosity and awareness of halal products (Amalia et al., 2020; Rafiki et al., 2023).

Understanding the concepts of halal, haram and *syubhat* (doubtful) plays a crucial role in determining whether consumers decide to purchase non-certified halal food products. This understanding varies among the four main schools of thought in Islam: Hanafi, Maliki, Shafi'i and Hanbali. Each school has slightly different interpretations and fatwas regarding what is considered halal, haram and *syubhat*. For instance, the Hanafi school may have more lenient views on certain ingredients compared to the stricter interpretations of the Hanbali school. This variation influences individual consumer behavior, making some more cautious and others more lenient in their purchasing decisions based on specific religious teachings and their level of personal religious adherence (Bosnjak et al., 2020). Differences in the interpretation of halal principles among the schools of thought can lead to varying consumer behaviors and preferences when selecting halal products (Abhinaya & Setyawan, 2024).

In particular, consumers with high levels of religiosity may be more motivated to seek products with a recognized halal label or alternatives that are believed to comply with halal standards. It includes seeking information from trustworthy sources, such as local halal organizations or religious scholars, to ensure the products they consume are not only free from haram ingredients but are also processed in a way that complies with Islamic principles. Additionally, these consumers may become more involved in local Muslim communities to share information and recommendations regarding halal products, strengthening their social networks in supporting consumption choices that align with their religious beliefs (Naem et al., 2020).

In Taiwan, the challenges faced by Muslim consumers in accessing halal products are significant. The Taiwanese market dominated by a non-Muslim population, results in limited availability of certified halal products. This condition makes individual understanding of the concepts of halal, haram and *syubhat* even more critical. For example, Muslim consumers in Taiwan need to be more cautious when examining product ingredients and production methods to ensure they comply with halal standards, even if the products are not certified (Al-shami & Abdullah, 2023). A deep understanding of these concepts can help Muslim consumers make more informed decisions that align with their beliefs.

This study analyzes determinant variables related to purchasing decisions for products that have not been halal certified by respondents involving Muslim students in Taiwan. It is related to the culture and conditions of the country where they study, which is not Muslim, so to obtain and consume halal products will be different compared to Muslim countries. His study utilizes the Theory of Planned Behavior (TPB), which is designed to pinpoint factors influencing an individual's actions. The TPB framework elucidates how attitudes, subjective norms and perceived behavioral control (PBC) collectively shape one's behavioral intentions and actions (Ruangkanjanases et al., 2020). This relationship aligns with the Sustainable Development Goals model, demonstrating how these psychological components drive personal behavior change. In this theory, the intention is considered a factor that can provide encouragement or motivation to behave and individual behavior is determined by individual intention. The TPB is a development of the Theory of Reason Action. The Sustainable Development Goals model illustrates that the outcome of an individual's behavior is influenced by their intention to engage in that behavior. Within this framework, attitudes towards a behavior can significantly impact purchasing decisions, while the TPB incorporates the concept of PBC, which also affects purchase decisions and actual behavior (Kamalanon et al., 2022).

2. Materials and Methods

2.1. Preparatory Stage

The preparatory stage included analyzing the problem, completing licensing and applying for research ethics permits. The research term conducted problem analysis by collecting secondary data, conducting focus group discussions and reviewing the problems, followed by the preparation of methods and the implementation of research. The next stage before the implementation of the research was applying for research ethics permits and research permits in Indonesia and Taiwan. The submission of research ethics permission was completed before data collection was carried out. This research obtained ethical permit No. 183/KEP/EC/UNW/2023 issued by the Research Ethics Commission of Ngudi Waluyo University.

2.2. Research Implementation

The implementation of research began by coordinating with partners and preparing the implementation of activities that had been agreed upon as solutions to previously identified problems. The proposer team and partners prepared and performed their respective tasks before the implementation of the activity. Perception similarities were carried out between the proposer team and partners before the research activity took place to harmonize and ensure the implementation of activities could run smoothly. All necessities, such as instruments, were prepared by the team.

The research questionnaire was distributed to 107 students from Indonesia who were studying in Taiwan. The criteria for respondents were students who were currently studying at the S1, S2 and S3 levels in Taiwan and were Muslims. Quantitative research used structural equation modelling (SEM) techniques to evaluate variables by distributing questionnaires from June-July 2023 to Indonesian students studying in Taiwan.

2.3. Data Processing

Data processing was carried out after obtaining data from respondents by conducting multivariate tests using SEM, so data results were statistically tested and able to show the relationship between the variables studied.

3. Results and Discussion



Figure 1. Output SmartPLS

Figure 1 represents the output of the inner model analysis in SmartPLS. It refers to the structural model section that illustrates the relationships between subjective norm (SN), PBC, religiosity (RG), halal awareness (HW), halal certification (HC), attitude (AT) and trust (TR) on purchase decision (PD).

Analysis of the inner and outer models is a key component in partial least squares (PLS) modelling. The outer model focuses on the relationships between latent variables and their indicators (manifest variables), evaluating how well the indicators represent the latent variables. The outer model assesses construct validity and reliability through outer loading values, average variant extracted (AVE) composite reliability and Cronbach's alpha. Meanwhile, the inner model refers to the structural relationships between latent variables, showing how these influences each other within the model. This analysis assesses the strength and significance of the relationships between latent variables, typically through path coefficients (Hair, 2017).

First, convergent validity analysis is a test used to measure whether an indicator is valid. According to Hair (2017), the indicator can be valid if it has a value >0.6 . The measurement of convergent validity can be observed from the outer loading values, as explained in Table 1.

Table 1. Outer Loading

Variable	Indicator	Outer Loading
Trust	TR1	0.780
	TR2	0.661
	TR3	0.883
	TR4	0.887
	TR5	0.758
	TR6	0.881
Halal Awareness	HA1	0.922
	HA2	0.878
	HA3	0.745
	HA4	0.699
	HA5	0.648
Perceived Behavioral Control	PBC1	0.919
	PBC2	0.921
Purchase Decision	PD1	0.708
	PD2	0.795
	PD3	0.709
	PD4	0.798
	PD5	0.574
	PD6	0.837
	PD7	0.768
	PD8	0.740
Subjective Norms	SN1	0.859
	SN2	0.814
	SN3	0.880
Religiosity	RG2	0.799
	RG3	0.917
	RG5	0.704
	RG6	0.919
Halal Certification	HC1	0.893
	HC2	0.877
	HC3	0.909
	HC4	0.878
Attitude	AT1	0.866
	AT2	0.836

Second, check the AVE. The AVE value can be used to compare each construct with the correlation between other constructs in the model. It must have a value > 0.5 (Hair Jr. et al., 2017). Table 2 represented the results of the AVE. In this study, the AVE was considered to meet the criteria because it had values greater than 0.5.

The next step is to analyze composite reliability and Cronbach's alpha. Cronbach's alpha can help test reliability. Based on Hair et al. (2019), data with a combined reliability value of > 0.7 have high reliability, while Cronbach's alpha is expected to be > 0.6 . Table 3 explains that Cronbach's alpha had values greater than 0.6 and reliability had values greater than 0.7, indicating that the constructs in this study had good results.

Table 2. Average Variance Extracted (AVE)

Variable	Average Variance Extracted
Trust	0.660
Halal Awareness	0.617
Behavior Control	0.847
Purchase Decision	0.555
Subjective Norms	0.725
Religiosity	0.705
Halal Certification	0.791
Attitude	0.724

Table 3. Composite Reliability and Cronbach's Alpha

Variable	Cronbach's Alpha	Composite Reliability
Trust	0.895	0.920
Halal Awareness	0.891	0.888
Behavior Control	0.819	0.917
Purchase Decision	0.883	0.908
Subjective Norms	0.810	0.888
Religiosity	0.868	0.904
Halal Certification	0.912	0.938
Attitude	0.619	0.840

The final test conducted was inner model analysis, specifically path coefficient analysis (hypothesis testing). Path coefficient analysis was part of the structural model (inner model) that demonstrated the strength and direction of the relationships between latent variables in the PLS model. The path coefficient values indicate the influence of one latent variable on another, where higher values reflect a stronger influence. The test results include a direct effect. The sign (\rightarrow) indicates the direction of influence of one variable on another variable.

Table 4. Hypothesis Testing

Hypothesis	Original Sample	T-statistic	P-value
Belief \rightarrow Attitude	0.184	2.394	0.017
Halal Awareness \rightarrow Purchase Decision	0.092	0.593	0.554
Halal Awareness \rightarrow Attitude	-0.137	0.996	0.320
Behavioral Control \rightarrow Purchase Decision	0.474	4.704	0.000
Behavior Control \rightarrow Attitude	0.176	1.728	0.085
Subjective Norms \rightarrow Purchase Decision	0.268	2.942	0.003
Subjective Norms \rightarrow Attitudes	0.607	6.385	0.000
Religiosity \rightarrow Purchase Decision	-0.088	0.649	0.516
Religiosity \rightarrow Attitude	-0.102	0.775	0.439
Halal Certification \rightarrow Trust	0.657	5.466	0.000

Table 4 explains that trust has a positive significant effect on attitude. In the context of purchasing halal food products that have not been certified, consumer trust has a significant influence on their attitude (Salehzadeh et al., 2023). The results of this study explain that trust has a significant positive influence on buyers' attitudes toward owning non-certified halal food products with a p-value of 0.017. It means that consumers who purchase halal non-certified food products tend to have a positive attitude towards these products. Trust in this context refers to the consumer's belief that the product is halal even though it does not have official certification. When consumers believe the product is truly halal, even though it is not certified, this can affect their more positive attitude toward it, thus increasing their likelihood of buying (Shahzad et al., 2021). It also includes consumer trust in producers or sellers of halal food products that have not been certified. Suppose consumers believe the manufacturer or seller can be trusted to present accurate information about the halal product. In that case, they are likely to have a positive attitude towards the product and are more likely to buy it (Prakash et al., 2023).

Consumer confidence in product quality and safety also affects their attitude when purchasing. If consumers feel confident that halal food products that have not been certified are safe and of high quality, they will have a more positive attitude towards those products and be more motivated to buy them (Karunasingha & Abeysekera, 2022). A study by Bashir (2019) supports this finding by stating that the level of consumer trust in halal products significantly affects their attitude toward buying halal products. This research shows that consumers' trust in halal products can strengthen their positive attitudes towards the product, even if it does not have official halal certification. Likewise, Aslan's (2023) research explains that the trust obtained by consumers gradually builds a positive perception of the brand or product. It then leads to a positive attitude towards the brand or product. Thus, a significant positive relationship between trust and purchasing attitudes toward halal food products that have not been certified occurs because of consumer confidence in halal products, manufacturers or sellers, product quality and safety, and the information and recommendations they receive. This belief forms a strong foundation for a consumer's positive attitude towards the product, which can drive purchasing decisions.

Second, halal awareness has a positive and not significant effect on purchase decisions. A significant non-positive relationship between halal awareness and purchase decisions in the context of purchasing halal food products that have not been certified can occur due to several factors that need to be considered by consumers (Aslan, 2023). Although awareness of halal products can be an important factor in purchasing certified halal food products, other factors such as trust in the manufacturer or seller, product quality, price and personal preference can also play a significant role in purchasing decisions. The results of this study indicate that halal awareness has an insignificant influence on purchase decisions with a p-value of 0.554. Halal awareness can make consumers more sensitive to halal products. However, in the case of halal food products that have not been certified, consumers may consider that the uncertainty of their halal status casts doubt on the quality and halalness of the product. Pratama et al. (2023) explain that halal-conscious consumers may expect clear and reliable information about the halal status of a product before they buy it. In the context of halal food products that have yet to be certified, limited information about the production process and ingredients used can make consumers hesitant to purchase (Arsil et al., 2018). Likewise, Machali et al. (2019) explain that halal awareness can trigger consumers to conduct a stricter evaluation of the halalness of a product. However, in the case of halal food products that have yet to be certified, the risk of misinterpretation of the available or limited information can lead to doubts and the decision not to purchase the product. Similarly, studies found that factors such as consumer trust in brands, product quality and price have a more significant influence on the purchase intention of halal products than halal awareness (Bashir et al., 2019; Pratama et al., 2023; Usman et al., 2023). Although halal awareness can influence consumer preferences, other factors can be more dominant in determining purchasing decisions. In the context of purchasing halal food products that have yet to be certified, halal awareness may not directly influence purchasing decisions due to uncertainty about the product's reality. Consumers may rely more on other factors such as trustworthiness, product quality and personal preference when making purchasing decisions.

Third, halal awareness has a positive but not significant effect on attitude. The effect of the not significant relationship between halal awareness and attitude toward purchasing halal food products that have not been certified can be explained by several factors that influence consumer behavior in this context. Although awareness of halal products can be important when purchasing certified halal food products, when it comes to products that are not yet certified, other factors may be more dominant in shaping consumer attitudes. The results of this study explain that halal awareness combined with attitude does not have a significant effect, with a p-value of 0.320. Halal-conscious consumers may have concerns over product quality and safety, especially if the product does not have clear halal certification. It can cause them to have a less positive attitude towards the product, even though they are aware that the product may be following halal principles (Ahmadova & Aliyev, 2021). Other factors, such as trust in the manufacturer or seller, previous experience and personal preference, can also influence the formation of consumer attitudes toward halal food products that have yet to be certified (Yener, 2022). Halal awareness may not have a significant influence if other factors are more dominant in shaping consumer attitudes. Consumers may have limited access to information about halal food products that have yet to be certified, which may affect the formation of their attitudes. The lack of clear and reliable information about halal products can make it difficult for consumers to form a strong attitude towards the product. Thus, although halal awareness is important in the context of purchasing certified halal food products, factors such as uncertainty, concerns over quality and safety, the influence of other factors, and limited availability of information can lead to an insignificant relationship between halal awareness

and attitudes in purchasing uncertified halal food products.

Fourth, PBC has a positive significant effect on purchase decisions. PBC refers to an individual's perception of their ability to perform a particular behavior. In the context of purchasing halal food products that are not yet certified, PBC can include factors such as financial capability, product accessibility, knowledge of halal and other practical factors that affect an individual's ability to purchase the product (Suleman et al., 2021). The results of this study explain that PBC has a significant positive influence on purchase decisions with a p-value of 0.000. It means that the higher the PBC of consumers, the higher the purchase decision for certain products. Studies by Liu et al. (2020) on the TPB emphasize the importance of PBC in influencing consumer behavior. Social norms and pressure from certain social groups can also affect PBC in purchasing halal food products that have not been certified. Suppose consumers feel compelled to follow the norms or expectations of a particular social group. In that case, they may feel less able to control their purchasing behavior, especially if halal-certified product alternatives are preferred by that group (Alimusa et al., 2023). PBC also includes consumers' perceptions of how easily they can obtain the products they want (Tiwari et al., 2024). If uncertified halal food products are easy to find and access for consumers, this can influence their purchasing decisions. In addition, consumer knowledge about halal products can affect self-control (Ismail et al., 2024). If consumers feel confident that the product meets their desired halal standards, this can increase their confidence to buy the product. In this context, PBC can influence consumer purchasing decisions by moderating the influence of the above factors. The higher the level of PBC, the more likely consumers are to make purchasing decisions on halal food products that have not been certified.

Fifth, PBC has a positive but not significant effect on attitude. The results of this study explain that there is no significant relationship between PBC and attitude in purchasing halal products without certificates. PBC does not have a significant influence on attitude in purchasing non-certified halal products may be due to several factors (Aker & Hasan, 2023). In the context of halal food products that have not been certified, uncertainty can affect consumer PBC. Suppose consumers are not sure whether the product is truly halal. In that case, they may find it difficult to control their purchasing behavior, even though they have a positive attitude toward the product. In addition, previous experience in purchasing non-certified halal or similar products may also influence how much PBC influences consumer attitudes. If consumers have had negative or unsatisfactory experiences with previous products, they may feel less able to control their buying behavior towards similar products in the future (Hardin-Fanning & Ricks, 2017). Risk perception can also play a role in the interaction between PBC and purchasing attitudes. If individuals perceive purchasing uncertified halal food products as having high risks, they may take those risk factors into account rather than perceived controls in shaping purchasing attitudes. In the literature, several studies support the understanding that PBC does not always have a significant influence on attitudes. For example, research by Bosnjak et al. (2020) found that PBC does not consistently predict attitudes or intentions to perform behaviors, especially when there are complex factors or high uncertainty. Although PBC is usually considered an important factor in shaping attitudes and behaviors, there are situations in which other factors can be more dominant in influencing an individual's purchasing attitudes (Aker & Hasan, 2023). Therefore, in the context of purchasing halal food products that have yet to be certified, PBC usually does not have a significant effect on purchasing attitudes, due to the influence of more dominant factors.

Sixth, subjective norms have a positive significant effect on purchase decisions. Subjective norms represent an individual's perception of the extent to which people important to them (e.g., family, friends, or reference groups) expect them to perform a certain behavior; in this case, the purchase of uncertified halal products. Subjective norms reflect the social influences perceived by individuals. If a person feels that family, friends, or other social groups expect or support the purchase of non-certified halal products, this can influence their purchasing decision (Aslan, 2023). Subjective norms reflect the perceived social influence on individuals of reference groups important to them, such as their family, friends or religious communities. If individuals perceive that their reference group expects or supports the purchase of non-certified halal products, they are likely to positively consider that purchase decision (García-García et al., 2023). In addition, subjective norms in purchasing decisions of non-certified halal products can be a way for individuals to maintain positive social relationships with their reference group. Subjective norms can influence an individual's perception of the existence of accepted norms in their social group (Elseidi, 2018). If they believe that most people in their reference group support purchasing non-certified halal products, they are likely to view such behavior as expected and acceptable. In the literature, several studies support the influence of subjective norms on purchasing decisions. For example, studies by Aslan (2023) and Bashir (2019) found that subjective norms have a significant positive influence on the

intention of purchasing halal products. This research shows that an individual's perception of expectations and support from those who are important to them influences the propensity to buy halal products.

Seventh, subjective norms have a positive significant effect on attitude. Subjective norms reflect the social influences internalized by individuals from their reference groups. It includes family, friends, and religious or cultural communities that are influential in consumer decision-making. The results of this study explain that subjective norms have a significant positive influence on attitude with a p-value of 0.000. In the context of Muslim societies, religious and cultural norms often play an important role in shaping subjective norms related to halal products (Aslan, 2023). Peers and other reference groups also influence subjective norms. If individuals feel that their friends or reference group members support the purchase of non-certified halal products, this can reinforce their positive attitude toward the products. Feelings of attachment and identity to certain social groups can also reinforce the influence of subjective norms on purchasing attitudes. Individuals' beliefs about the importance of adhering to religious or cultural teachings in choosing food products also influence their attitudes toward non-certified halal products. Suppose a person has a strong belief in halal products and an obligation to abide by religious teachings. In that case, they are likely to have a positive attitude towards non-certified halal products. Bashir et al. (2019) explain that, in the context of purchasing non-certified halal products, subjective norms and attitudes interact and influence each other. An individual's perception of expectations and support from their reference group can shape their attitude towards non-certified halal products. If individuals feel their reference group supports the purchase of the product, they are likely to have a positive attitude toward the product. Conversely, an individual's attitude towards the product can also influence their perception of subjective norms. If someone has a positive attitude towards non-certified halal products, they may be more likely to perceive that their reference group also supports purchasing those products.

Eighth, religiosity does not have a significant effect on purchase decisions. Religiosity is a complex concept and can have a significant influence on various aspects of an individual's life, including purchasing decisions. Consumers with a high level of religiosity tend to have a deep understanding of the concepts of halal, haram and *syubhat* and are more committed to adhering to these principles. Such consumers tend to be more selective and cautious when choosing food products, ensuring that every product they consume is not only halal but also free from any doubt or uncertainty. The results of this study explain that religiosity does not have a significant influence on purchase decisions with a p-value of 0.516. Religiosity, or the degree of religious commitment, is often considered an influential factor in various aspects of life, including consumer behavior. However, in the context of purchase decisions, religiosity may not have a significant impact. It can be attributed to several reasons. First, purchase decisions are frequently based on practical needs, personal preferences and economic factors, which may overshadow religious influences. Second, consumers in an increasingly global and pluralistic market tend to make decisions based on universal values such as product quality, price and availability, which may not directly relate to religious beliefs. Additionally, effective advertising and marketing strategies can blur or diminish the impact of religious values on purchasing behavior. Consequently, while religiosity may affect other aspects of a person's life, its influence on purchase decisions might be minimal or insignificant. When considering the purchase of non-certified halal products, consumers may pay more attention to other factors such as trust in the manufacturer or seller, product quality and price, rather than their religiosity. It is due to their uncertainty about the halal status of non-certified products, which can make them more inclined to account for other, more measurable and verifiable factors. A study by Ahmadova and Aliyev (2021) found that halal uncertainty can reduce the purchase intention of halal products, regardless of the individual's level of religiosity. In addition, for most consumers, halal certification is a key factor in determining the halalness of products. In this context, consumers may trust products that have official halal certification more than non-certified ones. As a result, an individual's religiosity may not be a determining factor in purchasing decisions if the product does not have a recognized halal certificate. In making purchasing decisions, consumers also consider non-religious factors such as price, quality, brand and personal preference. A study by Raza (2021) found that in the context of halal products, non-religious factors such as brand image and product quality have a significant influence on purchase intent.

Ninth, religiosity does not have a significant effect on attitude. In the context of purchasing non-certified halal products, it is important to gain deeper insight into Muslim consumer behavior. Religiosity, as an individual's spiritual and religious dimension, is often considered an important factor in the selection of halal products (Suleman et al., 2021). However, in some situations, the relationship

between religiosity and attitude towards non-certified halal products can be more complex than expected. The results of the study explain that religiosity did not have a significant influence on attitude in purchasing non-certified halal products, with a p-value of 0.439. Religiosity is an important dimension in the life of individual Muslims. It includes a person's beliefs, religious practices and spiritual identity. In the context of purchasing halal products, religiosity is often considered a factor influencing consumer preferences. Muslim consumers with a high level of religiosity tend to have a better understanding of halal and *toyyiban*, which encompasses not only permissible food but also the spiritual, ethical and cleanliness aspects in the entire process of production, storage and distribution. However, this study found that religiosity does not have a significant influence on attitude. First, they recognize that halal encompasses the entire process and not just permissible food. For these consumers, consuming halal food is a form of religious observance that fulfils their religious obligations and maintains their spiritual connection with their faith. They believe that halal food brings spiritual purity and blessings, aligning with their commitment to living according to Islamic principles. The level of religious education and social environment also contribute to enhancing knowledge and awareness of this concept (Wilkins et al., 2019). More religious consumers may have a greater tendency to choose halal products because they base their purchasing decisions on the principles of their religion (Nurhayati & Hendar, 2020; Suleman et al., 2021). Although it can intuitively be assumed that an individual's level of religiosity will positively influence their attitude towards non-certified halal products, in some cases, this relationship may not always be the case. There are several explanations for why religiosity does not always have a significant influence on attitudes toward non-certified halal products. Uncertainty about the halality of non-certified products can reduce the influence of religiosity on attitudes. More religious individuals may tend to look for products that meet clear and verifiable halal standards, such as certified products. Second, in an increasingly secular and multicultural society, universal values such as efficiency, convenience and innovation tend to influence consumer attitudes more than religious values. Additionally, the strong influence of mass media and advertising can significantly shape consumer perceptions and attitudes, often reducing or even eliminating the impact of religious values. Therefore, while religiosity may affect other aspects of a person's life, its influence on purchase attitudes may be insignificant. Empirical studies have been conducted to explore the relationship between religiosity and attitudes towards non-certified halal products. For example, a study by Anggraeny et al. (2020) found that religiosity does not consistently predict attitudes toward certain behaviors, especially when there are complex non-religious factors.

Lastly, halal certification has a positive significant effect on trust. The results of this study explain that halal certification has a significant positive influence on trust with a p-value of 0.000. It means that if a product has halal certification, consumer confidence in the product will increase. Halal certification is the process by which products are declared to conform to the principles of the Islamic religion. It is often considered an important factor in fostering consumer confidence. Trust is the belief or expectation that another individual or entity will act according to expectations and fulfil its obligations (Al-shami & Abdullah, 2023; Aslan, 2023; Yener, 2022). In the consumer context, trust refers to the belief that a producer or seller will deliver the promised product or service and will act honestly and fairly. Halal certification ensures that products meet Islamic halal standards, including in terms of ingredients used, production processes and quality control. For Muslim consumers, halal certification assures that the product complies with the principles of their religion and does not contain ingredients that are considered haram. Halal certification is considered an important source of trust for Muslim consumers. Its presence confirms that the product has gone through an independent assessment process by a competent authority, thereby increasing consumer confidence in the halal product. Several empirical studies have been conducted to examine the effect of halal certification on consumer confidence. For example, a study by Rahman (2021) found that halal certification has a significant positive impact on consumer confidence in halal food products. Not only that, a study conducted by Yener (2022) found that consumer trust in halal certification is influenced by factors such as trust in certification bodies, transparency of the certification process and understanding of halal standards. Thus, halal certification has a significant impact on consumer confidence in halal food and beverage products. Understanding the importance of halal certification in building trust can help manufacturers and brands develop effective marketing strategies and meet the expectations of Muslim consumers.

4. Conclusion

Based on the study's findings, it can be concluded that trust significantly influences purchasing attitudes toward halal food products that have not been certified. Consumers who believe in the halal status of the product tend to have a positive attitude towards it. However, halal awareness does not significantly impact purchasing decisions or attitudes towards uncertified halal food products due to consumer uncertainty about the halal status. PBC has a significant positive influence on purchasing decisions for uncertified halal food products, indicating that the higher the perceived self-control of consumers, the more likely they are to buy the product. Additionally, subjective norms significantly positively influence purchasing decisions and attitudes towards uncertified halal food products, as the expectations and support of individual reference groups play a crucial role in purchasing propensity.

Religiosity, on the other hand, does not significantly influence purchasing decisions or attitudes towards uncertified halal food products. Finally, halal certification significantly enhances consumer confidence in halal food products. Its presence ensures that the product complies with Islamic religious principles, thereby boosting consumer confidence in the halal status of the product.

This study has some limitations, as it mainly focuses on purchasing halal food products that have yet to be certified in general. It does not consider local variations or demographic factors that can influence consumer behavior. This study also uses a quantitative approach to measure the variables studied, but a qualitative approach may provide deeper insights into the reasons behind consumer behavior. There is a possibility of bias in this study, especially in terms of sample selection and data collection.

Suggestions for further research include digging deeper into the factors that influence purchasing decisions for halal food products that are not yet certified, including demographic variables such as age, education, and religious level. Qualitative studies can be conducted to understand consumer perceptions and motivations more deeply in the context of purchasing halal food products that have not been certified. Further research can also consider the role of external factors such as environmental, promotional and regulatory factors in influencing consumer behavior related to halal food products that have yet to be certified. Longitudinal studies can be performed to track changes in consumer behavior and preferences over time, especially with changes in policy or market trends. By considering the limitations and suggestions above, future research can be expected to provide more comprehensive insights into the factors that influence consumer behavior related to purchasing halal food products that have not been certified.

CRedit Authorship Contribution Statement

Endah Budi Permana Putri: Writing – Original Draft, Formal Analysis. **Viera Nu'riza Pratiwi:** Writing – Review & Editing. **Sa'bania Hari Rahajeng:** Formal Analysis, Data Analysis. **Paramita Viantry:** Formal Analysis, Methodology. **Rakha Ramadhana A.B.:** Collecting Data, Formal Analysis.

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