

The Influence of Attitude and Need for Cognition on Student's Purchase Intention Behavior on Halal Food: Schools Clustering Perspective

Boby Indrawan¹, Nurmita², Titin A. Nengsih³, Wiji Utami^{4*}, Dindin Nasrudin⁵, Tanti⁶, Deliza⁷, Rofiqoh Ferawati⁸, Rita Syafitri⁹, Pugoh Santoso¹⁰

^{1,2}Center for the Study of Science, Services of Halal Product and Certification of Hajj and Umroh, UIN Sulthan Thaha Saifuddin Jambi, Jl. Jambi Ma. Bulian, Jambi 36657, Indonesia

³Department of Sharia Financial Management, Faculty of Islamic Economics and Business, UIN Sulthan Thaha Saifuddin, Jl. Arif Rahman Hakim, Jambi 36361, Indonesia

^{4,7}Chemistry Department, Faculty of Science and Technology, UIN Sulthan Thaha Saifuddin, Jl. Arif Rahman Hakim, Jambi 36361, Indonesia

⁵Department of Physics Education, UIN Sunan Gunung Djati, Jl. A.H. Nasution 105, 40614 Bandung, Indonesia

⁶Department of Physic, UIN Sulthan Thaha Saifuddin, Jl. Arif Rahman Hakim, Jambi 36361, Indonesia

⁸Islamic Economy, UIN Sulthan Thaha Saifuddin, Jl. Arif Rahman Hakim, Jambi 36361, Indonesia

⁹The Integrated Laboratory, UIN Sulthan Thaha Saifuddin Jambi, Jl. Jambi Ma. Bulian, Jambi 36657, Indonesia

¹⁰Kyushu University, Faculty of Engineering, Department of Chemical System and Engineering, Fukuoka, Japan

e-mail: halcensutha@uinjambi.ac.id^{1,2}, nengsih@uinjambi.ac.id³, wijiutami@uinjambi.ac.id^{*4},

dindin.nasrudin@uinsgd.ac.id⁵, tanti@uinjambi.ac.id⁶, deliza@uinjambi.ac.id⁷,

rofiqoh.ferawati@uinjambi.ac.id⁸, ritasyafitri@uinjambi.ac.id⁹, pugoh.santoso.754@s.kyushu-u.ac.jp¹⁰

*Corresponding Author

Received: June 27, 2021; **Accepted:** February 27, 2022

Abstract: The halal food study is one of the research fields in halal trend which prominent. Currently, the halal food concept is not only the worship of Muslims to Allah, but also this concept is adopted by non-Muslim with healthy lifestyle considerations. Therefore, the insight of the influenced variable on purchased intention behavior of students is crucial to research as basic information for all stakeholders, such as the seller, marketer, policymaker, government, and researchers. A quantitative approach has investigated the influence of attitude and need for cognition variables on student's purchase intention behavior on halal food. This research aimed to explore the independent variable that influenced students' purchase intention behavior. Then, the other aim is to compare them through the school's clustering perspective. The self-administrated questionnaire was used to collect the data from 561 respondents and inputted into the Survey123 software. The data were analyzed using descriptive and inferential statistics. The result showed that attitude toward halal (HA) and need for cognition (NC) were accepted as the influenced variable on halal food purchase intention behavior. Furthermore, the students from Islamic schools tended to have purchase intention on halal than senior high school. The result of this study could be strategic marketing in the halal food industry. Then, the school must strengthen halal awareness in the syllabus.

Keywords: attitude toward halal, Islamic school, need for cognition, purchase intention behavior.

1. Introduction

Halal food has developed in various parts of the country, both majority and minority Muslim countries (Parvin Hosseini et al., 2019). Countries with a majority Muslim population consider halal food a religious concept of Muslims in buying products and services. This condition is inversely proportional to non-Muslim majority countries because they tend to take advantage of halal food opportunities as a business. The development of the halal industry in the world is a fascinating topic. As happened to the Muslim community in Southern Thailand Province, they contributed to the development and growth of halal and tayyib food products in that area. They improved the product quality with innovative packaging, so the consumers bought their product (Pradana et al., 2019; Shaari et al., 2020). This situation describes that the halal concept could be accepted in every human life.

Along with technological developments and times, the concept of halal in everyday life is not only limited to food and drink, includes all aspects of life such as security, cleanliness, welfare, and social justice (Iranmanesh et al., 2019). Likewise, for Muslims, halal food is an absolute obligation that must be fulfilled not only for health alone, but it is essential to guarantee faith towards Allah SWT, including Indonesia.

Indonesia has 219,960,000 (87.1%) Muslim and the largest Muslim community in the world. This number accounts for the Muslim population of 12.6% globally (Jeff Diamant, 2019). Indonesia focuses on the halal industry. The government supports this program with Law number 33 of 2014 concerning Halal Product Guarantee (JPH) as a legal basis for protecting the halal industry players themselves (Simanjuntak & Nasiha, 2019). Therefore, as a country with the largest Muslim population, halal food is essential for Indonesia.

The consumption of halal food is abiding by God in their lives. The discussions about it are still discussed among researchers in several respondents' ages. Based on previous research, high school students and the equivalent have an average age of 17 years. They have the advantages of being educated, literate in Information Technology (IT), very high curiosity, and independent in finding information about a product (Sosianika & Amalia, 2020).

High school students' purchase intention behavior of halal food is influenced by several determining variables that are still being debated today. Based on previous research, knowledge, subjective norms, perceived behavioral control, behavior related to halal food, halal logos, religiosity, attitudes, and beliefs influenced on purchase intention of halal food (Helmyati et al., 2019; Setiawati et al., 2019). Various previous studies in several countries have also been carried out on the determinants of interest in buying halal food for students. This theme was performed in several countries, namely Spanish, Brunei Darussalam, and Philippine students. The result showed that the halal logo, positive attitudes, and student confidence also influenced purchase intention in halal food products (Muslichah et al., 2019; Datucali & A. Sali, 2020).

This study focuses on the factors that influenced students' purchase intention on halal food. Students from Islamic schools have more opportunities to learn a religious subject than others. In addition, the study aimed to determine the effect of religiosity, halal credence, attitude toward halal, and need for cognition on the purchase intention behavior of students to buy halal food. This research is also expected to provide insight into halal food for Law bodies in Indonesia and the world.

2. Materials and Methods

This study used a quantitative approach to determine the independent variables that affect Purchase Intention. The variables in this study were adopted from previous studies, namely religiosity (RG), halal credence (HC), attitude toward halal (HA), and need for cognition (NC) toward purchase intention (PI) (Pradana et al., 2020). Quantitative methods were used to extract data from 561 respondents from various regions in Indonesia. A self-administrated survey from four variables using the Survey123 software website base. This research used the Likert scale as a measurement method of the research instrument. Respondents responded to the given statement on the Likert scale choice consisting of strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5). Data were analyzed using two methods, namely descriptive and inferential statistics.

The inferential analysis was carried out with two procedures. The first procedure was to test the difference in the mean score for the dependent variable, PI, which used an effective test procedure, namely the t-test. The second procedure predicts a set of dependent variables from a group of independent variables. Several methods that can be used are Multiple Linear Regression, Logistic Regression (Nengsih, 2013), PLS Regression (Nengsih et al., 2019), etc. This research sets Multiple Linear Regression, which is used to see the effect of RG, HC, HA, NC on PI.etc. This research sets Multiple Linear Regression which is used to see the effect of RG, HC, HA, NC on PI.

3. Results and Discussion

It is critical for consumers, producers, suppliers, and all other players in the products and services industries to understand the concept of halal today. This study looked at the factors influencing the PI behavior of buying halal food, namely the independent variables RG, HC, AH, and NC. A total of samples in this research is 561 respondents with different backgrounds provided comprehensive information on the results of this data (Table 1). Based on Table 1, the respondents in this study were high school students consisting 385 of females (68.6%) and 176 males (31.4%). Women dominate research respondents because the assumption of buying is in great demand by women, such as Bashir's research (Bashir, 2019). As many as 81.3% of students have an allowance per month from their parents of IDR 100,000 - 300,000.00 for daily needs. It means that the average daily buying can only spend IDR 3,000 – 10,000. Previous research has explained that interest in buying halal food is also influenced by the amount of money (Han et al., 2019; Sari et al., 2020).

Table 1. Respondent profile of purchase intention behavior of high school student

		Frequency	Percent (%)	Valid Percent (%)
Gender	Male	176	31.4	31.4
	Female	385	68.6	68.6
	Total	561	100.0	100.0
Allowance	IDR 100.000-300.000	456	81.3	81.3
	IDR 300.000-600.000	73	13.0	13.0
	IDR 600.000-900.000	18	3.2	3.2
	IDR 900.000-1.200.000	4	.7	.7
	IDR 1.200.000-1.500.000	5	.9	.9
	IDR 1.500.000-1.800.000	1	.2	.2
	IDR 1.800.000-2.100.000	2	.4	.4
	IDR >2.100.000	2	.4	.4
Total				
Religious	Islam	433	77.2	77.2
	Christian	115	20.5	20.5
	Catholic	12	2.1	2.1
	Hindu	1	.2	.2
	Total	561	100.0	100.0
Halal lesson	Yes	528	94.1	94.1
	No	33	5.9	5.9
	Total	561	100.0	100.0

The concept of halal is not debated about the obligation of Muslims, but non-Muslim communities adopted this concept for daily adequacy. The preponderance of respondents in this research is Islam (77.2%) and followed by Christian (20.5%), Catholic (2.1%), and Hindu (0.2%). Muslichch's research examined the intention to buy halal food for students and the community without religion (Muslichah et al., 2019). Furthermore, the data of this study are similar to previous studies that used respondent data not only from Islam but also from various religions in Indonesia (Hermawan, 2020; Maison et al., 2018). A previous study stated that non-Muslims use halal products because they believe that they are processed correctly. Non-Muslim communities are adopting the halal food concept for their lives caused by several aspects, namely health and hygiene. Then, psychological aspects such as trust, safety, and comfort may be factors for non-Muslims to consider in their way of life. This feeling protects their soul and mind for peace when consuming halal food. These findings supported the statement that the halal food concept is becoming a healthy lifestyle in this era (Bashir, 2019; Novitasari et al., 2021).

The insight of the halal concept of each consumer is influenced by the basic religious understanding of this concept when they were at school. In this study, 94.1% of students stated that they had received basic knowledge of the concept of halal from subjects at school. Students were very enthusiastic about implementing life by showing buying interest in halal food (Table 1). This data portrays that halal lessons at schools are not only for Muslim students but also for other religions. The Islamic religious basic pertains to the Islamic religiosity dimension. This dimension contains a sociological and psychological mechanism that influences the behavior (Hassan & Pandey, 2019). Consumers with a strong religious identity are more likely to follow Islamic law in their daily lives, including purchasing and consuming halal food (Parvin Hosseini et al., 2019). However, the depth of understanding of the material needs to be measured for future, more comprehensive research. Furthermore, immersing in halal concepts in the syllabus must be fixed not only in Islamic subjects but in other subjects moderately (Shaari et al., 2020).

To explore the influence of type schools on PI of halal food, the author classified respondents into two groups, namely Senior High School (78.43%) and Islamic Senior High School (21.27%) (Table 2). Senior high schools consist of high and vocational schools, while Islamic schools consist of Pesantren and Madrasah Aliyah. The clustering category of schools is needed to determine whether the education background influences students' purchase intentions of halal food. Based on Table 2, the mean scores for each data cluster are 3.7269 and 4.3465 for senior high and Islamic high Schools, respectively. This data illustrates that Islamic Schools are more likely to have high PI of halal food than senior high schools. The results of this study correspond with previous research that stated respondents with more Islamic subjects will provide a higher halal concept understanding than

students who receive less religious knowledge (Laksmi Wardhani et al., 2018). Previous research claimed that Islamic base schools facilitated different responses to their students on the consumption pattern of halal products (not only food) (Efendi, 2020).

Tabel 2. Descriptive Analysis of Purchase Intention Based on School Type

Schools type	N	Mean	Std. Deviation	Std. Error Mean
Senior high school	439	3.7259	.56678	.02705
Islamic senior high school	122	4.3465	.66119	.05986

For depth information on the influence of schools category on PI, the difference test in Table 3 describe the style of halal food purchasing with 0.000 (p-value). The p-value means a significant difference in PI between students from Senior High and Islamic High Schools. Students who attend Islamic High Schools have higher knowledge of halalness than Senior High Schools because they have more opportunities to learn halal knowledge in Islamic schools than in Senior High Schools. The awareness of halalness regards religious commitment and increases their selectivity to ignore a food with a haram contaminant (Khan et al., 2017; Parvin Hosseini et al., 2019). Therefore, to ensure the study's result, the influenced variable on PI is prominent to explore.

Tabel 3. t-Test for Purchase Intention Based on School Type

Levene's Tes for Equality of Variance		t-test for Equality of Means				95% Confidence Interval of the Difference			
F	Sig.	T	df	p-value	Mean Difference	Std. Error Difference	Lower	Upper	
Equal variances assumed	7.240	.007	-10.304	559	.000	-.62061	.06023	-.73892	-.50230
Equal variance not assumed			-9.448	173.466	.000	-.62061	.06569	-.75026	-.49096

The influenced factor on PI can be seen as descriptive variables (listed in Table 4). Based on Table 4, the average mean value is almost approach to five (5), which indicates that the distribution of research data strongly agrees with the statements given by the independent variables such as RG, HC, HA, and NC on PI. The RG variable has the highest data distribution of 4.4924 in number. This data was followed by HA (4.4570), HC (4.4031), and NF (4.2620), respectively. Although measuring this variable is still being debated until now. Previous researchers agreed that RG is a multidimensional construct that discusses the relationship between religion and consumer behavior. A previous study used religiosity as an independent and moderating variable for determining purchase intention behavior on halal food (Muslichah et al., 2019).

Tabel 4. Summary statistics of variables

Variables	N	Minimum	Maximum	Mean	Std. Deviation
RG	561	2.36	5.00	4.4924	.55693
HC	561	2.20	5.00	4.4031	.64409
HA	561	1.40	5.00	4.4570	.62619
NF	561	1.40	5.00	4.2620	.69704
PI	561	2.00	5.00	3.8609	.64139

Furthermore, differences in PI of halal food for High School Students are influenced by several factors (Figure 1). These factors have been transformed into several statements to dig deeper into information about the determinants of PI behavior. The model that has been built is feasible based on the feasibility test in Table 5. Various previous studies have used the same variables (Marmaya et al., 2019; Suhartanto et al., 2019; Wilkins et al., 2019).

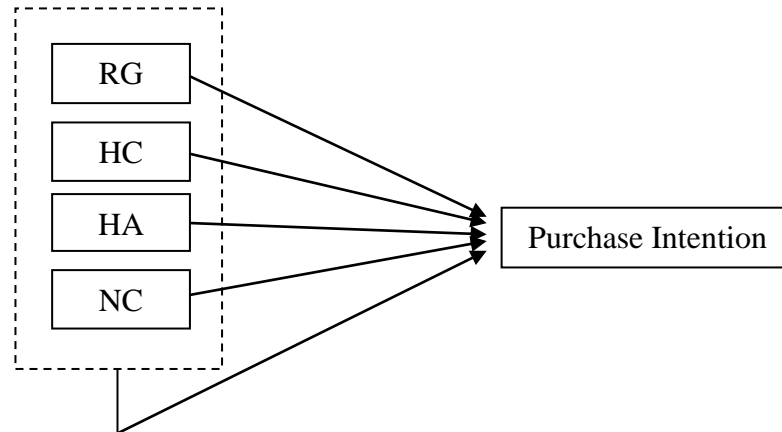


Figure 1. Research model

Table 5. Analysis of Variance

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	120.910	4	30.227	153.536	.000
Residual	109.462	556	.197		
Total	230.372	560			

Based on Table 5, the results of the F-test are Sig. 0.000 (<5%), so the model is feasible. The most used method for evaluating the coefficient of determination in Multiple Linear Regression is the coefficient of determination (R square). The R square value for PI of halal food for high school students is 0.525 (Table 6). This value describes the variables RG, HC, HA, and NC were able to explain the variability of the PI of halal food as much as 52.5%. This value also shows that other variables have an effect but are not discussed in this study.

Table 6. Quality Criteria of Multiple Linear Regression

R	R square	Std. Error of the Estimate
.724	.525	.44371

Following Table 7, HA and NC influence PI behavior for halal food, which is based on the p-value of these indicators is 0.000 (<5%). This data described those respondents consider HA and NC on PI of halal food in their life. The results of this study are in line with previous research that the attitude toward halal (HA) is a consideration for respondents before purchasing halal food. The attitude variable is adopted from the Theory of Planned Behavior, and the variable describes the evaluation of favorable or unfavorable purchasing a product, including halal food. The decision to buy halal food is influenced by the attitude based on religion regarding the importance of consuming halal food (Pradana et al., 2019). Akın & Okumuş (2020) stated that attitude toward halal is a primary factor in halal food in Turkey. In this study, the NC value (0.441) had a higher effect on the PI value (twice) than the HA value (0.201). Cognitive needs have a double impact on student's purchase intentions than attitudes towards halal.

Table 7. t-Test of Multiple Linear Regression

Model	B	Std. Error	t	p-value
RG	.096	.062	1.565	.118
HC	.013	.060	.213	.832
HA	.201	.057	3.542	.000
NC	.441	.050	8.829	.000

To see the relationship between the variables NC, HA, and PI, we conducted an interaction test through Moderated Regression Analysis (MRA) with the output shown in Figure 2.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.739 ^a	.546	.543	.43351

a. Predictors: (Constant), Moderat, HA, NC

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	125.693	3	41.898	222.939	.000 ^b
	Residual	104.679	557	.188		
	Total	230.372	560			

a. Dependent Variable: PI

b. Predictors: (Constant), Moderat, HA, NC

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.637	.555		6.556	.000
	NC	-.336	.157	-.366	-2.136	.033
	HA	-.422	.132	-.412	-3.186	.002
	Moderat	.183	.034	1.462	5.381	.000

a. Dependent Variable: PI

Figure 2. Moderated Regression Analysis (MRA) test output

In the model summary output, the coefficient of determination of the largest adjusted R2 is 0.543; this means 54.3% of the variation in PI, which can be explained by variations in the independent variables HA, NC, and Moderate. While the rest (100% - 54.3% = 45.7%) is explained by other reasons outside the model. The output coefficient shows that the moderate coefficient is 0, which is significant because it is smaller than 0.05. The decision is that the HA variable is the moderating variable. This means that students' decisions to buy halal products are influenced by their knowledge based on their attitudes towards halal products.

The need for cognition (NC) variable is the following positive variable on the PI. In this study, respondents also considered the NC factor to buy halal food. Need for cognition is a value someone shows to dig deep information about the purchased product. The product information will be elaborated in such a way as to convince oneself of the product benefits for personal use. Then, the need for cognition (NC) is consumer intelligence before doing something in their life, including purchasing halal food. This variable is very close to the young generation based on the description. This age tends to have a high curiosity about something related to themselves. In addition, they tend to be independent and adept at information technology to support the search for product information (Gentilviso & Aikat, 2019; Scholz, 2019; Sosianika & Amalia, 2020). These results are not in line with previous research that stated the need for cognition negatively influences the purchasing intention on halal food in Spain. The difference in the outcome is caused by the age of respondents between this research and the previous study (Pradana, Mahir M. Pradana, A. Wardhana, N. Rubiyanti, S. Syahputra, 2020; Pradana et al., 2019).

Based on Table 7, the RG and HC variables are rejected on PI of halal food with a p-value of RG and HC is more than 5%. It means these two variables did not influence the PI of the respondents on halal food. The results of this study differ from previous studies in that RG is one of the main determinants of purchasing halal food, followed by price, religion, and brand (Arifin & Salam, 2019).

Similar research also explains that religiosity has a relation to purchasing halal food (Suhartanto et al., 2019). This result could contribute theoretically and practically. This finding donates a new insight into the influence factor on purchasing halal food at senior high school. Then, the marketing strategy of the halal food industry could adopt the concept of this study to expand the business coverage.

4. Conclusion

The halal food industry is one of the prolific aspects of the world. Research about the influenced factor on the purchase intention behavior of halal food is becoming fascinating. This study provides two essential pieces of information following the research objectives. Firstly, this study shows two main influenced factors students' purchase intention behavior in halal products: attitudes toward halal (HA) and need for cognition (NC). More precisely, the MRA results show that students' decisions to buy halal products are influenced by their knowledge based on their attitudes towards halal products. Secondly, the results also show a significant difference between Islamic and senior high schools respondents. This difference is partly because knowledge of halal awareness has been integrated into Islamic lessons. More respondents from the non-Muslim community regarding purchase intention behavior in halal food become interesting to research in the future to enrich existing references and research results. In practice, the results of this study can be used as a reference for the marketing strategy of halal food producers whose target market is the younger generation.

Acknowledgements

Researchers would like to thank the Center for Science Studies, Halal Product Services, Hajj Certification, and Umroh of UIN Sulthan Thaha Saifuddin Jambi and Kyushu University for supporting and providing support for this research.

References

- Akın, M. S., & Okumuş, A. (2020). Shaping the consumers' attitudes towards Halal food products in Turkey. *Journal of Islamic Marketing*.
- Arifin, A. Z., & Salam, A. N. (2019). Analysis of Millennial Generation Behavior in Consuming Halal Products: Structural Equation Model-Partial Least Square (SEM-PLS) Method. *Iqtishadia*, 12(2), 266-287.
- Bashir, A. M. (2019). Awareness of purchasing halal food among non-Muslim consumers: An explorative study with reference to Cape Town of South Africa. *Journal of Islamic Marketing*, 11(6), 1295-1311.
- Datucali, N. M., & A. Sali, N. R. (2020). Extent of Awareness on Halal Food Among Muslim Students Consumers of The University of Southern Mindanao. *International Journal of Halal Research*, 2(2), 78-83.
- Efendi, R. (2020). The Factors Of Intention To Buy Halal-Labeled Food On Muslim Students Yogyakarta, Indonesia. *Jurnal Ilmiah Ekonomi Islam*, 6(1), 70-79.
- Gentilviso, C., & Aikat, D. (2019). Embracing the Visual, Verbal, and Viral Media: How Post-Millennial Consumption Habits are Reshaping the News. *Emerald Publishing Limited*, 19, 147-171.
- Han, H., Al-Ansi, A., Olya, H. G. T., & Kim, W. (2019). Exploring halal-friendly destination attributes in South Korea: Perceptions and behaviors of Muslim travelers toward a non-Muslim destination. *Tourism Management*, 71 (2019), 151-164.
- Hassan, Y., & Pandey, J. (2019). Examining the engagement of young consumers for religiously sanctioned food: the case of halal food in India. *Young Consumers*, 21(2), 211-232.
- Helmyati, S., Siagian, R. Y., Nisa, F. Z., Radhiya, S., & Yuliati, E. (2019). Predicting the Halal Food Consumption of Indonesian Moslem Students: an Application of Theory of Planned Behaviour. *Jurnal Gizi Dan Pangan*, 14(1), 45-52.
- Hermawan, A. (2020). Consumer Protection Perception of Halal Food Products in Indonesia. In *International Conference on Islam, Economy, and Halal Industry ICIEHI vol 4 (2019) KnE Social Sciences Dubai* (Vol. 4, pp. 135-246).
- Iranmanesh, M., Mirzaei, M., Parvin Hosseini, S. M., & Zailani, S. (2019). Muslims' willingness to pay for certified halal food: an extension of the theory of planned behaviour. *Journal of Islamic Marketing*, 11(1), 14-30.
- Jeff Diamant. (2019). The countries with the 10 largest Christian populations and the 10 largest Muslim populations. Retrieved May 8, 2021, from <https://www.pewresearch.org/fact->

- tank/2019/04/01/the-countries-with-the-10-largest-christian-populations-and-the-10-largest-muslim-populations/.
- Khan, M. M., Asad, H., & Mehboob, I. (2017). Investigating the consumer behavior for halal endorsed products: Case of an emerging Muslim market. *Journal of Islamic Marketing*, 8(4), 625–641.
- Laksmi Wardhani, W. D., Komarayanti, S., Jatmikowati, T. E., & Misyana, M. (2018). Fostering Halal and Thoyyibah Food in Early Childhood Education. In The 1st International Conference on Halal Tourism, Products, and Services (2018) *International Journal of Education and Curriculum Application* (pp. 231-238).
- Maison, D., Marchlewska, M., Syarifah, D., Zein, R. A., & Purba, H. P. (2018). Explicit versus implicit “Halal” information: Influence of the halal label and the country-of-origin information on product perceptions in Indonesia. *Frontiers in Psychology*, 9, 1-7.
- Marmaya, N. H., Zakaria, Z., & Mohd Desa, M. N. (2019). Gen Y consumers’ intention to purchase halal food in Malaysia: a PLS-SEM approach. *Journal of Islamic Marketing*, 10(3), 1003–1014.
- Muslichah, M., Abdullah, R., & Abdul Razak, L. (2019). The effect of halal foods awareness on purchase decision with religiosity as a moderating variable: A study among university students in Brunei Darussalam. *Journal of Islamic Marketing*, 11(5), 1091–1104.
- Nengsih, T. A. (2013). Analisis Minat Masyarakat Terhadap Baitul Mal Watamwil di Kota Jambi. *Statistika*. 13(1), 33–38.
- Nengsih, T. A., Bertrand, F., Maumy-Bertrand, M., & Meyer, N. (2019). Determining the number of components in PLS regression on incomplete data set. *Statistical Applications in Genetics and Molecular Biology*.
- Novitasari, D., Chidir, G., Sutardi, D., Iskandar, J., & Pebrina, E. T. (2021). The Role of Halal Awareness on Purchase Intention of Halal Food: Evidence from Indonesian Working Students. *International Journal of Science and Management Studies*, 4(1), 31-44.
- Parvin Hosseini, S. M., Mirzaei, M., & Iranmanesh, M. (2019). Determinants of Muslims’ willingness to pay for halal certified food: Does religious commitment act as a moderator in the relationships? *Journal of Islamic Marketing*, 11(6), 1225–1243.
- Pradana, Mahir M. Pradana, A. Wardhana, N. Rubiyanti, S. Syahputra, and D. G. U. (2020). Halal food purchase intention of Muslim students in Spain: testing the moderating effect of need-for-cognition. *Journal of Islamic Marketing*.
- Pradana, M., Syarifuddin, S., Hafid, H., Gilang, A., & Diandri, M. (2019). Purchase intention determinants of halal food in secular countries. *International Journal of Supply Chain Management*, 8(4), 83–89.
- Sari, D. E., Tiara, Narimo, S., & Saputra, R. C. (2020). The effect of financial literacy and pocket money on consumer behavior of universitas muhammadiyah surakarta (Ums) students. *International Journal of Scientific and Technology Research*, 9(2), 4235–4237.
- Scholz, C. (2019). The Generations Z in Europe—an introduction. In *Generations Z in Europe*. Emerald Publishing Limited.
- Setiawati, L. M., Chairy, C., & Syahrivar, J. (2019). Factors affecting the intention to buy halal food by the millennial generation: The mediating role of attitude. *DeReMa (Development Research of Management): Jurnal Manajemen*, 14(2), 175-188.
- Shaari, H., Ahmad, N., Md. Salleh, S., Mohd Mokhtar, S. S., Yusoff, R. Z., Khamwon, A., & Putatchote, N. (2020). Does halal product availability and accessibility enhanced halal awareness and intention to purchase halal packaged food products: Malaysia and Thailand’s halal industry perspective. *International Journal of Supply Chain Management*, 9(1), 921–930.
- Simanjuntak, M., & Nasiha, F. (2019). Halal Food Purchase Behavior of Students from Three School Levels Using Theory of Planned Behavior Approach. *GATR Global Journal of Business Social Sciences Review*, 7(3), 194–203.
- Sosianika, A., & Amalia, F. A. (2020). Uncovering Indonesian Millennial’s Halal Food Purchase Intention: Halal Value and Halal Logo as the Antecedents. *International Journal of Applied Business Research*, 2(1), 31–45.
- Suhartanto, D., Marwansyah, Muflih, M., Najib, M. F., & Faturohman, I. (2019). Loyalty formation toward Halal food: Integrating the Quality–Loyalty model and the Religiosity–Loyalty Model. *British Food Journal*, 122(1), 48–59.
- Wilkins, S., Butt, M. M., Shams, F., & Pérez, A. (2019). The acceptance of halal food in non-Muslim countries: Effects of religious identity, national identification, consumer ethnocentrism and consumer cosmopolitanism. *Journal of Islamic Marketing*, 10(4), 1308–1331.



© 2022 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY SA) license (<https://creativecommons.org/licenses/by-sa/4.0/>).