

EXAMINING THE DETERMINANTS OF HALAL FOOD PREFERENCES IN GEN Z: THE MODERATING ROLE OF MOTIVATION ON LIFESTYLES AND PURCHASING DECISIONS

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Abstract

This research aims to develop the Theory of Planned Behavior (TPB) by adding halal brands as an internal variable and investigating the influence of halal brands and technology as independent variables using the Theory of Planned Behavior (TPB) to make judgments about lifestyle and the purchase of halal food. The moderating effect of motivation on the link between attitudes, subjective norms, perceived behavioral control (PBC), lifestyle, and decisions to buy halal food is also investigated in this study. This research utilized a Gen Z sample, comprising 313 respondents. This study processes the data using the Smart PLS 3 program and a quantitative methodology with a Structural Equation Modeling (SEM) model. A Google Form was utilized to facilitate online data collecting, and it was shared through social media. The findings of the study indicate that opinions are significantly influenced by halal brands; Subjective norms are significantly impacted by technological variables; lifestyle and purchase decisions are significantly impacted by attitude variables; lifestyle and purchase decisions are significantly impacted by subjective norm variables; and lifestyle and purchase decisions are significantly impacted by the PBC variable. In the meanwhile, the interaction between attitudes, subjective norms, and PBC on lifestyle and purchasing decision is unabated by motivation.

Keywords: Halal Food, Motivation, Lifestyle, Purchase Decision, Technology

Abstrak

Penelitian ini bertujuan untuk mengembangkan Theory of Planned Behavior (TPB) dengan menambahkan merek halal sebagai variabel internal dan menyelidiki pengaruh merek halal dan teknologi sebagai variabel independen dengan menggunakan Theory of Planned Behavior (TPB) untuk membuat keputusan tentang gaya hidup dan pembelian makanan halal. Efek moderasi dari motivasi pada

hubungan antara sikap, norma subjektif, kontrol perilaku yang dirasakan (perceived behavioral control/PBC), gaya hidup, dan keputusan untuk membeli makanan halal juga diselidiki dalam penelitian ini. Penelitian ini menggunakan sampel Gen Z yang terdiri dari 313 responden. Penelitian ini mengolah data menggunakan program Smart PLS 3 dan metodologi kuantitatif dengan model Structural Equation Modeling (SEM). Formulir Google digunakan untuk memfasilitasi pengumpulan data secara online, dan dibagikan melalui media sosial. Temuan dari penelitian ini menunjukkan bahwa opini dipengaruhi secara signifikan oleh merek halal; Norma subyektif dipengaruhi secara signifikan oleh variabel teknologi; gaya hidup dan keputusan pembelian dipengaruhi secara signifikan oleh variabel sikap; gaya hidup dan keputusan pembelian dipengaruhi secara signifikan oleh variabel norma subyektif; dan gaya hidup dan keputusan pembelian dipengaruhi secara signifikan oleh variabel PBC. Sementara itu, interaksi antara sikap, norma subyektif, dan PBC terhadap gaya hidup dan keputusan pembelian tidak dipengaruhi oleh motivasi.

Kata Kunci : Makanan Halal, Motivasi, Gaya Hidup, Keputusan Membeli, Teknologi

Introduction

Food has a significant impact on customers' lives (Ali & Rahut, 2019; Naeem et al., 2020). In addition to serving as a source of sustenance, food also serves social and cultural purposes (de Carvalho et al., 2020). Halal food has an important role in covering certain requirements and principles in the production and serving processes (Marmaya et al., 2019). In Islam, any food consumed—not just the meal itself, but also any processing involved—must be halal (Naeem et al., 2020). In accordance with the words of Allah SWT in verse 168 of Surah Al-Baqarah:

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

Meaning: O people, eat what is lawful and good from what is on earth, and do not follow the steps of Satan because, actually, Satan is a real enemy for you.

Halal food is an integral aspect of the lives of Muslims, and The Indonesian halal food business (Ahyani et al., 2021). Which has experienced rapid development as a reaction to the growing demand from customers who value halal it can open up promising business opportunities (Hassan & Sengupta, 2019). The halal food industry can now access a wider market by producing products that meet halal standards (Salindal, 2019). These days, Muslims who choose eating items that are seen as safer and healthier are also fond of halal cuisine. (Randeree, 2019).

The first generation to have never known life without the internet is Generation Z, or iGen for short. Literature defines those of this generation as

digital natives (Akçayir et al., 2016). Generation Z is the first generation to grow up in a time where youth have such easy access to technology. Generation Z has been made possible by the accessibility of technology (such as smartphones, tablets, the Internet of Things, and smart TVs) to larger portions of society. The lives of Generation Z have been profoundly impacted, from social interactions and work habits to mental health (Roblek et al., 2019). As per the BPS study, 74.93 million individuals, or 27.94% of Indonesia's total population, belong to generation Z, which is the majority of the country's present population. From a theoretical perspective, generation Z is considered capable of driving the country's sustainable progress (I. P. Sari et al., 2020).

This generation is certainly famous for its unique preferences and values, which can have an impact on their consumption patterns and lifestyle (Kamenidou et al., 2019) dan (Kymäläinen et al., 2021) Gen Z is a generation that is dynamic about technology and social media (Szymkowiak et al., 2021a). Technology has a tremendous role in shaping a person's preferences, especially in food choices (Granheim et al., 2022). Influencers on social media hold significant power in the lives of Generation Z they lead opinions or galvanize their followers (Luciana & Ngadiman, 2021). Every consumer has various needs, and different needs develop along with developments in society (Obaideen et al., 2022). Nowadays, consumers are thinking more about sustainable health when choosing the food they want to consume. As a generation that is active in the field of technology, in this case social media, generation Z is very influenced by trends provided by influencers through social media (Topalova, 2021). In research by Sapriana & Sari (2022) stated that the trend that is widely used today is endorsement, which is believed to have a significant impact on consumer choices.

In fact, when it comes to consuming halal food, Generation Z tends to follow the existing trend (Polas et al., 2022). Tend to study trending food; generation Z sometimes follows influencers in consuming a brand; it is not uncommon for generation Z to not pay too much attention to halal food (Yüksel, 2022). A trend that has become a phenomenon among Generation Z, which displays sharia behaviour and appearance, shows that Generation Z who live in society always try to meet environmental expectations, thus encouraging them to always want to be seen following existing trends (Rina Darojatun, 2016). Like in Indonesia where candy balls went viral on social media, Generation Z consumes them without paying attention to halal. And after consuming it, they found out that the food was made from pork oil. So, the researchers focused this research on how technology and halal label influence on lifestyle and halal food purchasing decisions use motivation as a moderating variable, using the large theory of

planned behavior, which takes into account perceived behavioral control, subjective norms, and attitude.

A popular paradigm for examining purchasing intentions that take attitudes, subjective standards, and perceived behavioral control into account is the Theory of Planned Behavior (TPB). To improve the SDGs' explanatory power, a number of scholars suggest adding new variables that are meaningful in the sense that they may potentially affect behavior (Kaffashi & Shamsudin, 2019). Therefore, the framework proposed in this research also considers other variables, such as the halal brand as an antecedent of attitude and technology as an antecedent of subjective norms.

Generation Z tends to think freely and is an autonomous group that seeks out its own identity and self-image (Van den Bergh et al., 2024). Gen Z demands individuality, particularly when it comes to expressing their own opinions, fashions, odd pastimes, and interests (Goldring & Azab, 2021). Generation Z are those born after 1995 to 2000 (Szymkowiak et al., 2021b). Gen Z consumers are digitally literate, making them widely informed, more pragmatic, and better able to make analytical decisions compared to previous generations.

According to Dawud & Suprihhadi (2017), a lifestyle is often understood to be a way of life that is characterized by the ways in which other people spend their time or engage in work, hobbies, shopping, sports, and social activities. Interests might include food, fashion, family, leisure, and views. They, societal concerns, businesses, and goods are also included. The privileges of Gen Z are important for the progress of the halal industry, although Gen Z's awareness of halal labels on food products and restaurants is still lacking. A study conducted by Prahesti & Putri (2018) found that some Gen Z individuals were less aware of the use of halal labels. This happens partly because Gen Z's lifestyle is highly exposed to technology and social media, which makes them popular, especially when consuming trending goods. Therefore, Gen Z does not pay much attention to halal-certified products (Bousmalis et al., 2017). Indicators used to measure lifestyle are time utilization, suitability of needs, trust in the brand, pride, brand value, social relations, prestige, and appreciation (D. P. Sari et al., 2014).

A person's decision to purchase consumer goods may be impacted by a number of variables, including psychological, social, cultural, and personal aspects (motivation, thinking, learning, beliefs, and attitudes). Food safety and halal also give consumers confidence in buying food. The indicators used to measure this variable are in accordance with those proposed by Putri et al (2023) namely

purchasing experience, need factors, product knowledge, product suitability factors, and product evaluation.

Halal product guarantee laws and regulations are not only intended to give consumers security and assurances, but they are also helpful to producers in offering direction on how to manufacture, process, and advertise goods to the public as well as how to tell customers about halal items (Pirous et al., 2022). According to Garanti & Kissi (2019), Consumers who are matched by a brand personality and who are successful in developing connections with it will methodically generate brand associations, brand attachment, brand trust, and brand loyalty. Research by Putri et al (2023) said that halal labels have an influence on purchasing decisions for Japanese food products. Based on this literature, the author proposes that halal brands can increase Gen Z's attitude toward choosing halal brands for daily consumption. The indicators for halal brands in this research are halal certification, consumer understanding, connection with religious values, product suitability, and market acceptance, in accordance with research by (Arifin et al., 2023).

According to Martono (2012), technology is a way to fulfil human needs with the help of reason, so that technology can strengthen, lengthen, or make stronger the human body's limbs, search, and brain. Technology can be seen as an activity that shapes culture because technology is developing so rapidly that it can change human lifestyles and improve human life in the fields of economics, food, computers, health, and many others (Handayani & Sudiana, 2017). Social media influencers are vital in the lives of Generation Z because they shape perceptions and inspire followers (Luciana & Ngadiman, 2021). Every consumer has various needs, and different needs develop along with developments in society (Obaideen et al., 2022). In everyday life, consumers interact with other consumers, and from these interactions, they obtain important information regarding ways to meet their needs. Consumers also seek information from various mass media that they see, hear, or read so that their desire to fulfil these needs continues to increase (Suryani, 2013). In this context, researchers want to test the impact of technology on influencing Gen Z to choose halal food based on the subjective influence of their environment. The technology measurement indicators, according to Grupp (1994) are technology adoption, technology quality, innovation, user interaction, availability of access, and ease of use.

The attitude variable indicators are confidence, effectiveness, and evaluation (Ajzen, 1991). In research by Alam & Sayuti (2011), It was reported that attitudes and intentions to buy halal food products are significantly and favorably correlated. Studies carried out by Alam and (Alam & Sayuti, 2011) shows that The

variation in purchasing intention for halal items may be explained by the idea of planned behavior in 29.1% of cases. People who have a good attitude appear to have stronger buy intentions for halal items, hence attitude is thought to play a significant role in shaping this behavior (Alam & Sayuti, 2011)

According to Ajzen (1991), subjective norm indicators Normative beliefs and the desire to adhere to them are the subjects of this study. The idea of reasoned action, which contends that behavioral intention is a consequence of attitude and subjective norms toward conduct, is where subjective norms originate (Jang & Cho, 2022). This indicates that an individual's attitude about his conduct (or attitude toward the activity in its whole) and how he believes others will perceive him if he engages in that behavior (referred to as subjective norms) predict his desire to behave (behavioral intention) (Pratama & Yulianti, 2021). A person's behavioral intentions are formed by their attitude and subjective standards (Jogiyanto, 2008). Prior research indicates that subjective standards function as a predictor of intention. External variables like family and reference groups can have an impact on the positive association that exists between subjective standards and intention. Decision-making may be influenced by up to 45% by other external influences, including wives, friends, and coworkers. Social and cultural elements, which are influenced by kinship, religion, and social interactions, are significant determinants of purchase intention. Friends' recommendations frequently have an impact on consumers, social variables are significant, and buying intention is impacted by subjective standards (AL-Nahdi et al., 2015).

According to Ajzen (1991), the indicators of perceived behaviour control in this research are ease of information, product availability, and access to necessary resources. In research conducted by Shah Alam & Mohamed Sayuti (2011), purchase intention for halal food was found to be positively impacted by perceived behavior control. Basically, the perceived behavior control variable reflects the purchasing decision-making process, which is completely in the hands of consumers. Because of this, the variable has a favorable effect on consumers' intentions to make purchases. If consumers believe that the decision is in the hands of the consumer themselves, the higher the purchase intention that arises from control over that decision. In previous research, it was said that perceived behavior control was a predictor of purchase intention (AL-Nahdi et al., 2015).

Motivation is the basic impulse that moves an individual to carry out an action; therefore, the good and bad of a person's actions really depend on the motivation that drives the action (Uno, 2023). The prevailing belief in motivation

is that ability and motivation interact to influence behavior; intentions are thought to affect performance to the extent that an individual possesses behavioral control, and performance ought to rise with behavioral control to the extent that an individual is driven to attempt (Ajzen, 1991). Research by Hakim & Saputro (2023) shows that consumers' motivation to use halal supply chains is mainly due to the need for quality and safe supply chains in use and according to religious law, as well as consumers' perception that halal supply chains are guaranteed to be halal, of good quality, and have affordable prices. According to Riyanto et al (2021) the measurement indicators for this variable are product quality, comfort, and price. The hypothesis posits that motivation will reinforce the favorable effects of attitude, subjective standards, and perceived behavioral control on the lifestyle of Generation Z and their desire to consume halal food.

Basically, a number of scholars have undertaken studies that compare the halal sector and lifestyle, including studies by Adinugraha et al., (2021) in their book *Halal Lifestyle: Theory and Practice in Indonesia*. In this research, the object or study of non-consumer research was chosen. Muslim. This research by Hakim & Saputro, 2023; Jang & Cho (2022) implies that a person's attitude toward the action and how he believes others will perceive him if he engages in it predict how that person will behave (called subjective norms) (Pratama & Yuliati, 2021). Research conducted by Lubis & Izzah (2022) states that there are several factors that determine a halal lifestyle, namely experience, personality, perception, motives, and culture. However, On the island of Sumatra, only generation Z is the subject of this study. Looking at several previous studies, the researcher intends to fill the gap in previous research, namely this study tries to see how halal industrial products can influence consumer lifestyles by combining halal brand variables, technology as independent variables, life style and halal food purchase decisions as dependent variables, and motivation as a moderating variable using TPB theory, while the object focuses on generation Z in Indonesia. which is then expected to contribute to understanding it. It is anticipated that this study's findings will be able to contribute ideas to the company's development through additive and innovative strategies for meeting market needs so that it can continue to progress.

Methods

It is anticipated that this study's findings will be able to Theoretical models and assumptions were tested quantitatively, and a quantitative analytical survey was employed in this study These measurement items, which came from a review

of the literature, are thought to capture every facet of the construct. Expert comments on the objects chosen to represent each concept were requested as a supplemental measure (Al-Fraihat et al., 2020). The Indonesian Gen Z population is the subject of this study. According to Cooper & Schindler (2014), the sample is an element of the target population, which must be selected carefully so that it can reflect the research objectives. The sampling for this research refers to the opinion expressed by Hair (2009) that if a study has a sample that is too large, then it is difficult for the research to determine an appropriate model. To estimate the interpretation of the sample size that is recommended for the Structural Equation Model (SEM) is specifically 100–300 samples that meet the researcher's criteria. The kind of data used in this study are primary data that were gathered by sending out questionnaires to respondents (Gunawan, 2022). Structural Equation Modelling (SEM), a data analysis technique, is employed to derive causal correlations from latent variable constructs (Prasetyo et al., 2020).

Before the main survey, a pilot study was carried out to validate and confirm the reliability of the questionnaire items. The tool is a Likert-type questionnaire with a 5-point scale (1 = severely disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = highly agree). The survey consists of 36 questions, which are divided into two parts: participant demographics (gender and current education) and SEM variables (Halal Brand, technology, attitude, subjective norm, PBC, lifestyle, purchase intention, and motivation list of questions for building structural equation models). The Theory of Planned Behaviour (TPB) has been widely regarded as a good framework for analyzing buying intentions. It contains subjective standards, attitudes, and proposed behavioral controls. (Amalia & Darmawan, 2023). TPB by adding halal brand, technology, attitude, subjective norms, PBC, lifestyle, and purchase intention as exogenous variables and motivation as a moderating variable.

The majority of past research has employed the Theory of Planned Behavior (TPB) to examine the elements that impact customer purchasing intentions. While there is a plethora of research on purchasing intentions, there is a scarcity of in-depth discussions about how technology and halal brands might affect customer habits and decisions. In line with prior research, this study considers motivation as a moderating element in the context of halal food shopping decisions and lifestyle. Therefore, formulating the hypothesis, the researchers also thoroughly analysed the moderating role of motivation. Apart from that, the researchers also comprehensively explored several factors that have the potential to influence purchasing decisions and lifestyles, which have only been

looked at in a few previous studies, thus making their research incomplete. In Figure 1, we can see how the research framework was prepared by researchers in order to present a summary of the connections between variables. The endogenous factors of importance include lifestyle and halal food purchasing decisions, both of which are impacted by exogenous (independent) or other variables. Another variable shown in Figure 1 is an exogenous variable using the TPB framework. In Figure 1, the researcher suggests that motivation serves as a moderating component. Delivering information on how halal brands and technologies affect halal food habits and purchase decisions. In addition, researchers also note that attitudes, subjective norms, and PBC directly influence lifestyle and halal food purchasing decisions.

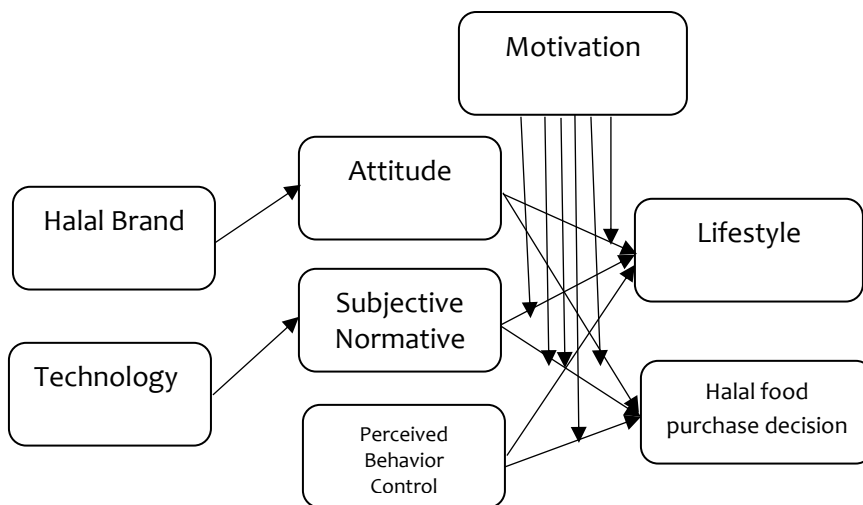


Figure 1. Research Framework

Demographic details based on the respondents obtained include: Overall, 65.5% of the sample was female and 34.5% was male. Apart from that, in terms of education, 1.6% of respondents had completed basic education, 1% were in junior high school, 36.4% were in high school, 57.5% held a bachelor's degree, with 3.5% holding a master's degree (S2). It is known that all respondents are from generation Z, born from 1997 to 2012. The following research indicators:

Table 1. Variables and Measurement Items in the Question

| Variable | Code | Measurement Items | Reference |
|----------|------|-------------------|-----------|
|----------|------|-------------------|-----------|

| | | | |
|-------------|-----|---|-----------------------|
| Halal brand | HB1 | Gen Z consumers are very concerned about the halal certification owned by the halal brand | (Arifin et al., 2023) |
| | HB2 | It is very important for Gen Z consumers to understand the criteria of the halal brand | |
| | HB3 | As Gen Z Muslims in choosing halal brands, of course, they are influenced by religious values | |
| | HB4 | According to Gen Z, the suitability of halal brand products can be seen from the halal principle of raw materials | |
| | HB5 | According to Gen Z, the compatibility of halal brand items may be recognized through the halal principle of the production process. | |
| | HB6 | According to Gen Z, the suitability of halal brand products can be seen from the halal distribution principle | |
| | HB7 | According to Gen Z, the quality of halal brands can be seen from how the acceptance rate and rejection of the product in the market environment | |
| Technology | T1 | Gen Z tends to be more active in using technology | (Grupp, 1994) |
| | T2 | Gen Z pays great attention to the reliability of the performance of a technology | |
| | T3 | Gen Z tends to follow the level of novelty or innovation of a technology | |
| | T4 | Generation Z tends to use the interactive features of the technology used very often | |
| | T5 | The availability of technology access greatly affects Gen Z in the use of technology | |
| | T6 | Gen Z is very concerned about the ease of using a technology | |

| | | | |
|----------------------------|------|---|---------------------------|
| Attitude | AT1 | Gen Z believes that his attitude influenced him in deciding to buy halal food | (Ajzen, 1991) |
| | AT2 | Gen Z believes that his attitude helps him achieve his desired goals | |
| | AT3 | Gen Z is confident and feel positive about his attitude | |
| Subjective Norm | SN1 | Gen Z feel that the people he respects will influence his life in supporting his attitude towards choosing halal food | (Ajzen, 1991) |
| | SN2 | Gen Z feel motivated to conform to the views or norms that exist in his social environment | |
| Perceived Behavior Control | PBC1 | With the ease of obtaining information affects the ease of doing something | (Ajzen, 1991) |
| | PBC2 | The availability of products in various places makes it easier to access and get these products | |
| | PBC3 | With the availability of adequate access to resources can provide convenience | |
| Motivation | M1 | Good product quality will give me motivation to choose | (Riyanto et al., 2021) |
| | M2 | When Gen Z feel comfortable, it will certainly motivate me to choose the product | |
| | M3 | When the price level is proportional to the quality, it will certainly motivate me to choose the product | |
| Lifestyle | LF1 | Efficiency in utilizing time affects lifestyle | (D. P. Sari et al., 2014) |
| | LF2 | Lifestyle is very reflective of the fulfillment of needs | |
| | LF3 | Gen Z feel proud of my lifestyle | |
| | LF4 | Brand image influences lifestyle | |
| | LF5 | Social interactions or relationships affect lifestyle | |
| | LF6 | A person's lifestyle may reflect a person's social position or image. | |

| | | | |
|-------------------|-----|--|----------------------|
| | LF7 | Gen Z feel that my lifestyle is very satisfying for him | |
| Purchase Decision | PI1 | Buying experience influences halal food purchasing decisions | (Putri et al., 2023) |
| | PI2 | The necessity for products influences the procurement of halal foods | |
| | PI3 | Understanding the product impacts the decision to purchase halal meals | |
| | PI4 | Product compatibility influences halal food purchase decisions | |
| | PI5 | Evaluation of products influences halal food purchasing decisions | |

Research Results and Discussion

Respondents' responses

Table 2 presents the respondents' answers to the halal brand statement. The statement was taken down from the Halal Brand Index developed Arifin et al. (2023).

Table 2 . Halal Brand Variable

| No | Statement | Statement Option | | | | | Mean |
|----|---|------------------|---|----|-----|-----|-------|
| | | SD | D | N | A | SA | |
| 1 | Gen Z consumers are very concerned about the halal certification owned by the halal brand | 5 | 4 | 19 | 110 | 175 | 4,425 |
| 2 | It is very important for Gen Z consumers to understand the criteria for halal brands | 3 | 1 | 17 | 118 | 174 | 4,466 |
| 3 | As Muslims, Gen Z in choosing halal brands is certainly influenced by religious values | 2 | 8 | 14 | 103 | 186 | 4,479 |
| 4 | According to Gen Z, the suitability of halal brand products can be seen from the principle of halal raw materials | 2 | 3 | 18 | 136 | 154 | 4,396 |
| 5 | According to Gen Z, the suitability of halal The principles of the halal production process may be used to identify brand items | 2 | 3 | 23 | 130 | 155 | 4,383 |

| | | | | | | | |
|---|--|---|---|----|-----|-----|-------|
| 6 | According to Gen Z, suitability of Halal brand products can be seen from the principle of halal distribution | 4 | 5 | 36 | 134 | 134 | 4,243 |
| 7 | According to Gen Z, the quality of halal brands can be seen from how the acceptance rate of products in the market environment | 6 | 9 | 65 | 123 | 110 | 4,029 |

In table 2, the scores for this statement are mostly in the high to very high category. According to the vulnerable classification of the scores given, there are no items that are low but are highlighted in statement point 7 because they are lower than the other items. However, a large number of respondents still disagree with the quality of halal brands. Apart from that, there were several examples where six respondents strongly disagreed with statements regarding halal brands. This shows that, even if a product is classified as halal, it does not guarantee conditions of acceptance and rejection in the market environment.

Table 3. Technology Variable

| No | Statement | Statement Option | | | | | Mean |
|----|--|------------------|---|----|-----|-----|-------|
| | | SD | D | N | A | SA | |
| 1 | Gen Z tends to be more active in using technology | 2 | 4 | 20 | 114 | 173 | 4,444 |
| 2 | Gen Z pays great attention to the reliability of technology performance | 1 | 4 | 32 | 139 | 137 | 4,300 |
| 3 | Gen Z tends to follow the level of novelty or innovation of a technology | 2 | 4 | 39 | 139 | 129 | 4,243 |
| 4 | Generation Z tends to use interactive features of technology that is used very often | 1 | 4 | 35 | 153 | 120 | 4,236 |
| 5 | The availability of technology access greatly affects Gen Z in the use of technology | 1 | 2 | 25 | 152 | 133 | 4,323 |
| 6 | Gen Z is very concerned about the ease of use of a technology | 2 | 5 | 21 | 129 | 156 | 4,380 |

In table 3, the score for each statement is not low in the sense that it has reached the vulnerable category of the prepared values. However, the

researchers highlighted that items 3 and 4 had relatively low scores when compared with the other items. This shows that generation Z is still hesitant to follow all technological developments, and the statement about generation Z tends to use interactive features in technology, in contrast to the statement with the highest score in item 1, which states that generation Z is very likely to be active in using technology. This means that generation Z is very active in using technology today.

Table 4. Attitude Variable

| No | Statement | Statement Option | | | | | Mean |
|----|---|------------------|---|----|-----|-----|-------|
| | | SD | D | N | A | SA | |
| 1 | Gen Z believes that his attitude influenced him in deciding to buy halal food | 1 | 9 | 28 | 122 | 153 | ,332 |
| 2 | Gen Z believes that his attitude helps him achieve his desired goals | 0 | 4 | 17 | 138 | 154 | 4,412 |
| 3 | Gen Z is confident and feel positive about his attitude | 1 | 3 | 40 | 121 | 148 | 4,316 |

In table 4, the statement score is classified as the highest value and is in accordance with the specified vulnerable value classification; however, the highest is in item 2, with the attitude statement from generation Z being very influential in achieving goals. This confirms that a good attitude will certainly contribute greatly to achieving one's goals.

In table 5, the question score on this variable is included in the high category and is in accordance with the specified vulnerable classification, and the highest item is in item 2, with the meaning that as generation Z, they have the motivation to comply with the policies or norms that apply in their social environment.

Table 5. Subjective Norms Variable

| No | Statement | Statement Option | | | | | Mean |
|----|---|------------------|---|----|-----|-----|-------|
| | | SD | D | N | A | SA | |
| 1 | Gen Z feel that the people he respects will influence his life in supporting his attitude towards choosing halal food | 0 | 8 | 48 | 136 | 121 | 4,182 |

Gen Z feel motivated to conform to the
2 views or norms that exist in his social 0 4 28 149 132 4,307
environment

Table 6. Perceived Behavior Control Variable

| No | Statement | Statement Option | | | | | Mean |
|----|---|------------------|---|----|-----|-----|-------|
| | | SD | D | N | A | SA | |
| 1 | With the ease of obtaining information affects the ease of doing something | 1 | 4 | 28 | 134 | 146 | 4,342 |
| 2 | The availability of products in various places makes it easy to access and get these products | 1 | 3 | 18 | 133 | 158 | 4,419 |
| 3 | With the availability of adequate access to resources, it can provide convenience | 1 | 1 | 24 | 132 | 155 | 4,403 |

Above table 6, each statement is classified as high in terms of value, but we can see that the highest value is in item 3. This confirms that with access that is able to support it, it is able to provide convenience for the matter in question.

Table 7
Motivation Variable

| No | Statement | Statement Option | | | | | Mean |
|----|--|------------------|---|----|-----|-----|-------|
| | | SD | D | N | A | SA | |
| 1 | Good product quality will give me motivation to choose | 2 | 6 | 17 | 135 | 153 | 4,377 |
| 2 | When Gen Z feel comfortable, it will certainly motivate me to choose the product | 2 | 2 | 23 | 129 | 157 | 4,396 |
| 3 | When the price level is proportional to the quality, it will certainly motivate me to choose the product | 1 | 3 | 26 | 116 | 167 | 4,422 |

In table 7, the value is classified as high, in the sense that there is nothing very low, but the item with the highest value is the 3rd item. This item confirms that any price level as long as the quality provided is good will provide motivation to generation Z in choosing a product. that will be selected.

Table 8 . Lifestyle Variable

| No | Statement | Statement Option | Mean |
|----|-----------|------------------|------|
|----|-----------|------------------|------|

| | | SD | D | N | A | SA | |
|---|--|----|----|----|-----|-----|-------|
| 1 | Efficiency in utilizing time affects life systems | 2 | 3 | 41 | 139 | 128 | 4,240 |
| 2 | Lifestyle is very reflective of the fulfillment of needs | 3 | 6 | 48 | 125 | 131 | 4,198 |
| 3 | I feel proud of my lifestyle | 2 | 5 | 67 | 128 | 111 | 4,089 |
| 4 | Brand image influences lifestyle | 6 | 12 | 76 | 119 | 100 | 4,924 |
| 5 | Social interaction or relationships affect lifestyle | 3 | 5 | 46 | 137 | 122 | 4,182 |
| 6 | A person's lifestyle might reflect a person's social standing or image | 3 | 15 | 52 | 125 | 118 | 4,086 |
| 7 | I find my lifestyle very satisfying | 5 | 7 | 62 | 127 | 112 | 4,067 |

In table 8, all items have a relatively high value, but the item with the highest value compared to the others is item 4, which confirms that the existence of a good brand image certainly greatly influences generation Z in controlling their lifestyle.

Table 9. Purchase Decision Variable

| No | Statement | Statement Option | | | | | Mean |
|----|--|------------------|---|----|-----|-----|-------|
| | | SD | D | N | A | SA | |
| 1 | Buying experience influences halal food purchasing decisions | 2 | 2 | 24 | 144 | 141 | 4,342 |
| 2 | The necessity for products influences the procurement of halal foods. | 1 | 2 | 30 | 145 | 135 | 4,313 |
| 3 | Understanding the product impacts the decision to purchase halal meals | 1 | 2 | 27 | 130 | 153 | 4,380 |
| 4 | Product compatibility influences halal food purchasing decisions | 3 | 0 | 31 | 132 | 147 | 4,342 |
| 5 | Product ratings influence halal food purchasing decisions | 1 | 5 | 26 | 129 | 152 | 4,361 |

In table 9, the statement score is classified as the highest and is in accordance with the specified vulnerable value classification, but the highest is in item 3 with the statement that a good understanding of a product greatly influences Generation Z's decision to purchase halal food.

Results of Structural Equation Modeling

Overall, the results of SEM analysis Figure 2 shows

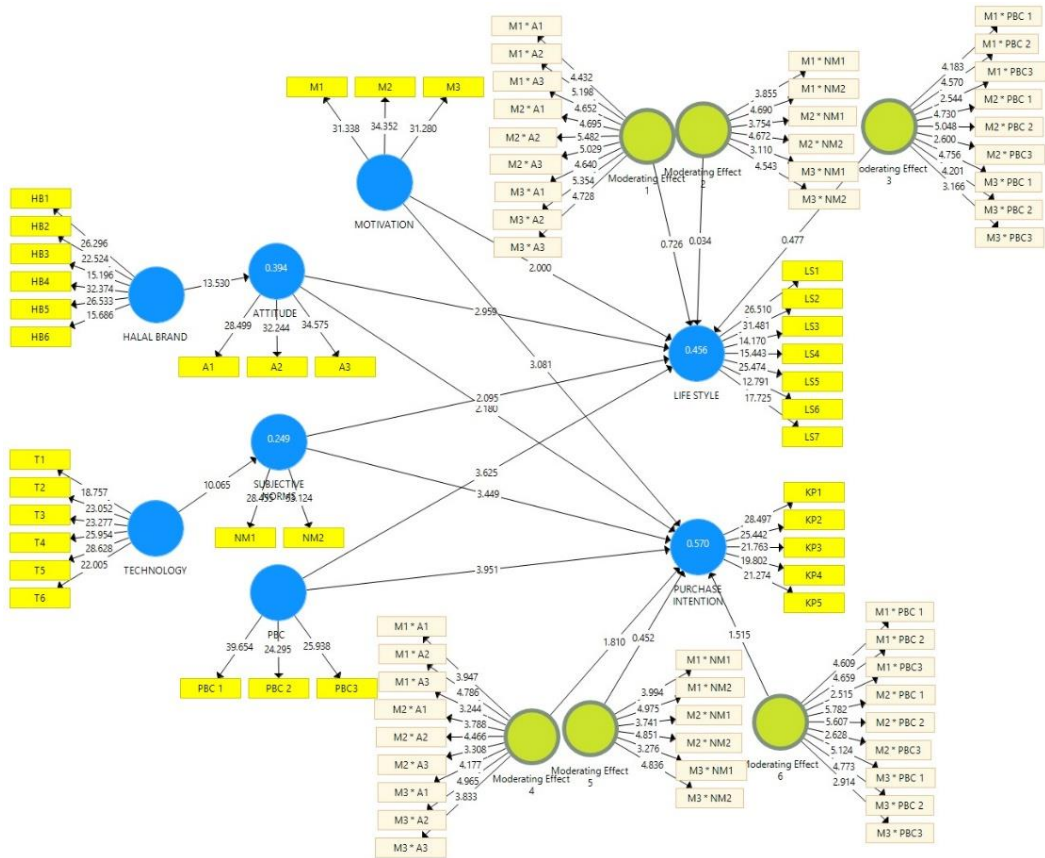


Figure 2. Structural equation modeling result

Loading Factor Value

According to Hair (2009), convergent validity was assessed using item reliability as indicated by factor loadings. Loading factors are values that describe the relationship between question items and construct indicator values used in construct qualification.

Table 10. Loading Factor

| Variables | Indicator | Loading Factor |
|-------------|-----------|----------------|
| Halal brand | HB1 | 0,788 |
| | HB2 | 0,78 |
| | HB3 | 0,729 |
| | HB4 | 0,822 |
| | HB5 | 0,778 |

| | | |
|-------------------|------|-------|
| | HB6 | 0,773 |
| | T1 | 0,757 |
| | T2 | 0,791 |
| Technology | T3 | 0,772 |
| | T4 | 0,796 |
| | T5 | 0,808 |
| | T6 | 0,763 |
| | A1 | 0,803 |
| | A2 | 0,821 |
| Attitude | A3 | 0,822 |
| | NM1 | 0,836 |
| | NM2 | 0,88 |
| Subjective Norms | PBC1 | 0,848 |
| | PBC2 | 0,813 |
| | PBC3 | 0,825 |
| PBC | M1 | 0,857 |
| | M2 | 0,838 |
| | M3 | 0,825 |
| Motivation | LS1 | 0,739 |
| | LS2 | 0,761 |
| | LS5 | 0,769 |
| Life Style | LS7 | 0,744 |
| | KP1 | 0,795 |
| | KP2 | 0,777 |
| Purchase Decision | KP3 | 0,795 |
| | KP4 | 0,787 |
| | KP5 | 0,783 |

Reliability and Validity Test

Hair (2009) Confirm validity and reliability. For the primary poll, 313 respondents were selected for additional study. Purposive sampling was used to choose participants for this study such that the sample size met the minimum threshold indicated by Hair (2009) This is known as the "10 times rule." Furthermore, the number of participants in this study is comparable to the number of samples in earlier studies on lifestyle and purchase decisions. (Aisyah, 2023). We adopted questions from previous studies, as shown in Table 1, and translated them into Indonesian. To ensure the validity and reliability of the questionnaire translated for the study.

Tabel 11. Discriminatory validity

| Variable | rho_A | Cronbach's Alpha | Composite Reliability | AVE (Average Variance Extracted) |
|---------------------|-------|------------------|-----------------------|----------------------------------|
| Moderating Effect 1 | 1 | 0,945 | 0,953 | 0,692 |
| Moderating Effect 4 | 1 | 0,945 | 0,952 | 0,687 |
| Moderating Effect 3 | 1 | 0,94 | 0,949 | 0,674 |
| Moderating Effect 6 | 1 | 0,94 | 0,949 | 0,676 |
| Moderating Effect 2 | 1 | 0,885 | 0,911 | 0,63 |
| Moderating Effect 5 | 1 | 0,885 | 0,91 | 0,629 |
| Technology | 0,877 | 0,873 | 0,904 | 0,611 |
| Halal brand | 0,872 | 0,87 | 0,903 | 0,608 |
| Life Style | 0,804 | 0,778 | 0,882 | 0,518 |
| Purchase Decision | 0,848 | 0,847 | 0,891 | 0,62 |
| Motivation | 0,794 | 0,792 | 0,878 | 0,706 |
| PBC | 0,773 | 0,772 | 0,868 | 0,687 |
| Attitude | 0,75 | 0,749 | 0,856 | 0,665 |
| Subjective Norms | 0,654 | 0,645 | 0,848 | 0,737 |

R Square Value

Table 12. Square R

| Variable | R Square | R Square Adjusted |
|-------------------|----------|-------------------|
| Attitude | 0,394 | 0,392 |
| Lifestyle | 0,456 | 0,444 |
| Purchase Decision | 0,570 | 0,560 |
| Subjective Norms | 0,249 | 0,246 |

If the R square value falls between 0 and 1, the independent variable has a greater impact on the dependent variable, and vice versa. The dependent variable's R squared value is attitude 0.394, lifestyle 0.456, purchasing choice 0.570, and subjective norm 0.249.

Testing of Hypotheses

Table 13. Testing of Hypothesis

| Variable | Original Sampling | T Statistics | P Value | Information |
|-------------------------------|-------------------|--------------|---------|-------------|
| Halal brand-> Attitude | 0,628 | 13, 530 | 0.000 | Be Accepted |
| Technology-> Subjective Norms | 0,499 | 10,065 | 0.000 | Be Accepted |

| | | | | |
|--|--------|--------|-------|-------------|
| Attitude -> Lifestyle | 0,222 | 2, 959 | 0.003 | Be Accepted |
| Attitude -> Purchase Decision | 0,155 | 2,18 | 0.030 | Be Accepted |
| Subjective Norms -> Lifestyle | 0,124 | 2,095 | 0.037 | Be Accepted |
| Subjective Norms ->Purchase Decision | 0,202 | 3, 449 | 0.001 | Be Accepted |
| PBC-> Lifestyle | 0,286 | 3,625 | 0.000 | Be Accepted |
| PBC -> Purchase Decision | 0,281 | 3,951 | 0.000 | Be Accepted |
| Attitude X Motivation ->Lifestyle | 0,044 | 0,726 | 0.468 | Rejected |
| Attitude X Motivation ->Purchase Decision | 0,177 | 1, 810 | 0.071 | Rejected |
| Subjective Norms X Motivation ->Lifestyle | 0,002 | 0,034 | 0.973 | Rejected |
| Subjective Norms X Motivation -> Purchase Decision | 0,032 | 0,452 | 0.651 | Rejected |
| PBC X Motivation ->Lifestyle | -0,038 | 0,477 | 0.633 | Rejected |
| PBC X Motivation -> Purchase Decision | -0,135 | 1,515 | 0.13 | Rejected |

By including Halal brand (HB) and technology (T) into the model to examine Gen Z lifestyle and buying decisions about halal food, this study broadens the concept of TPB. According to this study, among Gen Z, attitude significantly predicts lifestyle and the decision to purchase halal food. According to this study, halal brands significantly improve attitudes. The results of this study are consistent with other research, which indicates that halal brands have a big impact on people's perceptions. (Putri et al., 2023; Van den Bergh et al., 2024).

The halal business should emphasize strategy, according to this report that positively influence Gen Z's attitudes towards halal brands. These strategies include effective marketing and branding, customer education, and innovative product development. Theoretically, this research helps improve our understanding of consumer behaviour, brand effects, and lifestyle integration in terms of halal food consumption. Halal food manufacturers may use these information to adapt their products to Gen Z's evolving demands and tastes, maintain a loyal customer base, and drive growth in the halal industry.

This study indicated that customers' attitudes are a strong predictor of their lifestyle and decision to buy halal food; this finding is consistent with other studies (Fachrurrozie et al., 2023). The results of this study demonstrate that customer decisions to buy halal food and lifestyle choices are positively influenced by attitudes. Positive attitudes among consumers influence their decisions to purchase halal food items, and generation Z's lifestyle and purchasing habits are known to be significantly influenced by these attitudes. Subjective norms were shown to be a major predictor of consumers' lifestyle and decision to buy halal food in this study; this finding is consistent with other studies (Fachrurrozie et al., 2023). The findings demonstrate the significance of attitudes and subjective norms predictors of lifestyle and desire to purchase something, and this has a significant impact on the halal sector. Companies should concentrate on building positive opinions and leveraging social influence through targeted marketing, collaboration with influencers, and community participation. Theoretically, this research contributes to social influence theory and consumer behaviour models. This mainly relates to Gen Z's preference for halal food. By understanding and addressing these issues, the halal industry can meet the growing requirements and desires of Gen Z, maintain a loyal customer base, and drive sustainable growth.

The results of this study demonstrate how customers' lifestyle choices and decisions to buy halal food are positively influenced by subjective standards. Consumers who receive encouragement from other parties tend to have positive decisions to buy halal food products, so subjective norms are recognized as an important factor influencing Generation Z's lifestyle and choosing to purchase halal food items. Consistent with earlier research, this study indicated that PBC was a strong predictor of consumers' halal eating habits and buying decisions. (Mulyarahardja et al., 2023). The research's conclusions clarify that PBC positively influences customers' lifestyle choices and decisions to buy halal cuisine. Consumer who control good behaviour tend to have positive decisions to buy halal food products, so PBC is recognized as an important factor influencing the lifestyle and purchasing decisions of generation Z to purchase halal food items. The research's conclusions clarify that PBC positively influences customers' lifestyle choices and decisions to buy halal cuisine. Good-behaving consumers are more likely to make wise purchases of halal food items, so PBC is recognized as an important factor influencing the lifestyle and purchasing in decisions of generation Z to buy halal food products. The findings indicate that perceptions of behavioral control and subjective standards are important indicators of lifestyle and purchasing decisions, both of which have a big influence on the halal market.

Companies should concentrate on leveraging social influence, increasing customer empowerment, and providing easily accessible halal products. Theoretically, this research contributes to consumer behaviour models, social influence theory, and empowerment theory, especially regarding Gen Z's preference for halal food. By understanding and addressing these issues, the halal industry can meet the growing requirements and desires of Gen Z, maintain a loyal customer base, and drive sustainable growth.

Furthermore, it was shown that the moderate motivation role had no discernible impact on the association between customers' attitudes and lifestyles and their decisions to buy halal food. The study's findings demonstrate that, in Surabaya, an individual's sociocultural view positively and significantly influences their decision to buy halal food items (Permatasari & Anandya, 2021). The association between customers' decisions to purchase halal food and their subjective standards and lifestyles does not seem to be much impacted by the function of moderate motivation. Due to the substantial impact of subjective standards, consumers' desire for organic halal food can lead to the formation of behavioral intentions as a social norm (Hermin Istiasih et al., 2022). The role of moderate motivation apparently does not have a significant effect on the connection between customers' decisions to buy halal food and their subjective standards and lifestyle. Subjective standards have a big impact, which means that consumer desire for organic halal food among consumers can lead to the formation of behavioral intentions as social norms (Gabriella & Kurniawati, 2021). This means that increasing halal brands does not affect attitudes towards lifestyle or the choice to acquire halal food; advancements in technology have no bearing on arbitrary standards on lifestyle or choice. This indicates that the association between the PBC lifestyle and the choice to purchase halal food cannot be moderated by motivation.

Conclusion

First off, this study adds to and to the body of literature by concentrating on halal food and providing empirical confirmation of the variables impacting lifestyle and purchasing choice—a topic that has received less attention from other studies. Secondly, the study contributes to the Theory of Planned Behavior framework expansion by investigating a number of important but mainly untapped variables, including halal brands and technology. In the meanwhile, opinions about halal food are thought to be predicted by halal companies, while opinions about halal food are thought to be predicted by technology. Third, the study's findings indicate that opinions are significantly influenced by halal brands.

Subjective norms are therefore significantly impacted by the technology variable. A lifestyle and purchase decision are significantly influenced by the attitude variable, significantly influenced by the subjective norm variable, significantly influenced by the PBC variable, and not significantly influenced by motivation. These variables independently influence lifestyle and purchase decisions.

This study may have limitations in terms of sample size, which may affect the generalizability of its findings. If the sample size is small or not representative of the broader population, the results may not fully apply to all Gen Z people. The study also only looked at a few factors and ignored other important factors that influence lifestyle and the desire to buy halal food. For future researchers, we feel the generalizability of the results can be improved by expanding the sample size and ensuring that the sample represents a more diverse population. Individuals with varying cultural and geographical origins can contribute to enhancing our comprehension of how consumers behave when it comes to halal cuisine suggest future studies could investigate additional factors that may influence lifestyle and the desire to purchase halal food. Things like economic status, beliefs about personal health, concern for the environment, and exposure to halal advertising can provide a better picture of buyer behaviour.

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