

Buying Intention Determinants of Muslim Consumer Behaviour in Purchasing Halal Products Mediated by Buying Intention

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Abstract

This research is a study of the determination of Muslim consumer behaviour in purchasing halal products through the development of TPB by developing halal literacy variables. The type of research used in this research is quantitative research. The location of this research was at Muhammadiyah Bone University with 120 student samples. The results of this study indicate that halal literacy and attitudes have a significant influence on the purchasing behaviour of Muhammadiyah Bone University students in buying halal products. Halal literacy, as measured by understanding and knowledge of halal concepts, as well as positive attitudes towards halal products, strongly influence purchasing decisions. In contrast, subjective norms and perceived behavioural control did not show a significant influence on purchasing behaviour. Buying intention also has a significant effect on purchasing behaviour and acts as a strong predictor of actual behaviour. However, buying intention does not significantly mediate the relationship between halal literacy and purchasing behaviour, as well as between subjective norms and perceived behavioural control and purchasing behaviour. The mediation of buying intention between attitude and purchase behaviour was close to significance, but not strong enough to be considered significant.

Keyword: *Muslim Consumer Behaviour; Buying Intention; Halal Products; Students of Muhammadiyah University of Bone.*

INTRODUCTION

This research covers the broad context of global consumption trends related to halal products, with a focus on understanding Muslim consumer behaviour in Indonesia, particularly among students of Universitas Muhammadiyah Bone. Rapid economic growth, continued urbanisation, and globalisation have changed people's consumption patterns, including the growing need for halal products. (Amir, 2021). As a country with the largest Muslim population in the world, Indonesia has a potential market for halal products, with an estimated market value that continues to grow every year. (Qoni'ah, 2022) (Hariani, 2023).

On the other hand, awareness of health, safety, and religious values is increasing among Indonesian Muslims. Halal products, which are guaranteed to be in accordance with Islamic teachings in the production process, ingredients used, and slaughter methods, are increasingly in demand as a consumer choice that complies with religious and health principles. (Jannah, 2023) (Yulia, 2015). Therefore, an in-depth understanding of the factors that influence consumer behaviour in choosing and buying halal products is very important.

Students of Universitas Muhammadiyah Bone are in a unique position to influence consumption patterns of halal products. As part of a more educated and digitally connected younger generation, they have great potential to become agents of change in society. With extensive access to information through the internet and social media, these students have the ability to learn, evaluate and disseminate information about halal products. (Dewi et al., 2022). They can play an important role in raising awareness and understanding of the importance of halal products, both from a religious and health perspective.

However, there are still various gaps in the understanding of how Muslim consumers, especially students of Universitas Muhammadiyah Bone, behave in purchasing halal products. Many factors can influence their purchasing decisions, including knowledge about halal products, trust in halal labelling, the influence of the social environment, and religious values. (Suryaputri, 2020). In addition, aspects such as lifestyle, personal preferences and quality expectations also play an important role in determining product choice.

Meanwhile, commitment to religious values and a healthy, quality-orientated lifestyle are also highly influential. (Pramintasari & Fatmawati,

2017). An in-depth understanding of these factors can help manufacturers and marketers to design more effective strategies in meeting the needs and wants of young Muslim consumers, as well as capitalising on the huge potential of the halal product market in Indonesia. This research is expected to provide useful guidance for the development of more innovative and highly competitive halal products, supporting the sustainable and inclusive growth of the halal industry in Indonesia.

Previous research has identified several factors that influence consumer behaviour in purchasing halal products, such as religious awareness, brand trust, product quality, price, and environmental factors (Adha et al., 2024). However, these studies have not thoroughly considered the role of buying intention as a mediator in the relationship between these factors (Putra et al., 2024). Therefore, this study aims to fill this knowledge gap by digging deeper into how these factors are interconnected and how buying intention acts as a mediator in influencing Muslim consumer behaviour in purchasing halal products.

This study adopts the Theory of Planned Behaviour (TPB) in investigating the determinants of Muslim consumer behaviour in purchasing halal products mediated by buying intention. TPB is based on the general assumption of mainstream neoclassical economics that humans are generally rational and highly self-interested (Ajzen, 1991). This assumption is refuted by economists by saying that humans are subjective and highly rational (Devetag, 2005). Utilising this assumption, this study retains attitude, subjective norms and perceived behavioural control as predictors of buying intention with the actual behaviour being Muslim consumer behaviour in purchasing halal products. This study also uses one additional predictor variable, namely halal literacy. Halal literacy is the ability to distinguish goods and services that are permitted (halal) and prohibited (haram) which comes from a better understanding of Islamic law (sharia) (Hayati & Putri, 2021). On this basis, the halal literacy variable was added to the TPB.

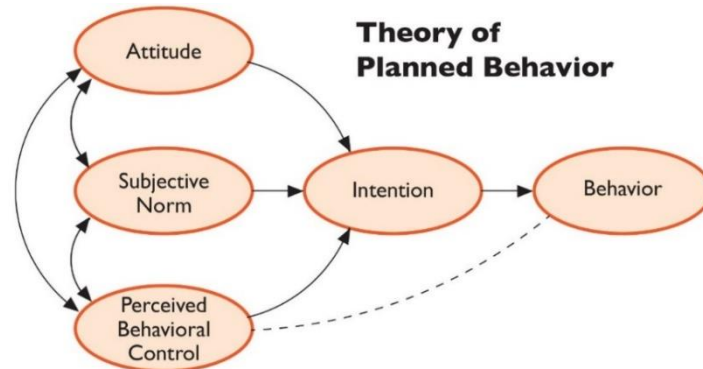
Literature Review

Planned Behavior Theory

The Theory of Planned Behaviour (TPB) is a development of the Theory of Reason Action (TRA) previously proposed by Fishbein and Ajzen in 1975. Theory of Planned Behaviour (TPB) is a conceptual framework in social psychology developed by Icek Ajzen. The theory provides a systematic

approach to understanding and predicting human behaviour, especially planned behaviour.

Figure 1. Planned Behavior Theory



The Theory of Planned Behaviour (TPB) explains that an individual's intention to behave is influenced by three main factors, namely attitude towards behaviour, subjective norms, and perceived behavioural control (Saputra, 2019). This principle transforms the theory of reasoned action into TPB. According to TPB, attitude towards behaviour is a key factor in predicting an action, but it is also necessary to take into account individuals' attitudes regarding their subjective norms and behavioural control evaluations.

Islamic Consumer Behavior

Muslim consumer behaviour refers to patterns of consumer behaviour that are in accordance with Islamic teachings and principles in the consumption of goods and services. This includes aspects such as fulfilling needs according to Sharia law, avoiding wasteful behaviour (*israf*) and extravagance (*tabdzir*), and using halal goods and services. Muslim consumer behaviour may also include social obligations such as paying zakat to maintain economic balance and social stability (Dzikrayah, 2020). In Islamic economics, consumption is also divided into two types, namely consumption to fulfil the needs of the world and family, as well as consumption that is solely done for provisions in the hereafter (Jalaluddin & Khoerulloh, 2020).

Muslim consumer behaviour also includes decisions related to halal food and beverages, clothing fashions that comply with the Islamic dress code, and the choice of products and services that are in accordance with religious values. In addition, concerns for social justice, sustainability and social responsibility can also be a consideration in Muslim consumer purchases

(Choirunnisa & Firmansyah, 2021). This means that Muslim consumer behaviour is closely related to patterns of consumer behaviour and preferences that are influenced by Islamic values and teachings.

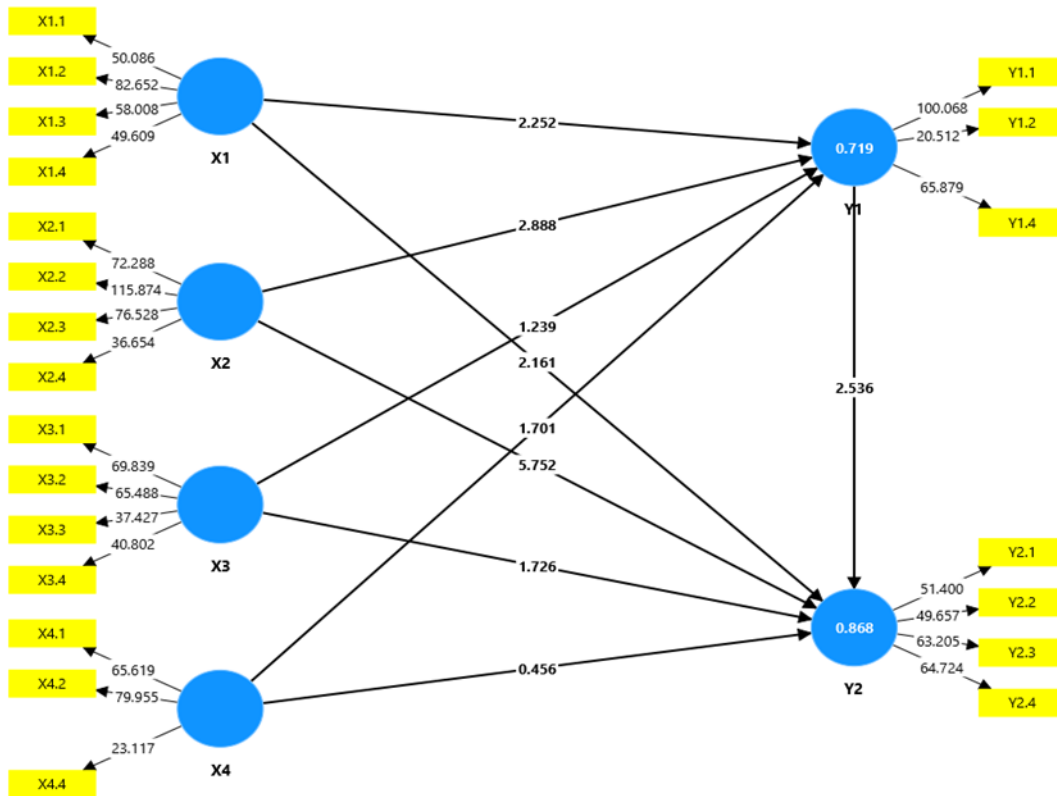
METHODOLOGY

This type of research is quantitative research which is a method of collecting, analysing, and interpreting data (Creswell & Creswell, 2018). The research location used as a data collection site is Universitas Muhammadiyah Bone, which is located at Jl. Abu Dg Pasolong No.62, Bone, South Sulawesi. The sample amounted to 240 of the 3500 total population determined by the guidelines for determining the sample size for SEM according to Solimun. The sampling technique used is simple random sampling. The data collection technique used a questionnaire with a Likert scale. The first stage of data analysis is the interpretation of Validity and Reliability Tests, SEM, and Mediation. The first stage of SEM PLS analysis can include outer model analysis such as validity tests (convergent validity includes the value of outer loadings and AVE and discriminant validity which includes the value of cross loadings and Fornell Larcker criterion) and reliability (Crombach's alpha). Another stage is the inner model which includes the VIF value, T-Statistic and P-Value. In the second stage, data interpretation is carried out with an Islamic economic approach. At this stage, it will be discussed how Muslim consumer behaviour in purchasing halal products based on Islamic economic principles such as halalan tayyiban and so on.

RESULT AND DISCUSSION

This study tests thirteen hypotheses, consisting of nine direct relationship hypotheses and four hypotheses with indirect relationships (mediation). These thirteen hypotheses will be tested to determine whether they are accepted or rejected through hypothesis testing. This process involves bootstrapping data which is then used for hypothesis testing. The following is a description of the bootstrapping results of this study.

Figure 2. Hypothesis Test (T-Values)



Based on the bootstrapping results chart, the P-values and T-values for each tested relationship can be seen. All these values in more detail can be found in the bootstrapping results coefficients table. The following is a table of hypothesis test results or coefficients table of bootstrapping data in this study along with its explanation.

Table 1. Hypothesis Test Result

Variabel	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P-values (0.10)
X1 -> Y2	0.121	0.116	0.056	2.161	0.031
X2 -> Y2	0.530	0.525	0.092	5.752	0.000
X3 -> Y2	0.120	0.122	0.070	1.726	0.084
X4 -> Y2	0.032	0.039	0.069	0.456	0.649

X1 -> Y1	0.189	0.183	0.084	2.252	0.024
X2 -> Y1	0.348	0.341	0.120	2.888	0.004
X3 -> Y1	0.123	0.137	0.099	1.239	0.216
X4 -> Y1	0.235	0.233	0.138	1.701	0.089
Y1 -> Y2	0.185	0.183	0.073	2.536	0.011
X1 -> Y1 -> Y2	0.035	0.035	0.024	1.440	0.150
X2 -> Y1 -> Y2	0.064	0.063	0.036	1.781	0.075
X3 -> Y1 -> Y2	0.023	0.024	0.021	1.082	0.280
X4 -> Y1 -> Y2	0.043	0.041	0.029	1.490	0.136

Sumber: Data Primer diolah, 2024

1. H1: Halal literacy significantly influences the behaviour of Muhammadiyah Bone University students in buying halal products. Halal literacy (X1) shows a significant influence on the behaviour of buying halal products (Y2), with a T-statistic of 2.161 and a P-value of 0.031. These results indicate that students' knowledge of halal concepts and details related to halal products is the main factor that encourages them to adopt the behaviour of buying these products. This confirms the importance of halal education and literacy, especially in ensuring that students understand the values contained in the halal concept.
2. H2: Attitudes significantly influence the behaviour of Muhammadiyah Bone University students in buying halal products. Attitude (X2) towards halal products significantly influences the behaviour of buying halal products (Y2), with a T-statistic of 5.752 and a P-value of 0.000. These results suggest that students' positive attitudes towards halal products, such as the belief that halal products are of better quality or support religious principles, play a key role in shaping their behaviour. This strong influence underscores the importance of building positive perceptions towards halal products through marketing communication strategies and educational campaigns.
3. H3: Subjective norms significantly influence the behaviour of Muhammadiyah Bone University students in buying halal products. Subjective norms (X3) have a significant influence on

the behaviour of buying halal products (Y2) at the 10% significance level, with a T-statistic of 1.726 and a P-value of 0.084. These results indicate that social norms, such as pressure from family, friends, or social environment, contribute moderately in encouraging students to buy halal products. However, the effect is not as strong as halal literacy or attitude.

4. H4: Perceived behavioural control significantly influences the behaviour of Muhammadiyah Bone University students in buying halal products. Perceived behavioural control (X4) has no significant effect on the behaviour of buying halal products (Y2), with a T-statistic of 0.456 and a P-value of 0.649. This suggests that students' perceptions of their ability to access or purchase halal products have no direct effect on their behaviour. This finding could be an indication that other factors, such as intrinsic motivation, are more dominant than perceived control.
5. H5: Halal literacy significantly influences the buying intention of Muhammadiyah Bone University students in buying halal products. Halal literacy (X1) is proven to significantly influence buying intention (Y1), as evidenced by the T-statistic 2.252 and P-value 0.024. This confirms that a good understanding of halal products increases students' intention to buy these products. This finding supports the importance of improving halal literacy to shape buying intention.
6. H6: Attitudes significantly influence the buying intention of Muhammadiyah Bone University students in buying halal products. Attitude (X2) towards halal products has a significant influence on buying intention (Y1), with a T-statistic of 2.888 and a P-value of 0.004. These results indicate that a positive attitude towards halal products motivates students to have buying intentions. Positive attitudes can be built through the delivery of relevant halal product values emotionally and rationally.
7. H7: Subjective norms significantly influence the buying intention of Muhammadiyah Bone University students in buying halal products. Subjective norms (X3) do not significantly influence buying intention (Y1), with a T-statistic of 1.239 and a P-value of 0.216. This finding suggests that social pressure is not strong enough to influence students' intention to buy halal products. This indicates the need for a more personalised

approach to building purchase intention rather than relying solely on social norms.

8. H8: Perceived behavioural control significantly influences the buying intention of Muhammadiyah Bone University students in buying halal products. Perceived behavioural control (X4) on buying intention (Y1) is also not significant, with a T-statistic of 1.701 and a P-value of 0.089. Although insignificant, these results suggest that students may not rely heavily on their perceived ability to access halal products in forming buying intentions.
9. H9: *Buying intention* secara signifikan memengaruhi perilaku mahasiswa Universitas Muhammadiyah Bone dalam membeli produk halal. *Buying intention* (Y1) memiliki pengaruh signifikan terhadap perilaku membeli (Y2), dengan T-statistic 2.536 dan P-value 0.011. Hasil ini mengonfirmasi bahwa niat membeli adalah prediktor utama perilaku membeli produk halal, menunjukkan pentingnya membangun niat membeli untuk mendorong tindakan nyata.
10. H10: Buying intention significantly influences the behaviour of Muhammadiyah Bone University students in buying halal products. Buying intention (Y1) has a significant influence on buying behaviour (Y2), with a T-statistic of 2.536 and a P-value of 0.011. These results confirm that purchase intention is a key predictor of buying behaviour for halal products, demonstrating the importance of building purchase intention to drive real action.
11. H11: Buying Intention can significantly mediate the relationship between attitudes and behaviour of Muhammadiyah Bone University students in buying halal products. Buying intention partially mediates the relationship between attitude (X2) and buying behaviour (Y2), with a T-statistic of 1.781 and a P-value of 0.075. This means that attitudes influence behaviour both directly and through purchase intention, reinforcing the importance of building a positive attitude towards halal products.
12. H12: Buying Intention can significantly mediate the relationship between subjective norms and the behaviour of Muhammadiyah Bone University students in buying halal products. Buying intention does not mediate the relationship between subjective norms (X3) and buying behaviour (Y2), with a T-statistic of 1.082

and a P-value of 0.280. Social norms appear to have a weak influence both directly and through purchase intention on student behaviour.

13. H13: Buying Intention can significantly mediate the relationship between perceived behavioural control and the behaviour of Muhammadiyah Bone University students in buying halal products. Buying intention also does not mediate the relationship between perceived behavioural control (X4) and buying behaviour (Y2), as evidenced by the T-statistic 1.49 and P-value 0.136. This indicates that perceived behavioural control has an insignificant role in influencing student behaviour directly or indirectly through purchase intention.

The Effect of Halal Literacy, Attitudes, Subjective Norms, Perceived Behavioural Control on the Behaviour of Muhammadiyah Bone University Students in Buying Halal Products

First, halal literacy plays a very important role in shaping the purchasing behaviour of halal products among students of Universitas Muhammadiyah Bone. Halal literacy, which includes consumers' knowledge, understanding and awareness of halal concepts, rules and requirements, is not just a passive aspect of knowledge. Through statistical analysis, with T-statistics of 2.161 and a p-value of 0.031, it can be seen that halal literacy has a significant influence in encouraging students not only to have purchase intentions, but also to make real purchasing decisions for halal products. This indicates that when consumers have a better understanding of what makes a product halal, they are more likely to act in accordance with those beliefs in their consumption behaviour.

More deeply, the results of this study emphasise the importance of halal literacy as one of the key determinants in Muslim consumers' purchasing decisions. Students of Universitas Muhammadiyah Bone, who may have an educational background and environment that supports halal literacy, a good understanding of halal becomes a strong driver in product purchases. This suggests that halal literacy not only serves as a mediator in shaping purchase intention but also serves as a catalyst that directly influences purchase actions. Therefore, improving halal literacy among Muslim consumers, especially university students, can be an effective strategy to ensure that their purchasing behaviour is aligned with their Islamic values.

The results of this study are in line with the findings of previous studies which show that halal literacy significantly influences the purchasing behaviour of Muslim consumers. Research by Ariffin, M. Y., Ahmad, N., and Jusoh, A. found that halal literacy has a key role in determining the purchase decision of halal products among Muslim consumers in Malaysia. The study emphasised that consumers who have a good understanding of the concept of halal are more likely to purchase products that comply with Islamic law. This suggests that halal literacy serves not only as knowledge but also as a driving factor in religiously responsible consumer behaviour. (Y et al., 2022).

Another study by Syed, R. N., Mohamed, H., and Rashid N. also underlined the importance of halal literacy in shaping purchasing decisions. They found that higher halal literacy among Muslim consumers increases awareness and trust in halal products, which in turn affects purchase intention and behaviour. The results of this study reinforce those findings, where halal literacy is shown to be an important determinant that not only increases purchase intention, but also drives actual purchase actions. This suggests that halal literacy can be a strategic tool in more effective marketing of halal products, particularly among younger and educated Muslim consumers such as university students. (N et al., 2023)

In Islamic economics, the results of the analysis regarding the effect of halal literacy on the purchasing behaviour of Muhammadiyah Bone University students reflect one of the main principles in Islamic economics, namely consumption based on sharia values. Islamic economics emphasises the importance of halal and thayyib (good) transactions, where Muslim consumers are expected to ensure that the goods they buy not only meet material needs, but are also in line with religious principles. Halal literacy, in this case, becomes a key component in helping consumers make decisions that are in accordance with Islamic teachings. The results of this study are also in line with the study of QS. Al-Baqarah/2: 168.

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

“O mankind, eat only what is lawful and wholesome from what is found on the earth, and do not follow the steps of the devil, for he is a real enemy to you’ (RI, 2020).” (RI, 2020)

This verse emphasises the importance of choosing halal and good food and products, which is in line with halal literacy as a foundation to ensure correct consumption decisions. In this study, students who have a good understanding of the concept of halal are more likely to make consumption

choices that are in accordance with the commands of Allah SWT, as recommended in the verse. Halal literacy, therefore, becomes an important instrument in applying Islamic teachings in daily life, especially in economics and consumption.

The Effect of Halal Literacy, Attitudes, Subjective Norms, Perceived Behavioural Control on Buying Intention of Muhammadiyah Bone University Students in Buying Halal Products

First, the analysis of the hypothesis regarding halal literacy shows significant results. Halal literacy, which includes in-depth knowledge of halal principles, regulations, and product standards, is proven to have a positive effect on students' purchase intention to buy halal products. With T-statistics of 2.252, which clearly exceeds the significance threshold of 1.96, and a p-value of 0.024, which is smaller than the significance level of 0.10, these findings confirm that halal literacy plays an important role in shaping purchase intention.

This result underscores that a good understanding of halal literacy not only clarifies what makes a product halal, but also increases awareness of adherence to deeper religious principles. The higher one's halal literacy, the more likely they are to develop strong purchase intention towards halal products. This suggests that a good knowledge of halal literacy helps consumers make purchasing decisions that are more informed and in line with their religious values.

In this study, halal literacy serves as a bridge between consumer understanding and purchase action. In-depth knowledge of what makes a product halal strengthens purchase intention by reducing uncertainty and increasing consumers' confidence in the product they choose. By improving halal literacy among university students, educational institutions and community organisations can help create more aware and more active consumers in choosing halal products.

This study also highlights the importance of education and outreach programs that focus on halal literacy as a strategy to encourage purchasing behaviour of halal products. Through increased understanding of halal literacy, consumers can make more informed purchasing decisions that are in line with religious principles, which in turn can influence the market in a positive and significant way.

Recent research relevant to the findings regarding the effect of halal literacy on purchase intention of halal products can be found in the study by Abdullah et al. This study explored the relationship between halal literacy and purchase intention of halal products among Muslim consumers in Malaysia. The results showed that halal literacy significantly influenced purchase intention of halal products, supporting the finding that a good understanding of halal principles contributes to increased purchase intention. Abdullah et al. found that consumers with in-depth knowledge of halal literacy are more likely to consider halal aspects in their purchasing decisions, which is in line with the results of the study on students of Muhammadiyah Bone University (M et al., 2024).

This study emphasises that halal literacy plays an important role in shaping consumer purchase intentions by increasing awareness and understanding of what makes a product halal. With higher halal literacy, consumers become more confident in making purchasing decisions that are in accordance with their religious principles. This research reinforces the importance of halal education programmes to increase consumer knowledge and encourage purchasing decisions that are more in line with Islamic values.

In the study of Islamic economics, the results of the analysis that show halal literacy has a significant effect on consumer purchase intention illustrate the importance of religious knowledge in the consumption decision-making process. Islamic economics emphasises that economic decisions should be aligned with sharia principles, which includes compliance with halal rules. Halal literacy, which involves understanding what is halal and haram and how to apply that knowledge in everyday decisions, serves as an important basis for ensuring that consumers make decisions that are in line with religious teachings.

The Qur'an provides clear guidance on the importance of choosing halal and tayyib products. In QS. Al-Baqarah verse 172, Allah commands His people to consume halal and good food and goods as a form of obedience and to obtain blessings in life (RI, 2020).

يَا أَيُّهَا الَّذِينَ ءَامَنُوا كُلُوا مِن طَيِّبَاتِ مَا رَزَقْنَاكُمْ وَاشْكُرُوا لِلَّهِ إِن كُنتُمْ إِيَّاهُ تَعْبُدُونَ

“O you who believe, eat of the goodly sustenance We have given you and give thanks to Allah, if truly you worship Him.”

This verse emphasises that an understanding of what is halal is important for fulfilling religious obligations and obtaining blessings. The

finding that halal literacy affects purchase intention in a significant way suggests that knowledge of halal principles serves as a key factor in decision-making in accordance with Islamic principles. The higher the level of halal literacy, the more likely consumers are to make decisions that are in accordance with their religious teachings. This underscores the importance of education and outreach programmes that emphasise halal literacy to increase consumer awareness and understanding.

From an Islamic economic perspective, halal literacy contributes to more ethical economic decision-making that is grounded in religious values. Consumers who have in-depth knowledge of halal literacy are more likely to purchase products that not only fulfil their practical needs but are also in line with sharia principles, ultimately supporting the creation of a market that is compliant with Islamic values. By strengthening halal literacy, we not only increase purchase intent but also ensure that consumption decisions are consistent with religious teachings, which contributes to achieving blessings in economic transactions.

Halal The Influence of Buying Intention on the Behaviour of Muhammadiyah Bone University Students in Buying Halal Products

The results of the analysis show that purchase intention significantly influences the purchase behaviour of halal products. With T-statistics of 2.536 and a p-value of 0.011, these results indicate a strong relationship between purchase intention and actual purchase action. That is, students of Universitas Muhammadiyah Bone who show high purchase intention towards halal products are more likely to make such purchases.

This finding highlights the importance of purchase intention as a key predictor in the purchase behaviour of halal products. Purchase intention serves as a key indicator that illustrates the extent to which a consumer intends to purchase halal products, and its influence on actual action cannot be ignored. This suggests that marketing and educational strategies aimed at increasing purchase intention, such as raising awareness of the benefits of halal products or providing more in-depth information on halal aspects, can significantly influence purchase decisions.

Furthermore, these results also underscore the need for a better understanding of the factors that influence purchase intention, such as attitudes towards halal products, halal literacy, and social factors that may play a role. By focusing on developing and enhancing purchase intention,

manufacturers and marketers can more effectively design strategies that target consumers who have a high potential to purchase halal products. This reflects the important role of purchase intention in determining purchase behaviour and confirms that investment in programmes that influence purchase intention can have a significant positive impact on increasing sales of halal products among university students and consumers in general.

A recent study that is relevant to the results of this analysis is Yusof, N. S., & Johari, N. This study investigated the relationship between purchase intention and purchase behaviour of halal cosmetics among Muslim consumers. The findings of this study indicate that strong purchase intention significantly influences consumers' decision to purchase halal products, in line with the results of the analysis which show that purchase intention is an important predictor of halal product purchase behaviour. This study emphasises the importance of understanding purchase intention as a key to designing effective marketing strategies in the halal cosmetics industry. (Yusof & N, 2023)

In the perspective of Islamic economics, the significant purchase intention in influencing the purchase behaviour of halal products underscores the integration between the right intention and sharia principles in economic decisions. The results of the study showing that purchase intention acts as the main predictor of purchasing decisions underscore the importance of sincere intentions and awareness of sharia compliance. This is in line with the teachings of QS. Al-Baqarah/2:267, which encourages Muslims to spend good and halal wealth, indicating that purchasing decisions should be based on sincere intentions and awareness of compliance with Allah's law.

يَا أَيُّهَا الَّذِينَ ءَامَنُوا أَنْفِقُوا مِنْ طَيِّبَاتِ مَا كَسَبْتُمْ وَمِمَّا أَخْرَجْنَا لَكُمْ مِنَ الْأَرْضِ ۗ وَلَا تَيَمَّمُوا الْخَبِيثَ مِنْهُ تُنْفِقُونَ وَلَسْتُمْ بِآخِذِيهِ إِلَّا أَنْ تُغْمِضُوا فِيهِ ۗ وَعَلِمُوا أَنَّ اللَّهَ عَزِيزٌ حَمِيدٌ

“O you who have believed, spend (in the way of Allah) some of what you have earned and some of what We bring forth from the earth for you. And choose not that which is bad, and spend of it, when you would not take it but by straining your eyes against it. And know that Allah is All-Rich, All-Praised.”

High purchase intention reflects consumers' awareness and commitment to the halal principles set out in Islam. This is also in accordance with the Prophet Muhammad's hadith saying, ‘Verily, deeds depend on their intentions’ (HR. Bukhari and Muslim) (Faishal et al., 2024), which confirms that every economic action, including purchases, should be driven by the right intentions and in accordance with religious teachings.

Consumers who have high purchase intentions not only comply with halal laws, but also practice the broader principles of Islamic economics, namely integrity, honesty, and adherence to sharia ethics. Thus, the significant relationship between purchase intention and purchase behaviour emphasises that good intentions and religious awareness can motivate consumers to make purchase decisions that are consistent with Islamic values, reinforcing sharia principles in economic transactions.

The Effect of Halal Literacy, Attitudes, Subjective Norms and Perceptions of Behavioural Control on the Behaviour of Muhammadiyah Bone University Students in Buying Halal Products Through Buying Intention as an Intervening Variable.

First, the results of the analysis show that purchase intention does not serve as a significant mediator between halal literacy and purchase behaviour. With T-statistics of 1.440 and p-value of 0.150, this data indicates that although halal literacy has a direct impact on purchasing decisions, purchase intention does not mediate this relationship effectively.

This finding suggests that halal literacy, i.e. consumers' understanding of halal principles, directly influences their decision to purchase halal products without going through the purchase intention process. This means that consumers who have a good understanding of halal literacy are more likely to make halal product purchase decisions directly, without having to rely on purchase intention as an intermediary. Halal literacy provides enough information and understanding for consumers to make decisions that comply with sharia principles directly.

Programmes that improve halal literacy among consumers, such as education and awareness campaigns, can have a direct impact on the purchase behaviour of halal products. This underscores the importance of providing clear and in-depth information about the halalness of products to drive purchases, without having to wait for a change in purchase intention first. In other words, improving consumers' knowledge about the halal aspects of products can directly influence their decision to purchase, without the need to go through a separate purchase intention process.

Furthermore, these findings suggest that marketing and policy approaches that focus on improving halal literacy can be an effective strategy in influencing purchase behaviour. By providing education and relevant information about halal products, manufacturers and marketers can directly

influence consumers' purchasing decisions, making halal literacy an important factor in the marketing strategy of halal products.

Recent research relevant to the results of this analysis is a study by Zhang et al, which examines the effect of halal literacy on purchasing decisions for halal products among young consumers in China. This study shows that halal literacy has a direct and significant influence on purchasing decisions for halal products, without the mediation of purchase intention. Zhang et al found that although purchase intention plays an important role in many contexts, in this case, a deep understanding of halal literacy is sufficient to encourage consumers to make purchasing decisions in accordance with halal principles. This finding is in line with the results of research at Universitas Muhammadiyah Bone, which shows that halal literacy functions as a direct factor in influencing purchasing decisions, without the need to be influenced by purchase intention first. This research emphasises the importance of education on halal literacy in directly influencing consumer behaviour (L et al., 2024).

In Islamic economics, the finding that halal literacy has a direct influence on purchasing behaviour of halal products without going through purchase intention highlights the importance of in-depth knowledge of sharia principles in economic transactions.

حُرِّمَتْ عَلَيْكُمْ الْمَيْتَةُ وَالْدَّمُ وَلَحْمُ الْخِنزِيرِ وَمَا أُهْلَ لِغَيْرِ اللَّهِ بِهِ، وَالْمُنْحَنِقَةُ وَالْمَوْقُوذَةُ وَالْمُتَرَدِّيَةُ وَالنَّطِيحَةُ وَمَا أَكَلَ
السَّبُعُ إِلَّا مَا ذَكَّيْتُمْ وَمَا ذُبِحَ عَلَى النُّصُبِ وَأَنْ تَسْتَقْسِمُوا بِالْأَزْلَمِ ذَلِكَ فِسْقٌ الْيَوْمَ بَيَّسَ الَّذِينَ كَفَرُوا مِنْ دِينِكُمْ
فَلَا تَخْشَوْهُمْ وَاخْشَوْنَ.....

“Forbidden to you (are) carcasses, blood, pork, (animal flesh) slaughtered in the name of other than Allah, the strangled, the beaten, the fallen, the gored, and the slaughtered by wild animals, except that which you have time to slaughter, and (forbidden to you) that which is slaughtered for idols. And (it is also forbidden) to cast lots with arrows; (casting lots with arrows) is an abomination.....” (RI, 2020)”

The passage from QS. Al-Ma'idah/5:3 above underlines the importance of choosing halal and tayyib (good) food and goods in every transaction. This suggests that a good understanding of what is considered halal allows consumers to make shariah-compliant decisions directly, without having to go through purchase intent as a mediator.

The Qur'an teaches the importance of documentation and clarity in financial transactions, reflecting the principle that a clear and informed

understanding of products can directly influence purchasing decisions. Thus, strong halal literacy enables consumers to make shariah-compliant purchasing decisions directly, reflecting integrity and compliance in every economic transaction.

The Hadith of Prophet Muhammad (SAW) which says, 'Verily Allah does not look at the body and form, but He looks at the heart and deeds' (HR. Muslim) also supports the idea that good understanding and intention, in this study through halal literacy, can lead to purchasing decisions that are in accordance with Islamic principles. This finding emphasises that good education on halal literacy can help consumers to directly make Shariah-compliant decisions, without having to rely on purchase intention as a link.

CONCLUSION

Halal literacy and attitudes of Universitas Muhammadiyah Bone students have a significant influence on the buying behaviour of halal products and the buying intention of halal food. Buying intention plays an important role in driving the buying behaviour of halal products. Buying intention serves as a significant mediator between attitude and buying behaviour of halal products. This means that halal literacy and attitudes can lead to the intention to buy halal products for Muslim consumers which in turn will affect the behaviour of Muslim consumers in consuming halal food products.

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