Halal Food Awareness and Halal Certification: Halal Food Purchasing Decisions of Generation Z Muslim Consumers in Urban and Sub-Urban Areas

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Abstract: *Halal food decisions by Muslim consumers illustrate complex interactions. In urban and suburban areas, generation Z faces a multicultural and pluralistic environment which influences their perspective, including regarding food consumption. Halal food purchasing decisions by Muslim consumers around the world reflect a complex mix of Halal Food Awareness and Halal Certification. The aim of this research is to look at aspects of halal food awareness and halal certificates in making decisions to purchase halal food for Generation Z Muslim consumers in urban and sub-urban areas. The research methodology used in this research is quantitative using SmartPLS 3.0 software. Primary data collection was carried out by taking a sample of respondents, namely generation Z Muslim consumers in Urban and Sub-Urban areas in Lampung Province using a purposive sampling method. A total of 300 samples were used for this research. Data was obtained through the use of Google Form, with indicator assessment carried out using a Likert Scale. The research results show that awareness of halal food and halal certificates influence the decision to purchase halal food among Generation Z Muslim consumers in urban areas in Lampung Province. Awareness of halal food influences the decision to purchase halal food among Generation Z Muslim consumers in Sub-Urban Areas in Lampung Province. Halal certificates do not influence the decision to purchase halal food among Generation Z Muslim consumers in Sub-Urban Areas in Lampung Province.*

Keywords: *Halal Food Awareness; Halal Certificate; Purchasing Decisions; Muslim Consumers; and Generation Z*

Abstrak: Keputusan konsumen Muslim untuk memilih pangan halal menggambarkan interaksi yang kompleks. Di wilayah perkotaan dan pinggiran kota, generasi Z menghadapi lingkungan yang multikultural dan pluralistik yang memengaruhi perspektif mereka, termasuk dalam hal konsumsi pangan. Keputusan pembelian pangan halal oleh konsumen Muslim di seluruh dunia mencerminkan perpaduan yang kompleks antara Kesadaran Pangan Halal dan Sertifikasi Halal. Tujuan dari penelitian ini adalah untuk melihat aspek kesadaran pangan halal dan sertifikat halal dalam pengambilan keputusan pembelian pangan halal bagi konsumen Muslim Generasi Z di wilayah perkotaan dan pinggiran kota. Metodologi penelitian yang digunakan dalam penelitian ini adalah kuantitatif dengan menggunakan perangkat lunak SmartPLS 3.0. Pengumpulan data primer dilakukan dengan mengambil sampel responden, yaitu konsumen Muslim Generasi Z di wilayah Perkotaan dan Pinggiran Kota di Provinsi Lampung dengan menggunakan metode purposive sampling. Sebanyak 300 sampel digunakan untuk penelitian ini. Data diperoleh melalui penggunaan Google Form, dengan penilaian indikator dilakukan dengan menggunakan Skala Likert. Hasil penelitian menunjukkan bahwa kesadaran akan makanan halal dan sertifikat halal berpengaruh terhadap

keputusan pembelian makanan halal pada konsumen muslim Generasi Z di wilayah perkotaan di Provinsi Lampung. Kesadaran akan makanan halal berpengaruh terhadap keputusan pembelian makanan halal pada konsumen muslim Generasi Z di Wilayah Sub-Perkotaan di Provinsi Lampung. Sertifikat halal tidak berpengaruh terhadap keputusan pembelian makanan halal pada konsumen muslim Generasi Z di Wilayah Sub-Perkotaan di Provinsi Lampung.

Kata Kunci: Kesadaran Pangan Halal; Sertifikat Halal; Keputusan Pembelian; Konsumen Muslim; dan Generasi Z

▪ Introduction

The global halal food phenomenon has emerged as one of the most dynamic aspects of the halal industry, which not only highlights the need for sharia-based consumption but also underlines its potential in global economic competition. The growth of the halal food industry is not only driven by the increasing number of Muslim populations globally, but also by non-Muslim consumers' increased awareness of the health and hygiene benefits of halal food[1]. The halal food industry has developed into one of the fastest growing segments in the global economy, underscoring the complex interactions between religious norms, business practices, and market dynamics. The need for halal food is no longer limited to the Muslim community, but has penetrated the mainstream market due to increasing awareness of hygiene, health and product sustainability. This reflects the transformation of halal food from a niche to a broad market, influencing global consumption patterns[2].

The global halal food industry, despite promising significant growth and broad economic opportunities, is faced with a complex set of challenges in the context of global economic competition. This problem is not only related to regulatory and certification aspects, but also includes economic, social and technological issues that affect the scale and effectiveness of its operations. inconsistency in global halal standards is a major obstacle in international trade in halal food. Different countries have different views and regulations regarding what is categorized as halal, causing confusion and doubt among producers and consumers[3]. This lack of uniformity hinders halal food producers who wish to enter new markets and expand the reach of their products globally, as they must meet various certification requirements that differ from country to country. There are challenges related to

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[1] M. Muslichah, Rose Abdullah, and Lutfi Abdul Razak, '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 (2020), 1091–1104 <https://doi.org/10.1108/JIMA-09-2017-0102>.

[2] Mahmut Selami Akın and Abdullah Okumuş, 'Shaping the Consumers' Attitudes towards Halal Food Products in Turkey', *Journal of Islamic Marketing*, 12.6 (2020), 1081–96 <https://doi.org/10.1108/JIMA-08-2019-0167>.

[3] Tatiek Nurhayati and Hendar Hendar, 'Personal Intrinsic Religiosity and Product Knowledge on Halal Product Purchase Intention: Role of Halal Product Awareness', *Journal of Islamic Marketing*, 11.3 (2020), 603–20 <https://doi.org/10.1108/JIMA-11-2018-0220>.

understanding and acceptance of halal food in non-Muslim markets. Despite increasing awareness and acceptance, there are still social and cultural barriers that influence perceptions of halal products. Education and marketing campaigns should be carried out to educate non-Muslim consumers about the benefits of halal food, not only from a religious perspective, but also health and hygiene[4].

Halal food decisions by Muslim consumers reflect a complex interaction between religious observance, personal preferences, and socio-economic influences. This decision process is not only influenced by compliance with sharia law but also by other factors that show how identity, health and global trends play a role in product selection. Islamic law sets clear guidelines regarding what is permitted (halal) and what is prohibited (haram). Muslim consumers actively seek out products that meet these criteria to ensure that their consumption is consistent with their religious beliefs[5]. Halal food decisions by generation Z Muslim consumers show a complex interaction between traditional values and the influence of modernity which has unique characteristics in terms of access to technology, social attitudes and consumption behavior. This affects the way they interact with halal products in an increasingly global and digital environment. Generation Z Muslim consumers in urban and suburban areas of Indonesia face a series of phenomena that occur in a rapidly changing social and technological context, where cultural norms, availability of information, and technological developments contribute to shaping their consumption behavior[6].

In urban and suburban areas, generation Z faces a multicultural and pluralistic environment which influences their perspective, including regarding food consumption. Awareness about halal products is not only influenced by religious beliefs, but also by broad and easy access to information via the internet and social media. This causes generation Z to have a high level of awareness of halal food and a tendency to check and validate this information independently. In urban and suburban environments that are often more cosmopolitan, more frequent intercultural interactions can influence acceptance and adaptation to halal food[7]. On the other hand, there is social pressure to maintain Muslim identity, which also influences their decisions in choosing halal food. Therefore, these factors must be considered in developing

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[4] Seyed Mehrshad Parvin Hosseini, Maryam Mirzaei, and Mohammad Iranmanesh, '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 (2020), 1225–43 <https://doi.org/10.1108/JIMA-02-2018-0043>.

[5] Heesup Han and others, 'Halal Food Performance and Its Influence on Patron Retention Process at Tourism Destination', *International Journal of Environmental Research and Public Health*, 18.6 (2021), 1–15 <https://doi.org/10.3390/ijerph18063034>.

[6] Christian Bux and others, 'Halal Food Sustainability between Certification and Blockchain: A Review', *Sustainability (Switzerland)*, 14.4 (2022), 1–18 <https://doi.org/10.3390/su14042152>.

[7] Fatya Alty Amalia, Adila Sosianika, and Dwi Suhartanto, 'Indonesian Millennials' Halal Food Purchasing: Merely a Habit?', *British Food Journal*, 122.4 (2020), 1185–98 <https://doi.org/10.1108/BFJ-10-2019-0748>.

effective marketing and education strategies to target generation Z Muslim consumers. In urban and suburban areas, the availability of halal products tends to be better compared to rural areas. However, generation Z is faced with the challenge of identifying products that are truly halal due to the increasing number of products that claim halal without clear certification[8].

Halal food purchasing decisions by Muslim consumers around the world reflect a complex mix of Halal Food Awareness and Halal Certification. Awareness of halal food refers to an individual's level of understanding and attention to the halalness of the food they consume. This is reflected in their knowledge of halal principles in Islam, as well as their willingness to ensure that the products they buy meet these halal standards. Awareness of halal food has an important role in shaping consumer purchasing decisions[9]. Awareness of halal food also increases the level of consumer confidence in these products. They believe that halal products have gone through processes that comply with Islamic halal standards, so they are safer and more reliable for consumption. Awareness of halal food has had a significant impact on the food

industry, especially in markets with large Muslim populations. Food manufacturers are starting to realize the importance of paying attention to halal aspects in their production to attract consumers who are increasingly aware of halal food. Consumers who are aware of halal food tend to choose halal products, have a higher level of trust, and can become loyal to brands that offer halal products[10].

Although awareness of halal food is often considered an important factor in purchasing decisions about halal food, in some cases there is a contradiction where this awareness may not have a significant influence on purchasing decisions. One of the main factors that can cause halal food awareness to not influence purchasing decisions is a lack of adequate knowledge about what actually constitutes halal food. Individuals may have awareness of the concept of halal food in general, but lack a deep understanding of halal principles[11]. Awareness of halal food also has no influence on purchasing decisions if there are no external incentives that encourage individuals to consider halal food. If individuals do not have a social or family environment that actively encourages them to choose halal products, then their

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[8] Sulistyodewi Nur Wiyono and others, 'The Embodiment of Muslim Intention Elements in Buying Halal Food Products: A Literature Review', *Sustainability (Switzerland)*, 14.20 (2022), 1–19 <https://doi.org/10.3390/su142013163>.

[9] Waseem Khan and others, 'Enablers of Halal Food Purchase among Muslim Consumers in an Emerging Economy: An Interpretive Structural Modeling Approach', *British Food Journal*, 122.7 (2020), 2273–87 <https://doi.org/10.1108/BFJ-08-2018-0528>.

[10] Iwan Vanany and others, 'Determinants of Halal-Food Consumption in Indonesia', *Journal of Islamic Marketing*, 11.2 (2020), 516–30 <https://doi.org/10.1108/JIMA-09-2018-0177>.

[11] Abdalla Mohamed Bashir, '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 (2020), 1295–1311 <https://doi.org/10.1108/JIMA-04-2018-0077>.

awareness of halal food may not be enough to influence purchasing decisions. Although awareness of halal food is considered important in the decision to purchase halal food, there are several factors that can cause the lack of influence of this awareness[12].

Lack of adequate knowledge, minimal availability of quality halal products, personal and cultural preferences of consumers, and the absence of external encouragement are several factors that may reduce the influence of halal food awareness on purchasing decisions. In the context of Generation Z Muslim consumers, there is an interesting phenomenon where the level of awareness of halal food does not always have a significant impact on their purchasing decisions[13]. Generation Z's religious identity tends to be more flexible and individualistic. Many of them interpret religious practices in a more personal way and in accordance with the modern and global context of their lives. This can deprioritize their choices[14].

Halal certification has become an important determining factor in food purchasing decisions among consumers who prioritize adherence to Islamic teachings. Halal certification, as an indicator indicating a product's compliance with Islamic law, not only confirms that the product is free from haram components, but also guarantees that the production process follows appropriate standards. A halal certificate is a guarantee for consumers that the products they consume are in accordance with the teachings of the Islamic religion. For many consumers, especially Muslims, ensuring the food they consume is halal is not just a preference, but a religious obligation[15]. This certificate confirms that the product does not contain alcohol, pork or derivative products, and that the animal has been slaughtered in accordance with Islamic law. The existence of a halal certificate increases consumer confidence in food products. With a halal certificate, consumers feel more confident that they are not inadvertently violating their religious norms. This trust is critical in building brand loyalty and influencing repeat purchase decisions. In a global context, where halal food is becoming increasingly popular, this certification provides manufacturers with an effective marketing tool to target Muslim and non-Muslim market segments who are conscious of the health and hygiene of food products[16].

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[12] Yong Hion Lim and others, 'Non-Muslim Consumers' Intention to Purchase Halal Food Products in Malaysia', *Journal of Islamic Marketing*, 13.3 (2022), 586–607 <https://doi.org/10.1108/JIMA-06-2020-0172>.

[13] Muhammad Muflih and Juliana Juliana, 'Halal-Labeled Food Shopping Behavior: The Role of Spirituality, Image, Trust, and Satisfaction', *Journal of Islamic Marketing*, 12.8 (2021), 1603–18 <https://doi.org/10.1108/JIMA-10-2019-0200>.

[14] Saira Naeem and others, 'Systematic Literature Review of Halal Food Consumption-Qualitative Research Era 1990-2017', *Journal of Islamic Marketing*, 11.3 (2020), 687–707 <https://doi.org/10.1108/JIMA-09-2018-0163>.

[15] Maria Martuscelli and others, 'Safety, Quality and Analytical Authentication of Halal Meat Products, with Particular Emphasis on Salami: A Review', *Foods*, 9.8 (2020) <https://doi.org/10.3390/foods9081111>.

[16] Jungmin Oh and Mina K. Kim, 'Effect of Alternative Preservatives on the Quality of Rice

However, there are situations where halal certificates do not have a significant effect on the decision to purchase halal food. Some consumers have strong preferences for certain brands that they have previously trusted without requiring a halal certificate. Previous positive experience with a particular product can reduce the need for a halal certificate as a determining factor. Generation Z has extensive access to information via the internet and social media. Information regarding the halalness of a product is often obtained from sources other than official halal certificates, such as online reviews, community forums, or influencers on social media. This can reduce the role of halal certificates as the main source of information[17]. Halal certification is no longer a major factor in purchasing decisions about halal food for Generation Z Muslim consumers, due to changes in the way they access information, skepticism towards traditional institutions, shifting values, and diversification of religious identity. The decreasing influence of halal certification on Generation Z's purchasing decisions raises questions about how certification bodies can adapt to the needs and expectations of this new generation. This includes modernizing communication methods, increasing the transparency of the certification process, or even working with influencers

and social media platforms to educate about the importance of halal products[18].

Research on halal food awareness and the role of halal certificates in purchasing decisions by Muslim consumers, especially generation Z, in urban and suburban areas of Lampung Province, offers a new and in-depth perspective in understanding halal consumption. This research explores more deeply the social and economic dynamics that influence halal food consumption behavior, especially among the younger generation. Lampung Province, with its geographical diversity encompassing both urban and sub-urban areas, offers a unique context for studying differences in consumer behavior in the context of halal food. Urban areas, which are often more cosmopolitan, offer greater access to information and certified halal products, compared to sub-urban areas which have more limited access[19]. In urban areas, the availability of certified halal products is more abundant, and this makes it easier for consumers to choose according to their needs and beliefs. Meanwhile, in sub-urban areas, although there is a desire to consume halal products, product availability and diversity can be very limited. This influences purchasing decisions, where halal certificates are considered less relevant if the choice of product itself is limited. Social interactions and

Cakes as Halal Food', *Foods*, 10.10 (2021), 1–9 <https://doi.org/10.3390/foods10102291>.

[17] Ilyas Masudin and others, 'Traceability System in Halal Procurement: A Bibliometric Review', *Logistics*, 6.4 (2022) <https://doi.org/10.3390/logistics6040067>.

[18] Andry Alamsyah, Naufal Hakim, and Ratih Hendayani, 'Blockchain-Based Traceability System to Support the Indonesian Halal Supply Chain Ecosystem', *Economies*, 10.6 (2022) <https://doi.org/10.3390/economies1006013 4>.

[19] Abid Haleem, Mohd Imran Khan, and Shahbaz Khan, 'Understanding the Adoption of Halal Logistics through Critical Success Factors and Stakeholder Objectives', *Logistics*, 5.2 (2021), 1–15 <https://doi.org/10.3390/logistics5020038>.

cultural norms also influence decision making regarding halal food[20].

In urban areas, social pressure and community norms encourage conformity to strict halal standards. On the other hand, in sub-urban areas, more traditional religious practices but more limited resources result in a more pragmatic approach to halal certification, where trust in local sellers or producers may predominate over the existence of a halal certificate[21]. These differences offer important insights for marketers and policymakers. In urban areas, marketing strategies that emphasize halal certification and product diversity may be more effective. Meanwhile, in sub-urban areas, an approach that focuses more on building trust and emphasizes product quality and safety could be more resonant. Policymakers also need to consider ways to increase access to certified halal products in sub-urban areas to meet diverse consumer needs[22].

The aim of this research is to look at aspects of halal food awareness and halal certificates in making decisions to purchase halal food for Generation Z Muslim consumers in urban and sub-urban areas. The aim to be achieved in this research is that this research will measure and analyze the level of awareness of Generation Z Muslim consumers in urban and suburban areas of Lampung Province regarding halal food. This will include their understanding of the concept of halal food, factors that influence their perception of the halalness of a product, as well as their knowledge of halal certificates. Based on the research results, the final objective is to provide strategic recommendations for producers, retailers, government and other stakeholders in increasing halal food market penetration in the region. These recommendations could include more effective marketing strategies, increased transparency and quality of halal certification, as well as policies that support the growth of the halal food industry at the local level. Thus, it is hoped that this research can provide a better understanding of the dynamics of consumer behavior and the factors that influence halal food purchasing decisions among Generation Z Muslim consumers in urban and suburban areas of Lampung Province.

This research will provide a significant contribution to the study of sharia economic law, especially in the context of consumers' understanding of the principles of halal food in Islam. Through analysis of halal food awareness and halal certificates in purchasing decision making, this research can provide new insights into how sharia economic principles are reflected in the behavior of Generation Z Muslim consumers in urban and suburban areas of Lampung Province. This research will provide a deeper understanding of

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[20] Anjar Windarsih and others, 'The Metabolomics Approaches Based on LC-MS/MS for Analysis of Non-Halal Meats in Food Products: A Review', *Agriculture (Switzerland)*, 12.7 (2022) <https://doi.org/10.3390/agriculture12070984>.

[21] Windarsih and others.

[22] Haruna Babatunde Jaiyeoba, Moha Asri Abdullah, and Abdul Razak Dzuljastri, 'Halal Certification Mark, Brand Quality, and Awareness: Do They Influence Buying Decisions of Nigerian Consumers?', *Journal of Islamic Marketing*, 11.6 (2020), 1657–70 <https://doi.org/10.1108/JIMA-07-2019-0155>.

the concept of halal in Islam from a sharia economic perspective. By identifying factors that influence consumer awareness of halal food, this research can help strengthen understanding of the importance of halal in the context of sharia economics. Apart from theoretical contributions, this research will also provide important practical contributions in the development of sharia economics and the halal food industry in urban and suburban areas of Lampung Province.

This research uses quantitative methodology and uses associative analysis to test the direct relationship factors between the independent variables and the dependent variable, thereby influencing the nature or direction of the relationship between these variables. The results of statistical analysis will inform whether the relationship between the variables studied is statistically significant and what the characteristics of this relationship are [23]. There are two types of variables that play a role here: The independent variable, namely awareness of halal food and halal certificates, and the dependent variable, namely the decision to purchase halal food. The research period was carried out in the period January to May 2024. The research was carried out in two Urban and Sub-Urban areas in Lampung Province which included urban areas, namely Bandar Lampung City and Metro City, while sub-urban areas were South Lampung Regency and Pesawaran Regency. Primary data is data collected directly from individuals participating in research and subsequently used. Using a purposive sampling technique with certain considerations, namely: Respondents are Generation Z where individuals were born between 1997 and 2012 AD, Respondents are Muslim, Respondents have various levels of education from high school to college, Respondents include men and women, Respondents live in urban and sub-urban areas of Lampung Province, namely two urban areas (Bandar Lampung City, Metro City) and two sub-urban areas (South Lampung Regency, Pesawaran Regency).[24] And[25] states that a suitable sample size in research is between 30 and 500 samples. Therefore, based on the sampling technique and theory, the sample used and representative in this research is 150 Generation Z Muslim consumers in the Urban area in Lampung Province and 150 Generation Z Muslim consumers in the Sub-Urban area in Lampung Province so that the total is 300 respondents. Access to Google Forms was used for the data collection process, and a Likert Scale was used to evaluate the indicators.

Table 1: Operational Definition of Variables

No	Variable	Dimensions	Scale
1.	Halal Food Awareness (X1)	Understanding Halal Concepts	Ordinal
		Product Conformity with Religious Values	
		Brand Reputation	
		Social and Cultural Influences	

[23] Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif Dan Kombinasi (Mixed Method)* (Bandung : Alfabeta, 2017).

[24] Bougie and Now (2019)

[25] Roscoe (1975)

2.	Halal Certificate (X2)	Label and Information Accuracy	Ordinal
		Quality and Safety Guarantee	
		Reputation of the Certification Body	
		Manufacturer Compliance with Halal Standards	
3.	Halal Food Purchasing Decisions (Y)	Product quality	Ordinal
		Price	
		Product Accessibility	
		Brand Reputation	
		Product Information	

Data analysis in this research was carried out using the SmartPLS 3.0 statistical program. Statistical findings are obtained by running outer model and inner model tests on the processed data. Validity assessment in the context of convergent validity measuring tools includes analysis of factor loadings of latent variables. Validity is ensured when the resulting data produces factor loadings that exceed the criterion of 0.70. Reliability evaluation was carried out by assessing Cronbach's Alpha coefficient and Composite reliability statistics, using a minimum acceptable threshold of 0.70 for data validity. Both methods require a data validity level that exceeds 0.70. When assessing the quality of internal model fit, researchers often analyze the R-Square statistic. Models with larger R-Squared values are considered superior in their ability to account for fluctuations in the dependent variable, thus showing better performance[26].. The coefficient of determination, R^2, must exceed 0.2. This level of explanation is quite basic. The explanatory power of this model is not very large, as indicated by the R-squared value of greater than 0.25. R^2 values greater than 0.50 are considered sufficient for analyzing many settings. The R-squared value is greater than 0.75. The level of explanation provided is often seen as important and influential within a particular analytical framework. During the hypothesis testing process, researchers often test the p-value and t-statistic. A p value was considered statistically significant if it was below the threshold of 0.05. If the p value of the test findings is less than 0.05, then the results are considered statistically significant. A t-statistic value of 1.96 is considered statistically significant at the 0.05 level for a two-sided test[27].

▪ **Discussion**

1. Validity Test Results

Validity testing is an important process used to verify that a research instrument actually measures the variables it is intended to measure. Validity refers to the level of accuracy of a measuring

[26] Joseph F. Hair Marko Sarstedt, Christian M. Ringle, *Partial Least Squares Structural Equation Modeling* (Springer Nature : Switzerland, 2020) <https://doi.org/10.1007/978-3-319-05542-8>.

[27] Suryani Hendriyadi, *Structural Equation Modeling : CB-SEM Dan PLS-SEM Aplikasi Lisrel Dan Smart PLS* (Yogyakarta : Magistra Insania Press, 2019).

instrument in carrying out its function. In the context of research, validity tests help determine whether there is adequate correspondence between what the researcher intends to measure and what the instrument actually measures. This process is vital because it helps ensure that the conclusions drawn from the research are valid and trustworthy. Validity is not only important in the design stage of measuring instruments but also in the interpretation of research results. Insufficient

validity can lead to misinterpretations and inaccurate conclusions, potentially leading to incorrect policies or practices. Therefore, validity must be consistently reviewed and updated as measuring instruments are used in different contexts or populations. This continuity ensures that the instruments remain relevant and accurate in measuring the specified variables, maintaining scientific integrity in the research.
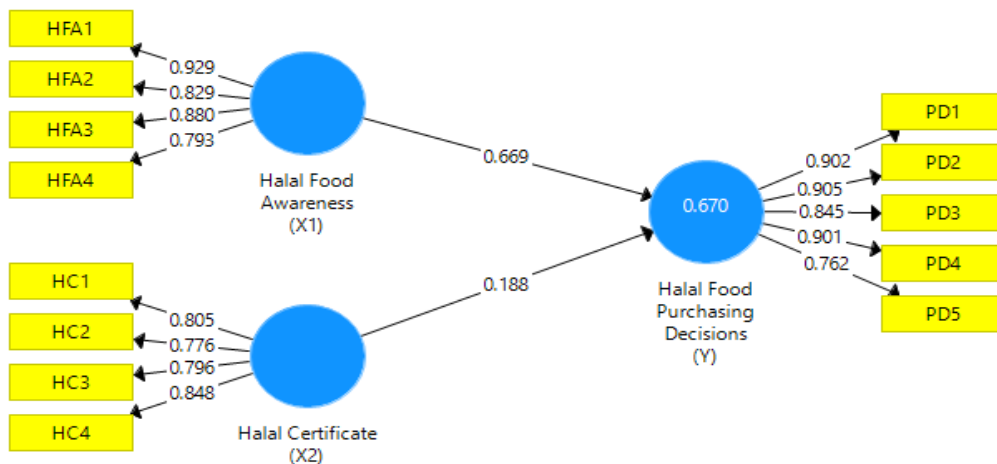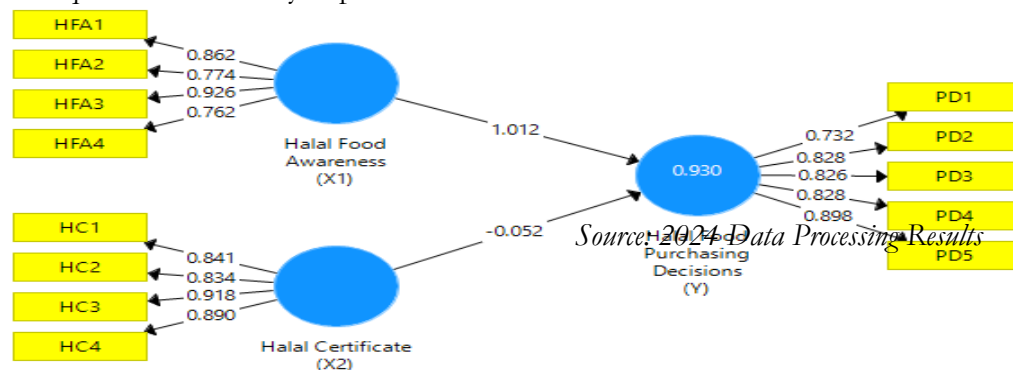

Source: 2024 Data Processing Results

Figure 1. Test Results of the Urban Area Measurement Model in Lampung Province

In the context of academic inquiry, conducting validity tests on questionnaire questions is a critical process that cannot be ignored. The main goal of validity testing is to ensure that each question in the questionnaire truly represents and

measures the targeted construct. This is very important to produce reliable and valid data for further analysis. The validity test is the basis for assessing the effectiveness of the questions in the questionnaire in collecting relevant information and in accordance with the stated research objectives.

Source: 2024 Data Processing Results

Figure 2. Test Results of the Measurement Model for Sub-Urban Areas in Lampung Province

One of the main aspects of validity testing is content validity. This refers to the extent to which the elements in a measuring instrument cover all relevant aspects of the construct being measured. In the context of a questionnaire, this means checking whether the questions asked adequately reflect and measure the concept to be investigated. This process usually involves assessment by a panel of experts who evaluate each item in the questionnaire to ensure that it is relevant and represents the conceptual domain of the research. In this context, researchers need to verify that the questionnaire is able to measure the theoretically intended construct. This is done by testing the theoretical relationship between the questions in the questionnaire and other constructs that have been researched previously. This may involve confirmatory factor analysis to determine whether the factorial structure of the questionnaire is consistent with what would be expected based on existing theory.

Table 2: Results of Validity Test Implementation for Urban Areas in Lampung Province

Variable	Dimensions	Loading Value	Information
Halal Food Awareness (X1)	HFA.1	0.929	Valid
	HFA.2	0.829	Valid
	HFA.3	0.880	Valid
	HFA.4	0.793	Valid
Halal Certificate (X2)	HC.1	0.805	Valid
	HC.2	0.776	Valid
	HC.3	0.796	Valid
	HC.4	0.848	Valid
Halal Food Purchasing Decisions (Y)	PD.1	0.902	Valid
	PD.2	0.905	Valid
	PD.3	0.845	Valid
	PD.4	0.901	Valid
	PD.5	0.762	Valid

Source: 2024 Data Processing Results

The results of the validity test can be seen in Table 2 which shows that the indicators for each variable are Halal Food Awareness (X1), Halal Certificate (X2) and Halal Food Purchasing Decisions (Y) among Generation Z Muslim consumers in Urban Areas in Lampung Province which includes Bandar City. Lampung and Metro City all show values above 0.70. Therefore, this value significantly shows the high level of validity of each indicator in measuring the construct in question. A value of more than 0.70 indicates that the questions in the questionnaire are able to measure the construct well, demonstrating strong convergent validity. Convergent validity is achieved when a large amount of the variance of an indicator is explained by the construct it measures. In this case, a high score confirms that these indicators effectively reflect the construct intended in this research, namely halal food awareness, halal certificates, and

halal food purchasing decisions. Finally, the high value in the validity test in Table 2 shows that the measuring instrument used in this study is able to produce reliable data for further analysis. The valid results provide a strong basis for policy recommendations and strategies developed based on these findings, especially in increasing awareness and understanding of halal food and its influence on purchasing decisions among Generation

Z Muslim consumers. The use of instruments that have been tested for validity helps in obtaining a valid understanding more in-depth and meaningful insight into market dynamics and can inform policymakers and practitioners in designing more effective interventions.

Table 3: Results of Validity Test Implementation in Sub-Urban Areas of Lampung Province

Variable	Dimensions	Loading Value	Information
Halal Food Awareness (X1)	HFA.1	0.862	Valid
	HFA.2	0.774	Valid
	HFA.3	0.926	Valid
	HFA.4	0.762	Valid
Halal Certificate (X2)	HC.1	0.841	Valid
	HC.2	0.834	Valid
	HC.3	0.918	Valid
	HC.4	0.890	Valid
Halal Food Purchasing Decisions (Y)	PD.1	0.732	Valid
	PD.2	0.828	Valid
	PD.3	0.826	Valid
	PD.4	0.828	Valid
	PD.5	0.898	Valid

Source: 2024 Data Processing Results

The validity test results listed in Table 3 show a score greater than 0.70 for each indicator measuring the variables Halal Food Awareness (X1), Halal Certificate (X2), and Halal Food Purchasing Decisions (Y) among Generation Z Muslim consumers in sub-urban area of Lampung Province, which includes South Lampung Regency and Pesawaran Regency. This score provides strong evidence that the instrument used in this study has high convergent validity. Convergent validity here shows that the indicators used are able to consistently measure the intended variables, with most of the variance in each indicator explained by the respective variables. This high validity

score also confirms that the questions in the questionnaire are well designed and can be properly understood by respondents. Respondents' ability to understand questions accurately is key to collecting valid and reliable data. With questions designed according to the context and information needs, the questionnaire can produce reflective and in-depth responses about the issues studied, namely halal food awareness, the influence of halal certificates, and the dynamics of halal food purchasing decisions.

Table 4: Results of Reliability Test Implementation for Urban and Sub-Urban Areas in Lampung Province

Variable	Cronbach's Alpha	Composite Reliability
Urban Area of Lampung Province		
Halal Food Awareness (X1)	0.883	0.918
Halal Certificate (X2)	0.821	0.882
Halal Food Purchasing Decisions (Y)	0.915	0.937
Sub-Urban Area of Lampung Province		
Halal Food Awareness (X1)	0.851	0.901
Halal Certificate (X2)	0.894	0.927
Halal Food Purchasing Decisions (Y)	0.881	0.913

Source: 2024 Data Processing Results

The reliability test results described in Table 4 show very encouraging values regarding the internal consistency of the research instruments used in measuring variables such as Halal Food Awareness (X1), Halal Certificate (X2), and Halal Food Purchasing Decisions (Y) among Generation Z Muslim consumers in urban areas in Lampung Province, namely Bandar Lampung City and Metro City. Cronbach's Alpha and Composite Reliability coefficients are two important measures in determining the reliability of an instrument, with high values on these two measures indicating a good level of consistency in the responses given by respondents to each item in the questionnaire. In more detail, the variable Halal Food Awareness (X1) achieved a Cronbach's Alpha coefficient of 0.883 and a Composite Reliability coefficient of 0.918. Likewise, the Halal Certificate variable (X2) obtained a Cronbach's Alpha coefficient of 0.821 and a Composite Reliability coefficient of 0.882. The variable that represents the Halal Food Purchasing Decision (Y) among Generation Z Muslim consumers in Urban Areas in Lampung Province, namely Bandar Lampung City and Metro City, obtained a Cronbach's Alpha coefficient of 0.915 and a Composite Reliability score of 0.937. These values indicate that the instrument used to measure how the decision to purchase halal food made by Generation Z Muslim consumers in the region is very reliable. This high reliability value supports the validity of the measurement and ensures that variations in responses can be accurately attributed to variations in the purchasing decision behavior being measured.

The findings presented in Table 6 regarding the reliability test results for the variables studied provide a very positive indication regarding the reliability of the research instruments used. Specifically, the Halal Food Awareness Variable (X1) achieved a Cronbach's Alpha coefficient of 0.851 and a Composite Reliability coefficient of 0.901. Likewise, the Halal Certificate variable (X2) obtained a

Cronbach's Alpha coefficient of 0.894 and a Composite Reliability coefficient of 0.927. The variable that represents the Halal Food Purchasing Decision (Y) among Generation Z Muslim consumers in the Sub-Urban Region in Lampung Province which includes South Lampung Regency obtained a Cronbach's Alpha coefficient of 0.881 and a Composite Reliability score of 0.913, this provides evidence of a high reliability value for all the main variables in this study provide strong empirical support for the consistency

and reliability of the questionnaire used. Accuracy in measuring this variable allows researchers to make more precise inferences regarding how and why consumers choose halal food products. Overall, these findings provide empirical support for the high level of reliability and consistency of the questionnaire used in the study. With a high reliability coefficient, this research can confidently claim that the data obtained is an accurate representation of the construct it is intended to measure.

Table 5: Structural Model Test Results for Urban and Sub-Urban Areas in Lampung Province

Variable	Original Sample	T – Statistics	P – Value
Urban Area of Lampung Province			
Halal Food Awareness (X1) -> Halal Food Purchasing Decisions (Y)	0.669	9.533	0.000
Halal Certificate (X2) -> Halal Food Purchasing Decisions (Y)	0.188	2.768	0.006
Sub-Urban Area of Lampung Province			
Halal Food Awareness (X1) -> Halal Food Purchasing Decisions (Y)	1.012	19.239	0,000
Halal Certificate (X2) -> Halal Food Purchasing Decisions (Y)	-0.052	0.909	0.364

Source: 2024 Data Processing Results

The results of testing the structural model as shown in Table 5 show that the Halal Food Awareness construct (X1) has a significant positive relationship with the decision to purchase halal food (Y) among Generation Z Muslim consumers in

urban areas in Lampung Province which includes Bandar Lampung City and Metro City. The original sample numerical coefficient is 0.669 with a t-statistic value of 9.533. This t-statistic value exceeds the critical value of 1.96 which indicates the existence of a

statistically significant relationship. Furthermore, the p value associated with this relationship is 0.000, which is below the 0.05 level of significance. Therefore, it can be concluded that awareness of halal food influences the decision to purchase halal food among Generation Z Muslim consumers in Urban Areas in Lampung Province.

The research findings show that halal certificates (X2) on the decision to purchase halal food (Y) among Generation Z Muslim consumers in Urban Areas in Lampung Province which includes Bandar Lampung City and Metro City obtained an original sample numerical coefficient of 0.188 with a t-statistic value of 2.768. This t-statistic value exceeds the critical value of 1.96 which indicates the existence of a statistically significant relationship. Furthermore, the p value associated with this relationship is 0.006, which is below the 0.05 level of significance. Therefore, it can be concluded that halal certificates influence the decision to purchase halal food among Generation Z Muslim consumers in urban areas in Lampung Province.

The results of the research show that awareness of halal food (X1) on the decision to purchase halal food (Y) among Generation Z Muslim consumers in the Sub-Urban Region in Lampung Province which includes South Lampung Regency and Pesawaran Regency obtained an original sample numerical coefficient of 1.012 with a t-statistic value amounting to 19,239. This t-statistic value exceeds the critical value of 1.96 which indicates the existence of a statistically significant relationship. Furthermore, the p value associated with this relationship is 0.000, which is below the 0.05 level of significance. Therefore, it can be concluded that awareness of halal food influences the decision to purchase halal food among Generation Z Muslim consumers in the Sub-Urban Region in Lampung Province.

The research findings show that the halal certificate (X2) on the decision to purchase halal food (Y) among Generation Z Muslim consumers in the Sub-Urban Region in Lampung Province which includes South Lampung Regency and Pesawaran Regency obtained an original sample numerical coefficient of -0.052 with a t-statistic value of 0.909. This t-statistic value does not exceed the critical value of 1.96 which indicates the absence of a statistically significant relationship. Furthermore, the p value associated with this relationship is .364, which is above the .05 significance level. Therefore, it can be concluded that halal certificates do not influence the decision to purchase halal food among Generation Z Muslim consumers in Sub-Urban Areas in Lampung Province.

Table 6: Structural Model Test Results for Urban and Sub-Urban Areas in Lampung Province

Variable	R Square	Adjusted R Square
Urban Area of Lampung Province		
Halal Food Purchasing Decisions (Y)	0.670	0.666
Sub-Urban Area of Lampung Province		
Halal Food Purchasing Decisions (Y)	0.930	0.929

Source: 2024 Data Processing Results

The test results show that the variable R-square value as shown in Table 6 shows an increase of 67.0% or 0.670. This shows that there is a correlation of 67.0% between variables, thus indicating that there is a significant relationship between the independent variable (X) and the dependent variable (Y). This research reveals that the variables of halal food awareness (X1) and halal certificate (X2) contribute 67.0% of the total influence on the decision to purchase halal food (Y) among Generation Z Muslim consumers in Urban Areas in Lampung Province which includes the City of Bandar Lampung and Kota Metro. The remaining 33.0% was caused by other variables not considered in this study.

The findings show that the variable R-square value as shown in Table 8 shows an increase of 93.0% or 0.930. This shows that there is a correlation of 67.0% between variables, thus indicating that there is a significant relationship between the independent variable (X) and the dependent variable (Y). This research reveals that the variables of halal food awareness (X1) and halal certificate (X2) contribute 93.0% of the total influence on the decision to purchase halal food (Y) among Generation Z Muslim consumers in the Sub-Urban Region in Lampung Province which includes South Lampung Regency. and Pesawaran Regency. The remaining 7.0% is caused by other variables not considered in this study.

2. **Halal Food Awareness on Halal Food Purchasing Decisions of Generation Z Muslim Consumers in Urban Areas**

The research results provide the fact that awareness of halal food influences halal food purchasing decisions among Generation Z Muslim consumers in urban areas in Lampung Province, namely Bandar Lampung City and Metro City, this is because understanding the halal concept is a strong basis for making purchasing decisions. Generation Z consumers who have a deeper understanding of what halal is not only look at the aspect of halal ingredients, but also the production process that does not involve haram elements. This shows that effective education regarding halal standards can increase consumer confidence in choosing these products. In both cities, educational and promotional programs about the importance of halal food have increased their knowledge and changed their attitudes in choosing products. The compatibility of the product with religious values is another important factor. Products that are not only halal, but also demonstrate Islamic values through packaging and marketing, tend to be preferred. This is because the product not only meets the physical requirements of halalness, but also resonates with the consumer's religious identity and beliefs. This factor is very relevant considering the characteristics of Generation Z who tend to seek authenticity and personalization in their consumption.

Brand reputation is an important key in influencing purchasing decisions. Brands that are known to be committed to halal standards and consistently demonstrate integrity in maintaining the quality of their products are more easily accepted by the public. This reputation helps reduce consumer uncertainty regarding the halalness of products and strengthens confidence that what they consume is in accordance with religious teachings. Social and cultural influences also play an integral role. In

the context of a heterogeneous urban society such as in Bandar Lampung City and Metro City, interactions between groups and social media have a big impact on the dissemination of halal food information and trends. In particular, recommendations from family and peers are a strong motivating factor in choosing halal products. This suggests that social and cultural factors play a role not only in spreading awareness but also in confirming and strengthening purchasing decisions based on shared norms and values. These results demonstrate the complexity and depth of how religious and social values interact in the modern consumer economy. These findings are not only relevant for marketers targeting this segment but also for policy makers and stakeholders in the halal food sector to formulate more effective and inclusive strategies.

3. **Halal Certificates on Halal Food Purchasing Decisions of Generation Z Muslim Consumers in Urban Areas**

The research results provide the fact that halal certificates influence the decision to purchase halal food among Generation Z Muslim consumers in Urban Areas in Lampung Province, namely Bandar Lampung City and Metro City, this is because the accuracy of labels and information on halal food products is proven to be an important factor in the decision making process. purchase. Generation Z consumers, who are known for their ability and tendency to verify information, tend to check the correctness of halal labels on products. Accurate and informative labels not only guarantee product halalness but also provide transparency regarding the origin and composition of the product. This is

important because it gives consumers confidence that they are complying with religious commands in their food consumption. The quality and safety guarantee offered by a halal certificate is a major consideration in purchasing. A halal certificate is often considered a sign that a product not only complies with Islamic law, but is also produced to high quality standards. This creates the perception that halal products are cleaner, healthier and safer compared to products that do not have a halal certificate. This perception is very attractive to the younger generation who are very concerned about health and food safety issues.

The reputation of the institution that provides halal certification also influences consumer trust. Certification institutions such as the Halal Product Guarantee Organizing Agency (BPJH) as one of the supporting elements in the Ministry of Religion of the Republic of Indonesia which is under and responsible to the Minister of Religion who is tasked with carrying out the implementation of halal product guarantees in accordance with the provisions of statutory regulations are considered to have high standards and integrity in its implementation will increase consumer confidence in all the products they certify. In this context, certification bodies that have a good reputation in the eyes of the public tend to increase the effectiveness of halal labels as a marketing tool, which directly increases consumer trust and purchasing tendencies. Manufacturers' compliance with halal standards is not only an ethical responsibility but also a critical component that influences consumer purchasing decisions.

Manufacturers who consistently follow the rules and standards set in halal food production demonstrate their commitment to quality and integrity. This establishes a positive image and increases consumer trust, which is critical in influencing the choices of younger generations, who tend to seek authenticity and integrity in the brands they support.

Halal certification has a deep and multifaceted impact on halal food purchasing decisions among Generation Z Muslim consumers in urban areas in Lampung Province. Through aspects such as information accuracy, quality assurance, reputation of the certification body, and manufacturer compliance with halal standards, this certificate not only increases consumer confidence but also helps in formulating a broader consumer identity that is related to religious and ethical values in choices. their food.

4. Halal Food Awareness on Halal Food Purchasing Decisions of Generation Z Muslim Consumers in Sub-Urban Areas

The results of the research provide the fact that awareness of halal food influences the decision to purchase halal food among Generation Z Muslim consumers in Sub-Urban Regions in Lampung Province, namely South Lampung Regency and Pesawaran Regency, this is due to Generation Z, which is known for its access to information and tendency to interact. widely through technology, showing a different approach to the consumption of halal products compared to previous generations. An in-depth understanding of the concept of halal is very important in this community, where halal products are not only limited to

aspects that are free from haram elements, but also include production processes that are in accordance with Islamic ethics. Product compatibility with religious values is another important factor influencing purchasing decisions among this generation. Products that not only meet halal requirements but also support values such as fairness, cleanliness and general welfare, often become more attractive. This link between products and religious values not only increases consumer confidence but also strengthens their religious identity. In suburban contexts, where communities are more closely knit and social interactions are often more intense, products that align with religious values have a strong resonance.

Brand reputation in the context of halal food is also very crucial. Brands that are considered consistent in maintaining halal standards and have a good history of maintaining quality are often seen as more favourites. This reputation is driven not only by product quality, but also by transparency, brand communication, and the company's ability to interact with its community. In South Lampung and Pesawaran districts, brands that have succeeded in building strong relationships with local communities tend to be more successful in gaining customer trust and loyalty. Social and cultural influences cannot be ignored in the analysis of halal food purchasing decisions. In sub-urban areas, where the younger generation is often still very tied to group traditions and norms, the influence of the family and social environment becomes very dominant. Endorsements from community figures or certain social groups can be significant in shaping perceptions and

preferences for halal products. Additionally, social media has become a powerful tool for social influence, reinforcing or even changing norms and expectations regarding the consumption of halal products. Overall, awareness about halal food in Sub-Urban areas in Lampung Province shows that the factors understanding the halal concept, product conformity with religious values, brand reputation, have a significant role in shaping Generation Z's purchasing decisions. This analysis highlights the need for a more innovative marketing approach. holistic and community-based, which not only respects halal aspects but also actively supports the values valued by local communities

5. Halal Certificate on Halal Food Purchasing Decisions of Generation Z Muslim Consumers in Sub-Urban Areas

The results of the research provide the fact that halal certificates do not influence the decision to purchase halal food among Generation Z Muslim consumers in Sub-Urban Regions in Lampung Province, namely South Lampung Regency and Pesawaran Regency, this shows that Generation Z consumers in Lampung sub-urban areas tend to be less Pay attention to the details of the halal certificate listed on the product packaging. They rely more on brand recognition and information circulating through communities or social media rather than actively searching for and verifying halal labels on products. This shows that the trust factor in the brand and information from word of mouth is more dominant than the existence of an accurate halal label. Guaranteeing product quality and safety is also a major consideration.

Although a halal certificate is an indication that a product meets halal standards, Generation Z also needs proof and assurance that the product was produced following high safety and quality standards. This is not only related to the halal ingredients used, but also to the hygienic and ethical production process, which shows the producer's concern for the health and welfare of consumers.

The reputation of halal certification institutions is also questioned and assessed by consumers. They tend to prefer products that are certified by reputable and widely recognized institutions. This reputation helps increase consumer confidence in the validity of the halal certificates issued. Institutions with transparent procedures and a clear history in carrying out certification tend to be more trusted by Generation Z consumers. Manufacturers' compliance with halal standards is also critical in influencing purchasing decisions. Generation Z has a tendency to research and ensure that producers do not just obtain a halal certificate as a formality, but actually implement halal principles in every stage of production. This includes the use of halal raw materials, production processes that are not contaminated with non-halal products, and business ethics that are in accordance with Islamic teachings. This research confirms that halal certificates are not the main factor that determines the decision to purchase halal food by Generation Z Muslim consumers in the sub-urban areas of Lampung Province. This shows the importance of other aspects besides certification in building consumer trust and satisfaction in choosing halal products.

▪ Conclusion

Awareness of halal food influences the decision to purchase halal food among Generation Z Muslim consumers in urban areas in Lampung Province, namely Bandar Lampung City and Metro City, this is because understanding the halal concept is a strong basis for making purchasing decisions. Generation Z consumers who have a deeper understanding of what halal is not only look at the aspect of halal ingredients, but also the production process that does not involve haram elements. Halal certificates influence the decision to purchase halal food among Generation Z Muslim consumers in urban areas in Lampung Province, namely Bandar Lampung City and Metro City, this is because the accuracy of labels and information on halal food products has proven to be an important factor in the purchasing decision making process. Generation Z consumers, who are known for their ability and tendency to verify information, tend to check the correctness of halal labels on products.

Awareness of halal food influences the decision to purchase halal food among Generation Z Muslim consumers in the Sub-Urban Region in Lampung Province, namely South Lampung Regency and Pesawaran Regency, this is because Generation Z, which is known for its access to information and tendency to interact widely through technology, shows a different approach to the consumption of halal products compared to previous generations. Halal certificates do not influence the decision to purchase halal food among Generation Z Muslim consumers in Sub-Urban Regions in Lampung Province, namely South Lampung Regency and Pesawaran Regency. This shows that Generation Z consumers in sub-urban areas of Lampung tend not to pay much attention to the details of halal certificates. stated on the product packaging. They rely more on brand recognition and information circulating through communities or social media rather than actively seeking and verifying halal labels. This research provides significant contributions in both theoretical and practical contexts. Theoretically, this research provides new insights into how Muslim consumers integrate religious values in their consumption choices, filling a gap in existing literature that often focuses more on economic and social factors. This study contributes to the understanding of religious-based decision-making models, which are very relevant in the context of global markets with high religious diversity. This research shows how religious norms and halal symbols interact with other factors such as accessibility and knowledge, shaping consumption patterns. By focusing on Generation Z, this research offers important insights into how young people growing up in the era of digital and globalization shape and modify consumption traditions in the context of religiosity. This enriches the literature on generational influences on consumption behavior, especially in non-western settings.

Practically, the findings from this research are very useful for companies that want to target Muslim consumers, especially Generation Z in urban and sub-urban areas. Understanding the importance of halal certification and how this influences purchasing decisions can help companies

design more effective marketing campaigns that emphasize the halal aspects of their products. This research provides a strong basis for the development of public policies and regulations related to the marketing and labeling of halal food. Governments can use these findings to ensure that halal certification is delivered in a way that increases consumer confidence and meets their information needs, especially in regions with limited access to certified halal products. These findings also suggest the need for stronger consumer education programs targeting young Muslim consumers, informing them about the importance of halal certificates and how to verify the authenticity of such certificates. This is especially important in the digital age where information is easily available but also easily misinterpreted. Through these theoretical and practical contributions, research on halal food awareness and halal certification helps expand our understanding of consumption dynamics among young Muslim consumers and directs integrated efforts between industry, government, and community stakeholders in meeting their needs and expectations.

Research that focuses on Lampung Province, especially in urban and sub-urban areas, may not reflect conditions in other regions in Indonesia, because each region has different socioeconomic and cultural characteristics that can influence awareness and purchasing decisions. Therefore, it is recommended that further research discuss all provinces in Indonesia as well as urban and sub-urban areas in Southeast Asian countries. The characteristics of Generation Z, known for their high technological adaptation and rapidly changing values, may have influenced the research results. Therefore, this research requires regular period updates to capture trends and changes in preferences and behavior. With the increasing use of technology and digital platforms by Generation Z, this research may not have fully explored how technology influences halal food purchasing decisions. Future research could integrate these aspects to see their influence on purchasing decisions. Overall, while this research provides important insights into the influence of halal food awareness and certification on halal food purchasing behavior by Generation Z Muslim consumers, there are limitations that require further exploration to gain a more comprehensive and applicable understanding in the future.

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