

## Extended Theory Of Planned Behaviour: Investigating Halal Food Purchasing Decisions On Tokopedia E-Commerce In Indonesia

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### ABSTRACT

*This study aims to understand the influence of halal food purchase decisions on Tokopedia e-commerce. The model applied involves five independent variables, three variables adopted from the Theory Of Planned Behaviour (TPB) namely attitude, subjective norms and perceived behavioural control and two additional variables namely, halal awareness and lifestyle, as well as one variable that acts as a moderating variable namely religiosity. Furthermore, the dependent variable is only one, namely, the purchase decision. This research was conducted using a quantitative approach with variant-based Structural Equation Model (SEM-PLS) analysis techniques. The data source used is primary data with a sample size of 250 respondents throughout Indonesia, the data was obtained by distributing questionnaires. The test results showed that all variables were significant with a positive direction at 5% alpha. On the other hand, testing the first moderation model, namely the halal awareness variable on purchasing decisions, shows insignificant results or does not contribute because the P-value is greater than the critical value ( $0.312 > 0.05$ ). The second moderation test, namely, the lifestyle variable on purchasing decisions which shows significant results in a negative direction or contributes to weakening with a P-value smaller than the critical value ( $0.039 < 0.05$ ) and a regression coefficient value of -0.094.*

## INTRODUCTION

The halal industry is no longer just an addition to a country's economic growth, but has become an integral component in the nation's economic development (sukoso et al., 2020). Currently, the halal industry is no longer limited to the food sector but has expanded its scope to include fashion, cosmetics, medicines, medical equipment and equipment as well as service sector components such as business travel, marketing, print and electronic media (Azam & Abdullah, 2020). In 2021, the *State of Global Islamic Report* reported that the world's Muslim community spends around USD 2.2 trillion in consuming halal products, this figure is projected to soar to USD 2.8 trillion by 2025 with an annual growth rate of 7.5%. More

details mentioned in the same official publication that the development of the world halal industry shows a positive trend in various segments, such as halal food and beverages with a total expenditure of USD 1.369 trillion, followed by halal fashion products of USD 283 billion, media and entertainment of USD 220 billion, then tourism and travel business of USD 189 billion, and other lifestyle products that support halal lifestyle behaviour such as spending on cosmetics and medicinal products amounting to USD 64 billion and USD 92 billion, respectively.

The large contribution of halal shopping in the world today is suspected due to the increasing understanding of halal products at the level of community groups, both Muslim and non-Muslim (Nugroho & Anwar, 2020). Halal products are considered to be used as quality standards for a product by Muslim and non-Muslim consumers because it is believed to be a reference for quality assurance, health, cleanliness and safety by consumers (Kurniaputri, 2020); (Pramintasari & Fatmawati, 2017). In addition, another factor that is key to halal growth is the increasing world Muslim population (sukoso et al., 2020)

Currently, the world's Muslim population ranks second with a population of more than 2 billion individuals and is expected to become the religion with the most followers in the world by 2050 (*worldpopulationreview*, 2023). This growth will certainly have a positive impact on the development of the sharia-based economy and the growth of the halal industry and increase demand for halal goods and services (Rahmawati & Musthofa, 2023) The development of the growth of the world halal industry is also followed by the development of the halal industry in the country. In 2020, the total consumption of Indonesian people for halal products is USD 184 billion (sukoso et al., 2020) However, this figure is still relatively small when compared to the population of Indonesia which reaches 278.8 million people with the largest Muslim population in the world (Darmawan et al., 2022; Kementerian Perencanaan Pembangunan Nasional, 2018)

Talking about the halal industry, (Al-Qardhawi, 2014) explained that the *term* halal means a matter that is allowed and given permission by religion, So, the concept of halal in the context of the industry can be interpreted by all segmentations of commodities or products that are allowed by Islamic religious rules to be produced, distributed and consumed. Halal is the main thing for Muslims, Muslims are called upon not only to consume but also to produce and distribute a product with halal and *toyyib* as stated in surah Al-Baqarah verse 168, where Islam requires its people to consume products that are halal and *thayyiba* (Hasan, 2004)

Discussing further about halal food consumption will not be separated from the discussion about shifting consumption patterns. Nowadays along with the progress of the times and technology, along with the development of the internet makes a new trend in buying and selling transactions. Buying and selling transactions between producers and consumers are no longer always with direct meetings. One form that is often found is buying and selling transactions online or e-commerce. People in urban and rural areas make shopping in e-commerce an option in obtaining goods because it is considered easier, cheaper and a variety of choices (Herman, 2013)(Herman, 2013)(Rachmarwi, 2018).

The trend of shopping in e-commerce every year experiences significant growth, this is reflected in the number of internet users in the world. Currently, it is estimated that the number of active internet users worldwide is 5.16 billion people with 57.6% of total internet users always making product purchases in e-commerce every week ([datareportal](#), 2023).

Referring to information published by katadata.com, the 10 countries that have the highest e-commerce utilization rate in percentage terms worldwide, put Indonesia in first place by showing that 88.01% of internet users in Indonesia use e-commerce services to shop. While the we are social site states that there are 212.9 million individuals from the entire population in Indonesia who use the internet, meaning that there are around 187 million people in Indonesia who use e-commerce, while the most visited e-commerce is Tokopedia with around 158 million visitors.

In terms of the rapid growth of e-commerce in Indonesia, apparently followed by the growth of halal products marketed in these online stores, Bank Indonesia (BI) reported, halal fashion is the best-selling product purchased in e-commerce with a proportion of 73.86% followed by halal cosmetic products by 11.90%, while halal food and beverage products by 6.39% (Darmawan et al., 2022). The potential development of the e-commerce market, especially related to halal products, is certainly an opportunity for Indonesia considering that Indonesia has the largest number of Muslims in the world, with more than 207 million people or equivalent to 87.02% of the total population (Oktora et al., 2022) Seeing from the majority Muslim population in Indonesia, it certainly makes the potential for the halal market in e-commerce to be great, apart from the largest number of e-commerce users in the world as previously described, from a sociological point of view, Muslims in the Indonesian region are Muslims who are known to have moderate characteristics so that this trait makes the potential for halal market development very much has a great opportunity (Rokan, 2013).

From the variety of e-commerce platforms in Indonesia, the author takes Tokopedia e-commerce as the unit studied because Tokopedia is the e-commerce with the largest visitors in Indonesia and Tokopedia also responds to the huge potential of the sharia market in Indonesia by launching a special feature called Tokopedia salam which provides more than 21 million products that are confirmed to be halal, ranging from food, drinks, fashion, cosmetics, to donations and zakat.

Based on the explanation above, this study will explore factors that might influence a person's behaviour in purchasing halal food. To study behaviour, there are many theories that can be used, such as the *Technology Acceptance Model* (TAM), *Theory of Reasoned Action* (TRA), *Theory of Planned Behaviour* (TPB), and the like. However, in this study the most appropriate is the *Theory of Planned Behaviour* (TPB) because it can show specific human behaviour and can understand and measure the ease and difficulty of a behaviour carried out ((Ajzen, 1991) *The theory of planned behaviour*, hereinafter referred to as TPB, was designed by (Ajzen, 1991) which became a framework to describe the way consumer behaviour manifests. TPB operate by collecting data on the variables contained in theory. There are three variables that influence consumer behaviour according to TPB, namely attitudes, subjective norms, and perceptions of behavioural control (Ajzen, 1991).

Attitudes toward behaviour are positive or negative feelings toward the behaviour, such as liking or disliking. Subjective norms refer to the extent of pressure or influence from the environment to carry out or not carry out an action. Perception of behavioural control is an assessment of the ability or inability to carry out an action (Ajzen, 1991) Because halal food purchasing decisions are part of behaviour, TPB are considered an appropriate theoretical framework for identifying variables that influence halal food purchasing decisions.

In the context of TPB as a measurement tool, it has allowed a lot of research to be able to understand how motivational factors influence behaviour. Nevertheless, TPB as a theory to

measure behaviour are considered to still have weaknesses, (Godin et al., 1993) questioned the relationship of intention variables with actual behaviour. Specifically, according to him, the perception of behavioural control cannot estimate its behaviour itself, behavioural control only contributes to the understanding of intentions but not to predict behaviour. In addition, based on the results of previous literature reviews that have been studied, research related to halal food purchasing decisions using TPB as a theoretical basis produces inconsistent findings, in some studies stating that TPB construct variables have a significant positive effect on purchasing decisions ((Aziz et al., 2015); (Sherwani et al., 2018); (Hasyim, 2021) however, other studies have shown that attitude variables, subjective norms and perceptions of behavioural control have no influence on halal food purchasing decisions ((Bashir et al., 2018); (Destiana & Tairas, 2021).

Based on the information above, in this study TPB were developed by adding two new variables in order to analyze halal food purchasing behaviour. According to (Sepwina & Dewi, 2021) by presenting additional constructions in the TPB model, it can increase the explanatory power of this theory. Therefore, in this study TPB was modified by adding two variables, namely halal awareness and lifestyle.

Halal awareness is defined as a person's knowledge of the concept of halal and the ability to feel and understand the importance of consuming halal products (Hasyim, 2022); (Saputra & Jaharuddin, 2022). According to (Hasan, 2004) a Muslim must have halal awareness because it is one of the main things in religious rules. Every Muslim should always have the principle of halal awareness and always be selective in choosing products for consumption (Usman et al., 2020) There are several studies that have been conducted on the influence of halal awareness on halal food purchasing decisions, such as those conducted by (Septiani & Ridlwan, 2020); (Nurfajrina et al., 2021) and (Saputra & Jaharuddin, 2022) all three of whom found that halal awareness variables have a significant effect on halal food purchasing decisions. However, different results were found by (Munir et al., 2019)et al(herindar et al., 2020)

The second variable added to the TPB model in this study was lifestyle. According to (Usman et al., 2020) lifestyle can be interpreted as a lifestyle that is expressed in one's activities, interests and opinions. Lifestyle is considered to be able to describe a person's entirety in interacting with their environment, so it is likely that interaction with the environment can affect a person's behaviour in consuming a product (Sepwina & Dewi, 2021). In relation to the decision to purchase halal products, lifestyle plays an important role in determining the decision to consume halal products because Muslims need "halal" for everything related to their lives in accordance with Islamic religious law (Setyono, 2021) Several studies regarding the influence of lifestyle on halal product purchasing decisions have been conducted by several researchers, including (Nurfajrina et al., 2021).(Edy et al., 2021) both of which found that there is an influence between lifestyle and purchasing decisions. However, different results were found by (Haro, 2020) where the results of his research showed no influence between lifestyle and purchasing decisions.

From several previous studies related to the two variables added to the TPB model as above, it seems to show misaligned results. According to (Nurfajrina et al., 2021) this is because there are still many Islamic communities who tend to prioritize interest in a product and other factors rather than ensuring that what they consume is halal or not. For this reason, this study presents moderation variables to see the relationship between halal awareness and

lifestyle variables to purchasing decisions, Religiosity was chosen as a moderation variable because it became the best measurement in studies to see the influence of religion on human behaviour (Donahue, 1985) Individuals with high levels of religiosity tend to be compulsive in determining purchasing decisions (Imamuddin & Dantes, 2020).

## RESEARCH METHODS

The theory used in this thesis is the theory of *planned behaviour* (TPB) to build a theoretical model between variables. The analysis technique used is *component-based structural equation modeling (partial least square)* (Handayani Puspita Sari et al., 2021). SEM-PLS analysis was chosen because it can be used when strong theoretical support is not obtained and the research objective is only limited to prediction (Hair et al., 2017) In this study, strong theoretical support was only found on hypotheses one to three, while the remaining four to six did not find strong supporting theories. SEM-PLS analysis is also very suitable for testing relationships between variables (Hamid & Anwar, 2019). Thus, the discussion on this thesis will be adjusted to the SEM-PLS analysis approach.

The data in this thesis are primary data obtained through the use of questionnaires. The population that is the focus of this study is people in the territory of Indonesia. The sample selection approach used is *convenience sampling*, which refers to the collection of data from respondents that are easily accessible when deemed worthy of the respondent concerned. The criteria used for sample selection are respondents who have transacted in *Tokopedia e-commerce* and are aged 17 years and over, arguing that this age group generally has the ability to make decisions and enter maturity to behave (Sudman, 1983)

Sample size has an important role in the interpretation of analysis results, the determination of the minimum sample number refers to the opinion recommended by (Kline, 2016) which is  $20: 1$ . The number of variables to be tested in this study is 7 variables. So, the minimum sample needed is  $20 \times 7 = 140$  samples. Nevertheless, (Kline, 2016) states also that samples with a size of less than 200 are too small when analyzing complex models or with a wide population coverage. Given that the population in this study is very large, the researchers added the number of samples to 250 samples. This is supported by (Sekaran & Bougie, 2017) which states that sample sizes ranging from 30 to 500 are adequate. Thus, the number of samples in this study was determined as many as 250 respondents.

## RESULT AND DISCUSION

**Tabel 1. Respondent Description**

| Indikator | Deskripsi             | Frekuensi | Persentase |
|-----------|-----------------------|-----------|------------|
| Gender    | Male                  | 149       | 59,6%      |
|           | Female                | 101       | 40,4%      |
| Age       | 17-27                 | 160       | 64%        |
|           | 28-37                 | 62        | 24,8%      |
|           | 38-48                 | 20        | 8%         |
|           | 49-59                 | 5         | 2,4%       |
|           | > 59                  | 2         | 0,8%       |
| Regional  | Pulau Jawa, Ntt, Bali | 72        |            |
|           | Pulau Sumatra         | 32        |            |
|           | Pulau Sulawesi        | 115       |            |

|                        |                               |     |       |
|------------------------|-------------------------------|-----|-------|
|                        | Pulau Kalimantan              | 18  |       |
|                        | Pulau Papua                   | 8   |       |
|                        | Pulau Maluku                  | 5   |       |
| <b>Education Level</b> | Sma/ sederajat                | 72  | 28,8% |
|                        | Strata 1                      | 154 | 61,6% |
|                        | Strata 2                      | 21  | 8,4%  |
|                        | Strata 3                      | 3   | 1,2%  |
| <b>Work</b>            | Ibu rumah tangga              | 11  | 4,4%  |
|                        | Pegawai negeri sipil          | 20  | 8%    |
|                        | Pegawai swasta                | 40  | 16%   |
|                        | Pelajar/ mahasiswa            | 103 | 41,2% |
|                        | wirausaha                     | 29  | 11,6% |
| <b>Income</b>          | lainnya                       | 47  | 18,8% |
|                        | 0 – Rp. 2.000.000             | 120 | 48%   |
|                        | Rp. 2.000.000 – Rp. 4.000.000 | 60  | 24%   |
|                        | Rp. 4.000.000- Rp. 6.000.000  | 32  | 12,8% |
|                        | Rp. 6.000.000- Rp. 8.000.000  | 21  | 8,4%  |
|                        | Rp. 8.000.000- Rp. 10.000.000 | 10  | 4%    |
|                        | > Rp. 10.000.000              | 7   | 2,8%  |

### Reliability Test

This is done by checking the internal consistency of the measuring instrument represented by *Cronbach's Alpha* and *Composite reliability* values. *Cronbach's Alpha* and *Composite reliability* values are presented in table 2 below:

**Tabel 2. Reliability Test Result**

| <b>Variabel</b>                         | <b><i>Cronbach's Alpha</i></b> | <b><i>Composite Reliability</i></b> |
|-----------------------------------------|--------------------------------|-------------------------------------|
| Purchase decision (PuD)                 | 0,899                          | 0,923                               |
| Attitude (Att)                          | 0,841                          | 0,893                               |
| Norma Subjektif (SuN)                   | 0,845                          | 0,897                               |
| Perception of Behavioural Control (PBC) | 0,868                          | 0,910                               |
| Halal Awareness (HaA)                   | 0,926                          | 0,944                               |
| Lifestyle (Lif)                         | 0,902                          | 0,924                               |
| Religiosity (Rel)                       | 0,934                          | 0,945                               |

*Output SmartPLS 3, 2025*

All values exceed 0.7, so it can be stated that the reflective size is fairly high and the measurements have been made in the right way and the data obtained have been reliable (Ghozali, 2014). In other words, all latent variables have been measured in a reliable way.

### Structural Model

The measurement of goodness of fit structural *model* or inner model or often also called *the path model* in SEM-PLS does not yet have a standard form, because the purpose of analysis is only limited to predicting. However, there are still several indicators commonly used to measure the goodness of the SEM-PLS model, namely R<sup>2</sup>, F<sup>2</sup> and Q<sup>2</sup> values (Ghozali, 2014); (Hair et al., 2017); (Sarstedt et al., 2017)

#### R<sup>2</sup>

The model built has one endogenous variable, so it has one R<sup>2</sup>. Value of R<sup>2</sup> variable endogen

**Table 3. Value R<sup>2</sup>**

| Konstruk          | R-Square | R- Square Adjusted |
|-------------------|----------|--------------------|
| Purchase Decision | 0,836    | 0,830              |

Output SmartPLS, 2025

The Adjusted R<sup>2</sup> value indicates that the conclusion of the model that relates exogenous variables to purchasing decision variables tends to be high. This is reflected by *the Adjusted* R<sup>2</sup> value of 0.830, which is included in the interval 0.67–100 in the high category. This shows that purchasing decision variables are influenced by exogenous variables in this study by 83% and the remaining 17% are influenced by other variables outside the model.

#### F<sup>2</sup>

The next test is the F<sup>2</sup> value test to test the strength of the influence of exogenous variables on endogenous variables. According to (Cohen, 2013) this influence is classified into 3 classifications, namely small (low), medium (medium) and large (high) with the provision, if the value of f square is greater or equal to 0.02, and smaller than 0.15 then it is included in the category of small effect, if the value of f square greater than or equal to 0.15 and smaller than 0.35 is included in the medium effect category, while if the F square value is greater than or equal to 0.35 it is included in the large effect category.

**Table 4. Value F<sup>2</sup>**

| Relasi                                           | Nilai F <sup>2</sup> | Keterangan             | Efek     |
|--------------------------------------------------|----------------------|------------------------|----------|
| Attitude -> Purchase Decision                    | 0,115                | $0,02 \leq F^2 < 0,15$ | Low      |
| Norma Subjektif -> Purchase Decision             | 0,029                | $0,02 \leq F^2 < 0,15$ | Low      |
| Behavioural Control -> Purchase Decision         | 0,079                | $0,02 \leq F^2 < 0,15$ | Low      |
| Halal Awareness -> Purchase Decision             | 0,047                | $0,02 \leq F^2 < 0,15$ | Low      |
| Lifestyle -> Purchase Decision                   | 0,043                | $0,02 \leq F^2 < 0,15$ | Low      |
| Halal Awareness*Religiosity -> Purchase Decision | 0,018                | $0,02 \leq F^2 < 0,15$ | Very Low |
| Lifestyle*Religiosity -> Purchase Decision       | 0,052                | $0,02 \leq F^2 < 0,15$ | Low      |

Output SmartPLS 3, 2025

The results of the model evaluation test based on the F2 value show that there is one relationship that has a very low value and six relations that have a low influence. Thus, based on the results of F2 testing the model that has been prepared has proven to be *fit* even though there is no relationship that can be categorized as a strong influence.

## Q<sup>2</sup>

The value of Q2 indicates the relevance of the predictions given by the exogenous variable to the endogenous variable. Endogenous variables in structural models are purchasing decisions. A Q2 value of less than zero indicates that the predictions given by the model are less relevant, whereas a Q2 value of more than zero indicates that the model can produce relevant predictions (Ghozali, 2014).

**Table 5. Q<sup>2</sup>**

| Variabel          | Q <sup>2</sup> | Expected value     | Information |
|-------------------|----------------|--------------------|-------------|
| Purchase Decision | 0,543          | Q <sup>2</sup> > Q | Relevan     |

SmartPLS3, 2025

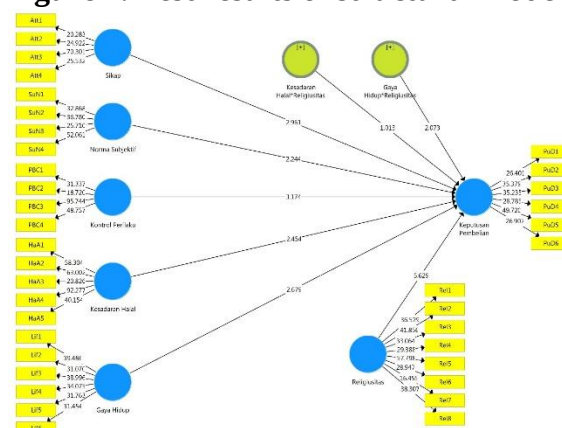
The results of the Q2 test show that the influence received by the endogenous variable is a relevant influence, so that the model built is *fit* if it is based on the Q2 value.

## Results of Structural Relationship Significance Test Evaluation

The built model consists of direct influence and moderation influence. Direct influence in the context of this study is the influence between one variable and another variable without the intermediary of other variables.

While the influence of moderation is the influence between one variable and another variable through the effect of other variables.

**Figure 1. Test results of structural models**



Output SmartPLS, 2025



### Ouirect Effect Test Results

The model built on this study contains 5 direct influences. The results of testing against direct influence are presented in the table below:

**Tabel 6. Direct Effect Test Results**

| No | Pengaruh                                | OS    | SM    | STDEV | T-Statistic | P-value |
|----|-----------------------------------------|-------|-------|-------|-------------|---------|
| 1  | Sikap -> Keputusan Pembelian            | 0,196 | 0,195 | 0,066 | 2,961       | 0,003   |
| 2  | Norma Subjektif -> Keputusan Pembelian  | 0,104 | 0,095 | 0,046 | 2,244       | 0,025   |
| 3  | Kontrol Perilaku -> Keputusan Pembelian | 0,161 | 0,16  | 0,051 | 3,174       | 0,002   |
| 4  | Kesadaran Halal -> Keputusan Pembelian  | 0,104 | 0,10  | 0,042 | 2,454       | 0,014   |
| 5  | Gaya Hidup -> Keputusan Pembelian       | 0,113 | 0,11  | 0,042 | 2,679       | 0,008   |

Output SmartPLS 3, 2025

Based on the table above, of the 5 direct influences tested, the whole was significant at an alpha of 5% (0.05). The first hypothesis (H1) states that attitude has a positive influence on halal food purchasing decisions in *Tokopedia E-commerce*. The results of empirical tests show that hypothesis 1 in this study is supported by data where the regression coefficient value is 0.196, t-statistic is 2.961 and P-value is 0.003. These results show that the regression coefficient is positively signed, the t-statistic value exceeds the critical value of 5% 1.960, and the P-value is less than the critical value for alpha 5% 0.05. So, the test results show that the attitude variable (Att) has a positive effect on Purchase Decision (PuD) and is significant at alpha 5%.

These findings are in line with the theory of planned behaviour which states that a person will tend to consider attitudes that are considered positive to perform a behaviour (Van Lange et al., 2011) A positive attitude is a feeling of liking or attraction. This attitude toward the behaviour is formed by a belief in the aftermath of the behaviour. This is also in line with the theory of consumer behaviour proposed by (Kotler & Armstrong, 2012) which states that a person will think of personality factors which include attitudes to behave or make a decision.

In the context of this study, attitudes influence halal food purchasing decisions in Tokopedia e-commerce where it is shaped by perceptions of halal food. If the perception of halal food is good or in other words someone feels a good impact in buying halal food then the attitude is also good. Thus, it identifies that respondents have a very positive attitude and believe that buying halal food is very important, beneficial and safe. The results of this study are in line with previous research by (Rachbini, 2018); (Sherwani et al., 2018); (Hasyim, 2022))

The second hypothesis in this study reads "subjective norms positively affect halal food purchasing decisions in *Tokopedia E-commerce*". The test results showed a *path coefficient value of* 0.104, a t-statistic of 2.244, and a P-value of 0.025. These results show that subjective norms positively influence purchasing decisions and are significant at 5% alpha.

In making purchasing decisions, a person can be influenced by several factors, including subjective norms. Subjective norms are determined by the existence of normative beliefs and the desire to follow. In other words, subjective norms are formed as a result of the way individuals perceive social pressure to do or not perform a behaviour (Van Lange et al., 2011) Subjective norms are formed from the pressure of various things including family, relatives, friends, environment, religion, customs and customs (Ajzen, 1991) On the other hand, according to (Mowen & Minor, 2002) a person in buying goods can be based on demographics that match the circumstances of the individual. This means that how the purchase decision to be taken will be influenced by how the surrounding community behaves. The findings in this study explain that Indonesian people who are respondents in this study have a tendency to follow or obey the will which is the determinant of subjective norms. The findings in this study are in line with several previous studies, such as research by ((Muslichah et al., 2020); (Sepwina & Dewi, 2021); (Slamet, 2023)

The third hypothesis tested was the relationship between behavioural control and purchasing decisions. The hypothesis that represents the relationship between the two is H3 which reads "Control behaviour has a positive effect on halal food purchasing decisions in *Tokopedia E-commerce*". The test results resulted in a regression coefficient of 0.161, a t-

statistic of 3.174 and a P-value of 0.002. These results suggest that the influence between behavioural control on purchasing decisions is significant and in a positive direction. This result was in accordance with the hypothesis, so it was decided that Hypothesis 3 (H3) was accepted.

The findings in this study are supported by data and are also in line with the theory of planned behaviour and consumer behaviour theory which states that consumer psychology and ease affect behaviour (Ajzen, 1991); (Kotler & Armstrong, 2012). The perception of behavioural control is a feeling of being easy or difficult to do something, a person will behave when he feels easy to do the behaviour (Hasyim, 2022). The results of this study revealed that the people who were respondents in this study had a high perception of control behaviour so that they had the ability to make halal food purchasing decisions on Tokopedia e-commerce, this was allegedly due to the ease of accessing and transacting using the platform Ini. The ease of accessing halal food makes the ability to buy halal food high. The results of this study are in line with research (Sepwina & Dewi, 2021); (Hasyim, 2021).

The fourth hypothesis to be tested is the hypothesis that represents the influence of halal awareness on halal food purchasing decisions denoted by H4. Hypothesis 4 has an editorial "Halal awareness has a positive effect on halal food purchasing decisions in Tokopedia E-commerce". The test results showed a regression coefficient value of 0.104, a t-statistic of 2.454 and a P-value of 0.014. The t-statistic and P-values are significant, and the values of the regression coefficient marked positive correspond to hypotheses that predict a positive relationship between halal awareness and purchasing decisions. Thus, it can be decided that hypothesis 4 is accepted.

Consciousness is the perception and cognitive reaction of humans to a condition, consciousness comes from the root word "conscious" which means to feel or understand about things that are felt or experienced which are realized by acting according to the will without coercion (Zainal, 2019) The literal meaning of the word "awareness" in the context of halal is to have a special interest and / or get complete information about what halal food is (Anggraini & Dewanti, 2020). So that awareness of halal includes knowledge and understanding of the concept of halal which is realized by actions to make purchasing decisions for halal products. Someone who has a high level of halal awareness will be more selective in making purchasing decisions for halal products, especially food (Siti et al., 2022). This shows that Indonesian people are now increasingly aware of the importance of halal products so that they become a consideration for the community before deciding to buy a food product. These empirical findings are aligned with (Afendi, 2020); (Saputra & Jaharuddin, 2022); (Juliana et al., 2022).

The fifth hypothesis is the relationship between lifestyle and purchasing decision variables denoted by H5. hypothesis 5 reads "lifestyle positively affects halal food purchasing decisions in Tokopedia E-commerce". The regression coefficient value of 0.113 was obtained from the test results with a t-statistic value of 2.679 and a P-value of 0.008. The test results show a positive and significant relationship direction, so these findings fit the hypothesis. So, it can be concluded that hypothesis 5 is accepted.

Lifestyle is one of the factors in a person's lifestyle that reflects activities, interests and opinions. Lifestyle describes an individual's attitudes, values or preferences towards the world (Usman et al., 2020). Lifestyle will affect one's behaviour which will ultimately determine one's consumption choices (Azmi & Genoveva, 2021). Lifestyle is characterized by how a

person spends his time, how the values that are prioritized in his personal life or environment and his thoughts on himself, so that lifestyle is often used as a foundation in buying something, someone will decide to buy something referring to the lifestyle he adheres to, this proves that consumers attach great importance to halal food, therefore the decision in choosing halal products reflects the lifestyle they.

On the other hand, developments in various sectors of life bring significant changes in the lifestyle lived by most people. E-commerce is one of the changes that are increasingly popular made by many people, so it has become a lifestyle for most people. This research is in line with research conducted by (Edy et al., 2021); (Fathurrahman & Anggesti, 2021); (Nurfajrina et al., 2021)

### Effects of Moderation

**Tabel 7. Moderation effect test result**

| No. | Relasi        | OS     | SM     | STEDV | T-Statistic | P-Value |
|-----|---------------|--------|--------|-------|-------------|---------|
| 1   | HaA*Rel > PuD | -0,052 | 0,05   | 0,051 | 1,013       | 0,312   |
| 2   | Lif*Rel > PuD | -0,094 | -0,096 | 0,045 | 2,073       | 0,039   |

Output SmartPLS3, 2025

There are two influences studied. The first influence is the influence between halal awareness on purchasing decisions and moderated by religiosity. The results of the hypothesis test show that religiosity is unable to moderate halal awareness of purchasing decisions. Thus, it can be concluded that religiosity is not able to moderate halal awareness of purchasing decisions. The results of statistical calculations show that the P-value of 0.312 is insignificant because it is more than the critical point of 0.05.

This is allegedly because respondents have felt confident that halal products sold on Tokopedia meet halal criteria or can be said to be definitely halal. It can be interpreted that the influence of halal awareness is more powerful in influencing purchasing decisions than religiosity. The results of this study are supported by the findings of research conducted by ((Astogini et al., 2011); (Anggraini & Dewanti, 2020) which states that religious aspects have no influence on the decision to purchase halal products, according to the results of his research, in some conditions consumers will still buy halal food even though the product does not have a halal label on the packaging, the reason, this is based on consumers only considering halal logos for foreign-made products, as for domestic products let alone food products from home industries, Consumers do not attach much importance to the halal label on the packaging.

On the other hand, this study is also supported by findings by (Ilmi, 2023) who found that religiosity is not able to strengthen the relationship of halal awareness variables to purchasing decisions. According to (Ilmi, 2023) someone with a high or low level of reliability will still purchase halal food, because halal food is no longer just a religious demand but has become a quality standard for hygiene and health assurance.

The second moderation influence is the influence of lifestyle on purchasing decisions moderated by religiosity. The test results showed a regression coefficient of -0.094 and a t-statistic of 2.073. The P-value of 0.039 is smaller than the critical limit of 0.05, meaning that the variable religiosity is able to moderate but in a negative or weakening direction. (Muhamad & Mizerski, 2010) in their research suggests that an adherent of a religion still often contradicts their religious beliefs, a person may be cognitively committed to the

fundamental beliefs of the religion he adheres to but at the same time not committed to teachings, rules and other provisions. Therefore, a person's beliefs and attitudes in consumer behaviour or consumption are sometimes not in line with basic commitments to a belief or religion.

The findings of this study are not aligned or contradictory with research from (Alam et al., 2011); (Ali, 2012), both found that among the determining factors in purchasing decisions in buying products is religiosity or religious adherence. Both also affirmed that when Islam has become part of the way of life then everything will be done carefully and carefully, including in terms of buying products. However, the results of this study show empirical facts on the contrary, the level of religiosity contributes to weakening the relationship between lifestyle influences on halal food purchasing decisions. This identifies that the characteristics of respondents to this study tend to prioritize lifestyle and characterize not yet making religion a way of life.

On the other hand, if it is related to the characteristics of respondents in this study (Table 1), respondents are dominated by people in the age range of 17-27 years, which is 64% and income levels of 0-2 million by 48%, so it should be suspected that respondents in this study tend to consider trends, prices, and the desire to try products without considering too much religiosity.

## CONCLUSION

This study shows that independent variables of attitude, subjective norms, perceptions of behavioural control, halal awareness, and lifestyle influence the decision to purchase halal food in Tokopedia e-commerce. However, in measuring the moderation variable, the religiosity variable is not able to contribute to the relationship between halal awareness variables on purchasing decisions and contribute negatively or weaken the relationship between lifestyle variables to halal food purchasing decisions in Tokopedia e-commerce. This study was carried out with various limitations including limited time and funds, so the distribution of questionnaires for samples was very limited. This weakness causes not general from the results of the study because the respondents are quite small. The author recommends that further researchers be able to maximize the use of samples from each region in Indonesia so that it is hoped that sample representation is able to represent the population in all regions of the Unitary State of the Republic of Indonesia.

This research is expected to provide theoretical and practical benefits to related parties to provide an understanding of halal food and factors that influence consumer behaviour in buying halal food on Tokopedia e-commerce. On the other hand, this research is expected to contribute to the development of knowledge and become a reference source for readers.

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