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THE ROLE OF PURCHASE INTENTION IN MEDIATING HALAL PRODUCT LITERACY, HALAL LABEL KNOWLEDGE, AND CONSUMER ATTITUDES TOWARDS GENNERASI Z PURCHASING DECISIONS AT STREET VENDORS IN PEKALONGAN.

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Abstract

This study examines the effect of halal product literacy, halal label knowledge, and consumer attitudes on Generation Z food purchasing decisions in Pekalongan City, with purchase intention as a mediating variable. Using a quantitative approach and probability sampling with simple random sampling method, 186 respondents were obtained. Data were collected through an online survey (Google Form) and analyzed with SEM. The results show that halal literacy, consumer attitudes, and purchase intention have a significant effect on purchasing decisions, while halal labeling does not. Purchase intention mediates the effect of halal literacy and consumer attitudes, but not the halal label. This study highlights the importance of halal literacy and understanding. This study contributes to enriching the literature on food halal, particularly in the context of street vendors in Pekalongan, and serves as a reference for policymakers and business actors in understanding the factors that influence purchasing decisions, especially regarding halal street food.

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INTRODUCTION

Muslims around the world, including Indonesia, carry out activities based on Islamic sharia, especially in determining and consuming food products (Elkasysyaf & Hartati, 2022). According to data from the Ministry of Home Affairs, 87.2% of Indonesia's 237.53 million population are Muslims, indicating the large potential market for halal products. Population growth also increases demand, especially in the food sector (Rahmat et al., 2022). The halal food and beverage industry has become a major focus in many countries including Indonesia, as a result of the increasing awareness of the importance of food that is in accordance with the principles of the Islamic religion (Karina, 2015) in (Nabil & Dwiridotjahjono, 2024). Due to the large number of Muslim communities, the halal industry has enormous development potential. According to the State of the Global Islamic Economy Report (SGIE) 2020/2021, Indonesia ranks first in halal food consumption in the world, with a consumption value of USD 144 billion. Product halalness is regulated by Codex, an international organization that manages the global trading system, which has an impact on the rapid development of halal products, both in Indonesia and around the world (Rahmat et al., 2022).

As a form of support for the community, Indonesia formed the Halal Product Guarantee Agency (BPJPH) as a guarantor of halal products circulating in the community (Fadillah et al., 2023). These conditions make Indonesia potentially the largest halal product market as a result of the high demand for halal products ((Fadillah et al., 2023). However, the number of halal food product certifications is still very low. According to data from the Halal Information System (SIHALAL), from 2019 to 2022, 749,971 products have been certified halal, while 30 million other products have not been certified. This is a concern, especially in the street food sector, which is widely consumed by the public, especially Generation Z. It is a generational group that includes people born between 1997 and 2012, but still lacks awareness of the importance of halal certification. Street food or street food is ready-to-eat food sold by street vendors and is popular with the public because of its distinctive, unique taste and affordable price (Seo & Lee, 2021). Generation Z dominates street food consumers, with 47% of them being the biggest customers. They are used to eating out and choose street food as an interesting snack that can be consumed at any time.

Street vendors in Pekalongan City play a crucial role in the community's economy by providing a wide selection of food and snacks that are affordable and easily accessible to various groups. The high demand for affordable and varied food has caused the number of street vendors to increase to around 955. This growth continues along with the emergence of new vendors in various corners of the city (source: Dindagkop PK5 Pekalongan City, Thursday, July 23, 2020). People prefer to buy food from street vendors due to the economical price and wide variety of menus. However, low literacy about halal products and halal labeling is an obstacle in ensuring that the food consumed is in accordance with the principles of Islamic law. Based on data from the Pekalongan City Office of Trade, Cooperatives, and Small and Medium Enterprises (SME) (Dindagkop-UKM), as of February 2024, 119 Micro, Small, and Medium Enterprises (MSME) players have obtained halal certification. In addition, 39 other Micro, Small, and Medium Enterprises (MSME) players are in the audit process to obtain regular halal certification through assistance with the audit team from LPPOM MUI. However, there is no specific data on the number of street vendors who have obtained halal certificates. The lack of halal certification among street vendors indicates the need

to increase awareness of the importance of official halal labels, so that Generation Z can make purchasing decisions that are more in line with halal consumption principles. On the other hand, consumers who rely more on reputation and local social relations as indicators of halalness, so they tend to trust the integrity of street vendors despite the absence of halal certificates (Prianto et al., 2020).

Consumers with high religious awareness demand halal certification as proof of product compliance with sharia (Triana, 2019). Halal has become part of the belief system and morals of society and is integrated in everyday life. The presence of halal products is welcomed positively because it facilitates purchasing decisions. Halal literacy refers to the public's understanding of the halalness of the products consumed. Halal status is not only determined by the label, but also a deep understanding of sharia (Salehudin, 2010 in Putri et al., 2021). The halal label provides a sense of security for consumers by guaranteeing that products are free from haram or harmful elements (Ningtyas et al., 2021). Therefore, the halal label is a major factor in purchase intention.

The influence of halal labeling is influenced by consumer attitudes, which generally have a positive attitude towards halal products. Positive attitude evaluation increases satisfaction, trust and attraction, driving high-confidence purchase decisions. This study shows that positive attitudes play an important role in driving purchase actions (Tuhin et al., 2022; Wewer et al., 2020 in Konsumen et al., 2024).

Purchase decisions preceded by interest have been a consistent theme in consumer behavior research. Several previous studies, including research based on the Theory of Planned Behavior and the Theory of Planned Behavior, have confirmed that interest plays a key role in predicting and guiding purchase decisions. Interest reflects an individual's attitude, subjective norms, and perceived behavioral control towards purchasing a product or service. These findings provide a strong theoretical and empirical foundation, suggesting that in the context of purchasing decisions, interest acts as a key predictor that influences the tendency of individuals to convert their intentions into actual acts of purchase (Mutmainah & Wahidhani, 2024; Nguyen et al., 2023; Poushneh, 2021; Romadhoni et al., 2023) dalam (Konsumen et al., 2024)

such as research conducted by (Nabil & Dwiridotjahjono, 2024) shows that halal literacy has a positive but insignificant effect on consumer buying interest. Meanwhile, research conducted by (Elkasysyaf & Hartati, 2022) concluded that the level of literacy of halal products is $0.058 > 0.05$, this has a negative effect on purchasing decisions for halal products. While research from (Safitri et al., 2023) states that there is a simultaneous influence between the level of halal literacy on purchasing decisions. Because halal literacy is the knowledge and understanding of a person or society about a product that they consume. Based on the above research, it shows that the halalness of a product that consumers will consume can affect how consumer behavior shapes their purchasing decisions on a product. From the background that has been described and the research gap described above, the researcher is interested in conducting research with the title The Role of Purchase Intention in Mediating Halal Product Literacy, Halal Label, and Consumer Attitudes on Generation Z Purchasing Decisions at street vendors in Pekalongan City.

Purchase decision

Purchasing decision is a process where consumers evaluate various alternatives available which then choose one alternative based on certain considerations (Safitri et

al., 2023). In purchasing decisions cannot force consumers to buy their products, but producers can influence purchasing motives (Sukma & Cahyono, 2021).

Setiadi, Buying behavior is the activity of individuals in exchanging money for goods or services and making decisions related to purchases (Muhammad Fahmul Iltiham & Nizar, 2020).

Purchasing decisions are measured by indicators according to (Kotler & Keller, 2009) namely: Choice of product, choice of supplier, purchase amount, and purchase time.

Halal Product Literacy

Halal literacy refers to an individual's understanding in distinguishing products and services that are in accordance (halal) or not in accordance (haram) with sharia principles. Although Muslim consumption behavior is strictly regulated by religious teachings, the level of compliance of each individual may vary, depending on the extent of their halal literacy (Nabil & Dwiridotjahjono, 2024).

Public understanding of halal literacy plays a role in shaping consumption behavior. Halal literacy includes knowledge about halal and haram, as well as an understanding of the basic principles of Islamic teachings. Individuals with a good level of halal literacy tend to be more selective in consuming products according to Islamic values. Therefore, increasing halal literacy is expected to encourage awareness in choosing products that comply with sharia (Nabil & Dwiridotjahjono, 2024)

Indicators of measuring halal literacy according to (Pratama & Hartati, 2021): 1. Understanding Halal Law, understanding halal law is the most important thing in this indicator because it can prevent Muslim consumers from consuming or using non-halal products, 2. Can distinguish between halal and haram as determined in Islam, in the law of halal and haram provisions Islamic consumers must be able to distinguish which products use ingredients that contain haram or halal ingredients, 3. The importance of using halal products, to maintain the purity of Muslim consumers must use halal products, 4. The ingredients contained in halal products are ingredients that have been tested for halalness and already have a halal logo that has been determined by MUI.

Research from (Safitri et al., 2023) states that halal literacy has a significant effect on purchasing decisions. While research from (Elkasysyaf & Hartati, 2022) states that halal product literacy has a negative influence on purchasing decisions for halal products. Based on these studies, researchers suspect that halal product literacy can influence consumer purchasing decisions at street vendors.

H1: Halal product literacy has a positive effect on purchasing decisions

Halal Label Knowledge

Halal knowledge refers to the experience and understanding, both theoretical and practical, that individuals or groups have regarding the halalness of a product (Lisdiani & Annisa, 2022). This knowledge enables consumers to assess halalness in terms of ingredients, manufacturing processes, and product distribution. With this insight, consumers tend to be more careful in choosing products that are in accordance with sharia principles. However, knowledge alone is not enough; the presence of a halal label is still needed as visual evidence and assurance from an authorized official institution (Lisdiani & Annisa, 2022).

A label is a part of a product that carries verbal information and is part of the packaging about the product. Labels designed and included in the product have various types. The label shows the supporting identity of the product. One of the labels listed on the product is the halal label. The halal label is a guarantee given by an authorized institution LP POM MUI to ensure that the product has passed halal testing according to Islamic law (Sitompul, 2021).

According to Mahwiyah in R. Rahman (2018:34) states that there are four indicators in product halal labeling, namely: A. Halal label knowledge, B. Halal label writing, C. Trust, and D. Halal label assessment.

Such as research from (Elkasysyaf & Hartati, 2022) states that the halal label has a positive influence on purchasing decisions for halal products. Meanwhile, research from (Sitompul, 2021) states that the halal label has a negative and insignificant effect on purchasing decisions. If the halal label is left out, then purchasing decisions will decrease and have no significant effect. Based on this research, the researcher suspects that consumer halal product knowledge can influence consumer decisions at street vendors.

H2: Halal product knowledge has a positive effect on purchasing decisions

Consumer Attitude

Consumer attitudes are perceptions or feelings that encourage the tendency to act towards a particular object (Rizki et al., 2022). Attitude is one of the crucial elements in the consumer decision-making process. Each individual can show a positive or negative attitude towards a product. A positive attitude can increase the likelihood of purchase and encourage consumers to recommend it to others. Conversely, a negative attitude can lead to rejection and influence the views of other consumers. When consumers evaluate a product positively, there is usually a sense of satisfaction, trust, and interest, which ultimately strengthens confidence in making purchasing decisions (Konsumen et al., 2024).

Attitude is a behavior that shows what consumers like and dislike (Amin Baladil & Suji'ah, 2023) An individual's attitude towards an object is determined by his beliefs and evaluation results of the object. Attitudes are determined by individual beliefs about the consequences of performing a behavior (behavioral beliefs) rather than based on the results of evaluating the consequences. In attitude there are three components, namely:

1. Cognitive component, consumer confidence and knowledge about objects. What is meant by objects is product attributes, the more positive the belief in the brand of a product, the overall cognitive component will support the overall attitude.
 2. Affective component, an emotional component that reflects a person's feelings towards an object, whether the object is desired or liked.
 3. The behavioral component reflects the tendency and actual behavior towards an object, where this component shows the tendency to take an action (Mauliddiyah, 2021).
- attitude indicators are mental and nervous in connection with consumers' readiness to respond to what they like and dislike due to stimuli, consumers evaluate certain brands as a whole from the worst to the best (Amin Baladil & Suji'ah, 2023)

Consumer attitude variables are measured by the following indicators (Kotler dan Keller, 2009): 1. Cognitive component (belief), 2. Affective Component (evaluation), 3. Conative Component (to buy).

Research from (Rizki et al., 2022) states that consumer attitudes have a positive and significant effect on smartphone purchasing decisions. Likewise, research from (Fadhila et al., 2020) which states that there is a positive and significant influence between consumer attitude variables and consumer perceptions on purchasing decisions. The results of research by (Konsumen et al., 2024) which states that consumer attitudes have a positive and significant influence on purchasing decisions. Based on this research, the researcher suspects that consumer attitudes can influence consumer decisions at street vendors.

H3: *Attitude has a positive effect on purchasing decisions*

Purchase Intention

Kotler (2005) states that buying interest occurs before a buying decision. Purchase interest is an effective response or the process of feeling like a product but not yet at the purchase stage. Purchase interest or (Purchase Intention) is the tendency of consumers who are interested in taking action related to purchases and measured by the level of likelihood of consumers making purchases either buying certain products, services or brands. Purchase interest also means a happy attitude towards an object that makes the individual want to get it by paying money or sacrificing (Ahmad Khalil et al., 2021).

Muslim consumer behavior, including their interest in buying halal products, is also determined by various factors. Although consuming halal products for Muslims is God's commandment, the reality is that this purchase interest can be influenced by certain factors, both internal and external. Therefore, a good understanding of halal buying interest and its determinants is needed so that consumer behavior can be directed and managed properly so that it can improve halal business performance (Mauliddiyah, 2021)

So it can be concluded that buying interest is a person's attention to a product accompanied by a feeling of pleasure and a desire to own the item, then creates a feeling of confidence in a person that the item has the desired and needed benefits (Ahmad Khalil et al., 2021). The indicators used in the purchase interest variable according to Ferdinand (2011) include: 1. Exploratory interest (seeking information), 2. Transactional interest (tendency to make purchases), 3. Preferential interest (making the main one), and Referential interest. According to Suwandari in Muhammad Fakhru Rizki Nst dan Hanifa Yasin (2014) the indicators of buying interest of a prospective consumer are as follows:

1. Attention, namely the attention of potential consumers to the products offered by producers,
2. Interest, the interest of potential consumers in the products offered by producers,
3. Desire, the desire of potential consumers to own the products offered by producers, and
4. Action, namely potential consumers making purchases of the products offered.

Puspita & Budiatmo, 2020) state that purchase interest has a significant influence on purchasing decisions for Rocket Chicken Wolter Monginsidi in Semarang City and shows that purchase interest is able to explain purchasing decisions. This means that if

buying interest is getting better, the purchasing decision will also be better. In this study, the correlation between purchase intention and purchasing decisions is included in the medium or strong enough correlation category. Similarly, Muhammad Fahmul Iltiham & Nizar (2020) Purchase interest has a significant positive effect on purchasing decisions for consumers in 12 Pasuruan specialty food gift shops. The higher the purchase interest in a product, the higher the purchasing decision will be. If consumer buying interest is low, the lower the purchasing decision for typical Pasuruan souvenir products. Meanwhile, research from (Lisdiani & Annisa, 2022) Buying Interest (Z) has no effect on purchasing decisions (Y). This means that buying interest does not affect consumer purchasing decisions. Based on this research, the researcher suspects that consumer buying interest can influence consumer decisions on street vendors.

H4: Purchase interest has a positive effect on purchasing decision

There is still little marketing literature that discusses the mediating role of purchase interest in the relationship between halal product literacy and purchasing decisions, so based on previous research conducted by (Rahmat et al., 2022); (Elkasysyaf & Hartati, 2022); Based on this research, the researcher suspects that purchase interest mediates the relationship between consumer attitudes and purchasing decisions.

H5: Purchase intention mediates the relationship between halal product literacy and purchasing decisions.

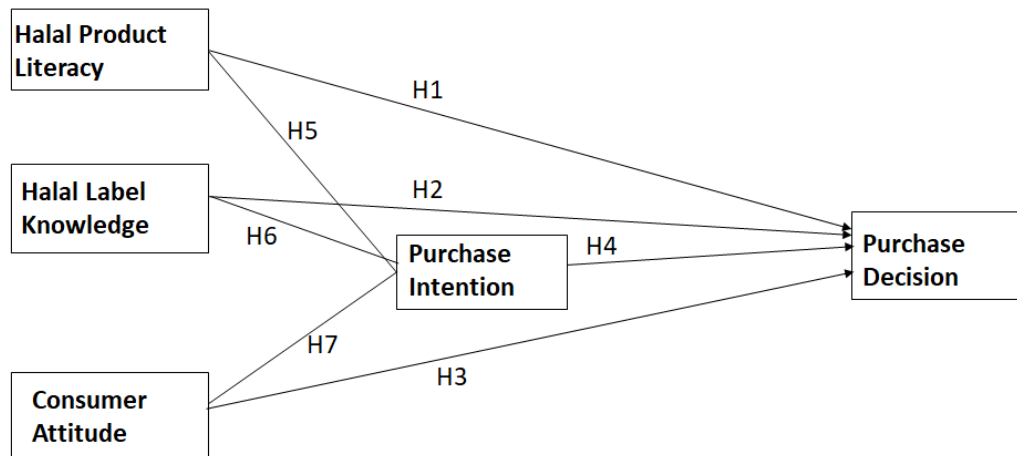
Muhammad Fahmul Iltiham & Nizar (2020) states that the halal label has a significant positive effect on purchasing decisions through purchase interest, this means that the purchase interest variable has succeeded in perfectly mediating the relationship between the halal label and purchasing decisions. This is because the halal label provides assurance that the product meets Islamic eligibility standards. As a result, consumers feel more confident in making purchasing decisions. Based on this research, the researcher suspects that buying interest mediates the relationship between halal label knowledge and purchasing decisions

H6: Purchase intention mediates the relationship between halal label knowledge and purchasing decisions

Although numerous studies have explored the relationship between consumer attitudes and purchasing decisions, marketing literature still offers limited insight into the mediating role of purchase intention in this relationship. A positive consumer attitude toward a product does not necessarily lead directly to a purchase decision; rather, purchase intention serves as a psychological mechanism that bridges evaluation and actual behavior. In this context, purchase intention is conceptualized as the pathway through which affective or cognitive judgments toward a product translate into behavioral outcomes. There is still little marketing literature that discusses the mediating role of purchase intention in the relationship between consumer attitudes and purchasing decisions, so based on previous research conducted by (Mauliddiyah, 2021); (Ningtyas et al., 2021); (Rizki et al., 2022); (Fadhila et al., 2020); (Konsumen et al., 2024) Based on this research, the researcher suspects that buying interest mediates the relationship between consumer attitudes and purchasing decisions.

H7: Purchase intention mediates the relationship between consumer attitudes and purchase decisions.

Picture 1. Theoretical framework



METHODS

This study uses quantitative research, namely data in the form of numbers or can be calculated (Sitompul, 2021). Population is the whole or totality of objects that are limited by certain criteria (Sitompul, 2021). The population in this study are consumers who consume food and drinks at street vendors in Pekalongan City. The criteria are Generation Z consumers who live in Pekalongan City, have bought products at street vendors, and are between 13 and 28 years old. The sampling method used in this research is probability sampling, with simple random sampling technique. Probability sampling is a sampling technique in which each element in the population has an equal chance of being selected. The simple random sampling is done by giving a different number to each member of the population, then selecting a sample using random numbers (Suriani et al., 2023). Because the population size is not known with certainty, the Hair method is used in this study, namely by doubling at least 10 times the number of indicators of the independent and dependent variables (Sinulingga, 2017 in Sitompul, 2021). Thus, the number of respondents needed is calculated using the formula:

$$n = \text{Number of question items} \times (5-10) \quad n = 35 \times 5 = 175$$

Based on this calculation, the minimum number of respondents needed is 175 consumers of street vendors in Pekalongan City. The data collection method was carried out through a survey using a questionnaire in the form of a Google Form. The questionnaire includes statements regarding halal product literacy, halal labeling, consumer attitudes, purchase intention, and purchase decisions. The analytical tool used in this research is Structural Equation Modeling (SEM). The measurement scale used to assess respondents' responses to each statement is a Likert scale.

RESULTS AND DISCUSSION

Results of Questionnaire Distribution

The data in this study were collected through a survey method using an online questionnaire created through Google Form. The questionnaire was distributed directly to respondents through WhatsApp, Instagram, and Telegram applications.

The target respondents were individuals from generation Z who live in Pekalongan City. The results of distributing the questionnaire resulted in 195 responses, and after being selected based on the criteria set, 186 respondents (95.7%) were declared eligible for data analysis.

Respondent Description

Based on gender, the respondents in this study consisted of 116 women (62.4%) and 70 men (37.6%). Based on age group, the majority of respondents were in the age range of 13-17 years as many as 12 people (6.5%), then 18-22 years old as many as 107 people (57.5%), 23-28 years old as many as 48 people (25.8%), and over 28 years old as many as 19 people (10.2%). Meanwhile, based on occupation, the respondents were dominated by students as many as 107 people (57.5%), other respondents consisted of junior / senior high school students as many as 18 people (8.1%), private employees as many as 32 people (17.2%), housewives and other job categories as many as 14 people (7.5%) each, and the State civil apparatus (ASN) as many as 4 people (2.2%).

Table 1. Respondent Characteristics

| Respondent Characteristics | | | |
|---|---|------------|---------------|
| | | Frequency | Percentage |
| Purchase of street vendor products in a wee | 1– 5 Times | 85 | 45,70% |
| | 6 – 10 Times | 50 | 26,90% |
| | 11 –15 Times | 30 | 16,10% |
| | ≥ 15 Times | 19 | 10% |
| | Purchase of street vendor products in a weeHaven't bought in one wee Sunday | 2 | 1% |
| Knowing Halal Products | Very knowledgeable | 35 | 18,80% |
| | General knowledgeable | 138 | 74,20% |
| | Heard of it but not enough understanding | 13 | 7% |
| | No direct knowledge | 0 | 0% |
| <i>How much the halal logo affects purchasing decisions</i> | <i>Very large</i> | <i>101</i> | <i>54,30%</i> |
| | <i>Great</i> | <i>37</i> | <i>19,90%</i> |
| | <i>Big enough</i> | <i>37</i> | <i>20%</i> |
| | <i>Small</i> | <i>8</i> | <i>4%</i> |
| Consistent Halal Logo | No effect at all | 3 | 2% |
| | Once | | |
| | Yes, always include the halal logo | 34 | 18,30% |
| | Most are included, but not all | 120 | 64,50% |
| | Rarely include logo halals | 26 | 14% |
| | Never include halal logo | 3 | 1,60% |
| | don't know / never noticed | 3 | 1,60% |

| | | | |
|---|--|----|--------|
| If Products Without Halal Logo | Keep buying without consideration | 13 | 7% |
| | Buy if the product is familiar | 65 | 34,90% |
| | Buy if there are other informals | 78 | 41,90% |
| | Not buying at all | 30 | 16,10% |
| Gen Z's Response if Street Food Does Not Have Halal Certificate | Keep buying because it's familiar | 25 | 13,40% |
| | Keep buying if the seller assures that the ingredients and process are halal | 69 | 37,10% |
| | Seeking more information about its halalness | 71 | 38,20% |
| | Stop buying until there is certainty or halal certification | 21 | 11,30% |

Source: Data processed (2025)

Table 2. Reliability Test Results

| Variables | Cronbach's alpha | Composite reliability (rho_a) | Average variance extracted (AVE) |
|-----------|------------------|-------------------------------|----------------------------------|
| Y | 0,826 | 0,829 | 0,852 |
| X1 | 0,887 | 0,887 | 0,558 |
| Z | 0,894 | 0,895 | 0,541 |
| X2 | 0,803 | 0,804 | 0,628 |
| X3 | 0,891 | 0,893 | 0,568 |

Source : Data processed (2025)

In this study, a variable is declared valid if it meets the criteria for a value with Cronbach's Alpha (CA) of more than 0.7. Composite Reliability (CR) value above 0.7. And the Average Variance Extracted (AVE) value exceeds 0.5. Referring to table 2, all variables used have met these three indicators, so it can be concluded that the variables in this study are valid.

Table 3. Discriminant Test Results

| Variables | Purchase Decision | Halal Knowledge Literacy | Purchase Intention | Halal Label Knowledge | Consumer Attitude |
|------------|-------------------|--------------------------|--------------------|-----------------------|-------------------|
| KP | 0,923 | | | | |
| LHP | 0,441 | 0,771 | | | |
| MB | 0,673 | 0,754 | 0,824 | | |
| PLH | 0,463 | 0,747 | 0,705 | 0,793 | |
| SK | 0,557 | 0,750 | 0,736 | 0,734 | 0,754 |

Source: Data processed, 2025

The results in table 3 show that the square root of AVE for each variable has a higher value than the correlation between constructs. Therefore, all variables in this study are declared to have met the requirements of discriminant validity.

Table 4. R-Square Results

| Variabel | R-square | Adjusted R square |
|----------|----------|-------------------|
| Y | 0,466 | 0,454 |
| Z | 0,724 | 0,719 |

Source: Data processed, 2025

The R-square value for the purchasing decision variable of 0.454 indicates that 45.4% of the purchasing decision variable can be explained by the independent variable, Meanwhile, the R-square value for the purchase interest variable of 0.719 indicates that 71.9% of the variation in purchase interest behavior is influenced by the independent variable..

Table 5. Significance Test Results

| Variables | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (O/STDEV) | P values | Result |
|-------------------|---------------------|-----------------|----------------------------|--------------------------|----------|--------------|
| <i>X1 -> Y</i> | 0,195 | 0,183 | 0.093 | 2.093 | 0.036 | Accepted |
| <i>X2 -> Y</i> | 0.067 | 0.071 | 0.051 | 1.323 | 0,186 | Not Accepted |
| <i>X3 -> Y</i> | 0,411 | 0,418 | 0.094 | 4.372 | 0.000 | Accepted |
| <i>Z -> Y</i> | 0,736 | 0,736 | 0,119 | 6.211 | 0.000 | Accepted |

Source: Data processed, 2025

The criteria used in this study state that a relationship between variables is said to have an influence if the T-statistic value > 1.96 and the P-value < 0.05. Based on the table above, it can be seen that Halal Product Literacy has a significant effect on Purchasing Decisions, Consumer Attitudes have a significant effect on Purchasing Decisions, and Purchase Intention has a significant effect on Purchasing Decisions, while Halal Label Knowledge has no significant effect on Purchasing Decisions.

Table 6. Indirect Effect (Mediation)

| Hypothesis | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (O/STDEV) | P values | Result |
|--|---------------------|-----------------|----------------------------|--------------------------|----------|--------------|
| Halal Product Literacy -> Purchase Intention -> Purchase Decision | | | | | | |
| Halal Label Knowledge -> Purchase Intention -> Purchase Decision | 0,201 | 0,19 | 0.095 | 2.113 | 0.035 | Accepted |
| Consumer Attitude -> Purchase Intention -> Purchase Decision | 0.061 | 0.065 | 0.049 | 1.230 | 0,219 | Not Accepted |
| Consumer Attitude -> Purchase Intention -> Purchase Decision | 0,419 | 0,419 | 0.087 | 4.803 | 0.000 | Accepted |

Source: Data processed (2025)

Based on table 7, it can be seen that there is an indirect relationship between Halal Label Knowledge and Purchasing Decisions which is mediated by Purchase Intention. However, this relationship does not show a significant effect, so it can be concluded that Purchase Intention does not act as a mediator in the relationship between Halal Label Knowledge and Purchasing Decisions. Meanwhile, the indirect relationship between Consumer Attitudes and Purchasing Decisions is mediated by Purchase Intention. However, this relationship shows a significant effect, so it can be concluded that Purchase Intention acts as a mediator in the relationship between Consumer Attitudes and Purchasing Decisions. And the indirect relationship between Halal Product Literacy and Purchasing Decisions mediated by Purchase Intention. This relationship shows a significant effect, so it can be concluded that Purchase Intention acts as a mediator in the relationship between Halal Product Literacy and Purchasing Decisions.

DISCUSSION

H1: Halal Product Literacy Has a Positive Effect on Purchasing Decisions

The halal product literacy variable has $t_{hitung} = 2,093 > t_{tabel} = 1,997$ with a significant level of $0,036 < 0,05$. is rejected and hypothesis 1 is supported, so it can be concluded that halal product literacy has a significant effect on purchasing decisions.

Halal knowledge literacy has a positive and significant effect on purchasing decisions, where consumers who understand halal-haram law, are able to distinguish halal products, and are accustomed to using halal products tend to be more selective in choosing products. This can be seen from the habit of paying attention to the halal label, being careful of street food without a halal logo, and utilizing the MUI halal logo

as a guide. Supported by data that 93% of respondents stated that they knew or were very aware of halal products, it can be concluded that the higher a person's halal literacy, the greater the tendency to choose products that are in accordance with the principles of halalness, both from religious and health aspects. This finding is in line with research (Safitri et al., 2023) states that halal literacy has a significant effect on purchasing decisions.

H2: Halal Label Knowledge Has a Positive Effect on Purchasing Decisions

The Halal Label Knowledge variable has $t_{hitung} = 1,323 < t_{tabel} = 1,997$ with a significant level of $0,186 > 0,05$. This means that H_0 is accepted and hypothesis 1 is not supported, so it can be concluded that halal label knowledge does not have a significant effect on purchasing decisions.

Knowledge of the halal label does not have a significant effect and tends to have a negative effect on purchasing decisions. Although many respondents stated that they always pay attention to the presence of the halal label and believe that the label is in accordance with LPPOM-MUI standards, the data shows that the influence of the halal logo on product purchasing decisions is not entirely strong. Some respondents consider that the halal logo greatly influences purchasing decisions, but almost half consider the influence to be moderate to very small, and even a small number state that they are not affected at all. In addition, views regarding the consistency of manufacturers in including the halal logo also vary, which creates consumer uncertainty. This indicates that although consumers recognize the importance of the halal label, their knowledge of the label has not been able to significantly influence purchasing decisions and sometimes even creates doubts. This finding is in line with research from (Sitompul, 2021) which states that the halal label has a negative and insignificant effect on purchasing decisions. If the halal label is left out, then purchasing decisions will decrease and have no significant effect.

H3: Consumer Attitudes Have a Positive Effect on Purchasing Decisions

The consumer attitude variable has $t_{hitung} = 4,372 > t_{tabel} = 1,997$ with a significant level of $0,000 < 0,05$. This means that H_0 is rejected and hypothesis 1 is supported, so it can be concluded that consumer attitudes have a significant effect on purchasing decisions.

Consumer attitudes towards halal products have a positive and significant impact on purchasing decisions, especially on snacks from street vendors. Consumers who believe that the products sold are halal tend to have a higher purchase intention, feel satisfied, and show loyalty to the product. This attitude is also reflected in their preference to choose street food as long as the halalness of the product is guaranteed. Factors such as easy access to street vendors in Pekalongan City and a complete variety of halal products are also important considerations. Consumers' statements that they want to try street food but still pay attention to halalness show how important this aspect is in the decision-making process. In addition, the data shows that most respondents (74.2%) rated manufacturers as fairly to very consistent in displaying the halal logo, which further strengthens trust and significantly influences purchasing decisions. These findings are in line with research from (Rizki et al., 2022) stating that consumer attitudes have a positive and significant effect on smartphone purchasing decisions. Likewise, research from (Fadhila et al., 2020) yang menyatakan bahwa Terdapat pengaruh yang positif dan signifikan antara variabel sikap states that there is a positive and significant

influence between consumer attitude variables and consumer perceptions on purchasing decisions. The results of research by (Konsumen et al., 2024) which states that consumer attitudes have a positive and significant influence on purchasing decisions.

H4: Purchase Intention Has a Positive Effect on Purchasing Decisions

The purchase interest variable has $t_{hitung} = 3,574 > t_{tabel} = 1,997$ with a significant

level of $0,000 < 0,05$. This means that H_0 is rejected and hypothesis 1 is supported, so it can be concluded that buying interest has a significant effect on purchasing decisions.

Consumer buying interest in street vendors' products is proven to have a positive and significant influence on purchasing decisions. Consumers who have a high interest in buying halal products from street vendors are more likely to pay attention to halal aspects before deciding on a purchase. They also actively seek information related to product halalness and consider the experience of those closest to them as a reference. Confidence in the halalness of the product makes consumers not hesitate to recommend and invite their relatives to buy the product. In addition, strong buying interest encourages consumers to prefer street vendors' products over other alternatives, as long as the products are guaranteed to be halal. Thus, buying interest based on halalness clearly influences purchasing decisions significantly. This finding is in line with research from. These findings are in line with (Rizki et al., 2022), which states that consumer attitudes have a positive and significant influence on smartphone purchasing decisions. Similarly, research by (Fadhila et al., 2020) states that there is a positive and significant influence between the consumer attitude variable and consumer perception on purchasing decisions. The results of research by (Konsumen et al., 2024) state that consumer attitudes have a positive and significant influence on purchasing decisions.

H5: Purchase Intention Mediates the Relationship between Halal Product Literacy and Purchasing Decisions

The halal product literacy variable mediated by buying interest has $t_{hitung} = 2,113 > t_{tabel} = 1,997$ with a significant level of $0,035 < 0,05$. This means that H_0 is rejected and hypothesis 1 is supported, so it can be concluded that halal product literacy mediated by buying interest has a significant effect on purchasing decisions.

Purchase interest acts as a mediator that strengthens the positive and significant relationship between halal product literacy and purchasing decisions. This means that the higher consumer literacy about halal products-including understanding of halal law, the ability to recognize halal products, and awareness of the importance of halal labels-will increase consumer buying interest in these products. This increased buying interest then encourages consumers to make purchasing decisions that are more appropriate and in accordance with halal principles. In other words, halal product literacy does not directly affect purchasing decisions to the fullest without an increase in buying interest. Purchase interest becomes a bridge that connects knowledge about halal products with real purchasing actions, thus mediating the influence of halal literacy effectively and significantly in shaping consumer decisions.

H6: Purchase Intention Mediates the Relationship between Halal Label Knowledge and Purchasing Decisions

The halal label knowledge variable has a mediated by buying interest $t_{hitung} = 1,230 < t_{tabel} = 1,997$ with a significant level of $0,219 > 0,05$. This means that H_0 is accepted and hypothesis 1 is not supported, so it can be concluded that halal label knowledge mediated by buying interest does not have a significant effect on purchasing decisions.

Purchase intention as a mediator in the relationship between knowledge about halal labeling and purchasing decisions shows a non-positive and insignificant effect. This indicates that even though consumers have knowledge about the halal label, this knowledge is not enough to significantly increase purchase intention. As a result, buying interest is unable to effectively strengthen or bridge the influence of halal label knowledge on purchasing decisions. In other words, knowledge of the halal label alone is not enough to influence purchase intention or purchasing decisions in real terms, so the relationship between the two tends to be weak and not statistically meaningful.

H7: Purchase Intention Mediates the Relationship between Consumer Attitudes and Purchasing Decisions

The consumer attitude variable mediated by purchase intention has $t_{hitung} = 4,803 > t_{tabel} = 1,997$ with a significant level of $0,000 < 0,05$. This means that H_0 is rejected and hypothesis 1 is supported, so it can be concluded that consumer attitudes mediated by buying interest have a significant effect on purchasing decisions.

Purchase interest plays an important role as a mediator that strengthens the positive and significant relationship between consumer attitudes and purchasing decisions. Consumer attitudes that support halal products will increase their purchase interest in these products. This increased purchase interest further encourages consumers to make purchasing decisions that are consistent with their attitudes. In other words, the effect of attitudes on purchasing decisions is optimized when purchase interest acts as a link, thus facilitating real and significant purchasing decisions.

CONCLUSIONS AND SUGGESTIONS FOR FUTURE RESEARCH

Conclusion

This study is motivated by the importance of halal aspects in food consumption among the Muslim community, especially Generation Z, which is the dominant consumer group in the street food sector in Pekalongan City. In this context, the study examines the role of halal product literacy, halal labeling, and consumer attitudes on purchasing decisions, and assesses the extent to which purchase intention acts as a mediating variable in the process. Based on the results of the literature study and the data analyzed, it was found that Generation Z has a high tendency to consume food from street vendors due to price, accessibility, and menu diversity. However, this preference has not been fully matched by a high awareness of the importance of halal labeling and a deep understanding of halal products.

This study identifies that halal product literacy has a relationship with purchasing decisions, both directly and indirectly through purchase intention. Generation Z who have better halal literacy tend to be more selective in choosing food products, although in some cases they still rely on personal assumptions or social

trust in traders. Similarly, the halal label is proven to have an influence on purchasing decisions, mainly because the label serves as a guarantee of safety and trust for consumers in the halalness of a product. However, not all consumers understand the meaning and importance of the halal label thoroughly, which suggests the need for more intensive education.

In addition, consumer attitudes have been shown to be an important factor driving interest and purchase decisions. Consumers with a positive attitude towards halal products tend to have a stronger tendency to buy these products. This finding is in line with the theory of consumer behavior which states that attitudes play an important role in shaping behavioral intentions and decisions, including in terms of consumption. In this case, purchase intention acts as a bridge between perception, knowledge, and attitude towards real action, namely purchasing decisions. The mediating role of purchase intention also proves important in explaining how halal product literacy, halal labeling, and consumer attitudes indirectly influence purchasing decisions.

Overall, this study illustrates that although Generation Z shows great interest in street food, their purchasing decisions are not only driven by price or taste, but also begin to consider halal aspects, especially when information about halal is conveyed clearly and reliably. Therefore, increasing halal literacy and consumer understanding of the importance of halal labels needs to be a serious concern, both by the government, business actors, and certification bodies, in order to encourage consumption behavior that is more responsible and in accordance with the principles of Islamic sharia.

Suggestions for Future Research

Future research is recommended to expand the scope of the study area in order to obtain a broader picture of Generation Z consumer behavior in various regions with different social and cultural characteristics. In addition, a qualitative or mixed methods approach can be used to dig deeper into consumers' subjective reasons related to halal perceptions and emotional factors in decision making. Researchers can also add other variables such as family influence, religiosity level, influencers or trust in micro businesses as factors that might mediate or moderate the relationship between variables. Finally, further research needs to be conducted on street vendors directly to measure their level of understanding of the importance of halal certification, as well as the obstacles they face in obtaining this certification.

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