

MARKETING | RESEARCH ARTICLE

Mediating Role of Brand Perceived Quality in The Effect of Halal Label and Certification on Purchase Intention

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ABSTRACT

Halal Food Product Purchase Intention refers to consumers' intention to repurchase products that are certified as halal, thereby fostering trust in the product and its authenticity. The food industry, as a sector susceptible to halal issues, is expected to fully comply with halal standards, particularly as global demand for halal-certified products continues to rise in tandem with the growth of the Muslim population and increasing awareness of halal assurance. One popular culinary product in Garut, Mie Jebew Teh Emil, serves as the object of this study. The purpose of this research is to analyze the influence of halal labels and halal certification on halal food purchase intention, both directly and indirectly through the mediating variable of halal brand perceived quality. This study employs a quantitative method by distributing questionnaires to 400 respondents through both online and offline means. The instrument used is a Likert-scale questionnaire designed to measure respondents' perceptions of each variable. Data analysis was conducted using the Structural Equation Modeling (SEM) approach to test the causal relationships among variables. The findings indicate that halal labels and halal certification have a significant influence on halal food purchase intentions, both directly and indirectly through the mediating role of perceived halal brand quality. Moreover, the perceived quality of halal brands also shows a significant effect on consumers' purchase intentions toward halal products. These results were tested at a 95% significance level, leading to the conclusion that trust in halal brand quality plays a significant role in increasing consumers' willingness to purchase halal food products.

Keywords: Halal Label, Halal Certification, Halal Brand Perceived Quality, Halal Food Product Purchase Intent.

JEL Code: M31, L66, M31, M31

I. Introduction

Indonesia is the largest country in Southeast Asia, with a population of 274.44 million people, as per the 2020 census. (BPS Indonesia, 2023) . This population diversity encompasses ethnicity, race, culture, and religion. According to the national ideology, Pancasila, every citizen in Indonesia is required to embrace one of the six officially recognized religions: Islam, Catholicism, Buddhism, Hinduism, Confucianism, and Protestant Christianity. Among these, Islam is the dominant religion, with a Muslim population of approximately 245.9 million people, making Indonesia the country with the largest Muslim population globally.



Table 1. The Largest Muslim Population in the World

No	Country	Population (Million People)
1.	Indonesia	244.7
2.	Pakistan	239.7
3.	India	223.4
4.	Bangladesh	159.7
5.	Nigeria	118.9
6.	Egypt	110.2
7.	Iran	89.3
8.	Türkiye	84.4
9.	Ethiopia	47.3
10.	Iraq	46.7

Based on the data in Table 1, it is evident that this demographic factor significantly influences consumption behavior, particularly in food choices. For Muslims, the consumption of halal food is not just a preference but a religious obligation. Halal food refers to items permitted under Islamic law, including those free from pork, alcohol, intoxicants, and cross-contamination with non-halal substances. Additionally, food must be *thayyib*, meaning wholesome, clean, and safe for consumption. (DinarStandard, 2023). Halal certification in Indonesia is regulated by BPJPH in collaboration with MUI and LPH, ensuring that certified products meet strict religious and safety standards. Despite the large Muslim population, Indonesia has not yet ranked among the top 10 players in the global halal food industry, reflecting a gap between demographic potential and industrial performance. (MUI, 2023).

Table 2. Halal Product Consumption in Every Sector in Indonesia

No	Sector	Year 2020 (US\$ Billion)	Year 2025 (US\$ Billion)
1.	Food and Beverages	135	204
2.	Fashion	15.6	23.28
3.	Pharmaceuticals	5.13	6.81
4.	Cosmetics	4.19	7.59
5.	Tourism	3.37	8.03
6.	Media & Recreation	20.73	31.82

The food and beverage sector dominates halal consumption in Indonesia, growing from USD 135 billion in 2020 to a projected USD 204 billion in 2025. This growth underscores the importance of maintaining public awareness regarding halal food and the use of halal labels to reinforce consumer perceptions of product quality and trustworthiness. In this context, the development of the local halal culinary industry has also been noteworthy. One such example is Mie Jebew Teh Emil, a popular spicy noodle brand in Garut, West Java. Known for its unique taste and affordability, the brand has gained popularity among young consumers, especially students and young professionals. Innovative flavors, effective social media promotion, and accessibility through delivery platforms like GoFood and GrabFood drive its success. Importantly, Mie Jebew Teh Emil has obtained formal halal certification from BPJPH, reinforcing its commitment to halal integrity. (Sundawa, 2023.)

This emphasis on halal labels aligns with broader research indicating that halal labels play a significant role in influencing consumers' perceptions of quality toward halal brands. Moreover, they can strengthen brand loyalty and contribute to shaping brand identity, particularly in terms of positioning within the Muslim consumer market. However, it is worth noting that not all studies report a strong influence; for example, a study found the relationship between halal labels and perceived brand quality to be relatively weak. In addition to halal labels, formal halal certification is another crucial factor that can enhance consumer trust and confidence. Companies must attract consumer attention by reinforcing trust through official certification, such as those issued by BPOM in Indonesia, to ensure compliance with halal regulations and

support the halal industry. This study also highlights the impact of halal certification and halal labels on perceived quality, both of which have significant effects (Irawan, 2024). Although certifications from official institutions are shown to increase consumer trust in product quality, prior research investigating the influence of halal certification on purchase intention and brand loyalty in Indonesia has yet to specifically explore its direct effect on halal brand perceived quality (Ramadhan et al., 2024).

To further understand the impact of perceived brand quality on halal food product purchase intention. The perceived quality of halal brands has a positive and significant influence on the purchase intention of halal food products. Other factors that also influence halal food product purchase intention, namely, customers' perceived interaction, have a significant influence. The influence of perceived halal brand quality on halal food product purchase intention, through customers' perceived interaction, also has a positive impact. (Ismail, 2025). In this study, the influence of perceived halal brand quality on halal food product purchase intention still requires further exploration; the variables used are also still limited in the context of halal products. (Anggar Kusuma & Anandya, 2023). In line with the discussion on brand quality, halal labels have also been frequently associated with an increase in purchase intention for halal products. However, research findings still show inconsistencies. Halal labels are known to have a significant effect on purchase intention. (N. Hidayati & Sunaryo, 2021), while other studies indicate no significant effect (Saputri & Guritno, 2021). This discrepancy highlights a research gap that warrants further investigation to elucidate the factors that moderate this relationship. Similarly, research on the influence of halal certification on halal food purchase intention also presents mixed results. A study revealed that Halal certification has a significant impact on purchase intention. (Djakasaputra et al., 2023a). However, no significant effect was found in a study. (Muhammad Hamka Habibie et al., 2020). This discrepancy in findings highlights a research gap that warrants further investigation to elucidate the factors influencing this relationship.

The Halal Label variable shows inconsistent research results regarding its relationship with Halal Brand Perceived Quality and Halal Food Purchase Intention. Several studies have shown that Halal Label has a positive effect on Halal Brand Perceived Quality, which in turn increases purchase intention for halal products. In fact, Halal Label has also been found to have a direct effect on Halal Food Purchase Intention. (Idaman et al., 2024). (Ismail, 2025) (N. Hidayati & Sunaryo, 2021). Conversely, another study found no significant influence between the Halal Label and Halal Brand Perceived Quality, or on Halal Food Purchase Intention. (Baron & Agustina, 2022). (Anggar Kusuma & Anandya, 2023) (Saputri & Guritno, 2021). This discrepancy in findings highlights the importance of further research to re-examine the relationship between Halal Labeling and Halal food purchase intention, considering the mediating role of Halal Brand Perceived Quality. The same thing was also found for the Halal Certification variable, which showed inconsistent results in its relationship with Halal Brand Perceived Quality and Halal Food Purchase Intention. Several studies have shown that Halal Certification has a positive effect on Halal Brand Perceived Quality and Halal Food Purchase Intention, and that Halal Brand Perceived Quality also influences Halal Food Purchase Intention. (Irawan, 2024) (Ismail, 2025). (Djakasaputra et al., 2023a). However, other studies show that Halal Certification has no significant effect on Halal Brand Perceived Quality or Halal Food Purchase Intention, and Halal Brand Perceived Quality also has no effect on Halal Food Purchase Intention. (Muhammad Hamka Habibie et al., 2020). (Anggar Kusuma & Anandya, 2023) (Ramadhan et al., 2024). This inconsistency underscores the need for further exploration of the mediating role of Halal Brand Perceived Quality in the relationship between Halal Certification and Halal Food Purchase Intention, aiming to obtain more comprehensive empirical evidence.

Along with the development of science and technology, Muslim consumers are becoming increasingly aware of the importance of halalness in products and are becoming more selective in their purchasing decisions. Thus, many companies are attempting to obtain halal certification from the Halal Product Guarantee Agency (BPJPH), which is under the Ministry of Religion of the Republic of Indonesia. This agency is authorized to issue halal certification based on Law No. 33 of 2014 concerning Halal Product Guarantee. However, there is still limited research that discusses the direct influence of halal labels and halal certification on the quality of halal brands, which can affect the intention to purchase halal food products. The direct influence of halal labels and halal certification on purchase intentions has been widely explored in

previous studies. However, there is a lack of research on the role of perceived halal brand quality as a mediating variable.

Although Mie Jebew Teh Emil has obtained official halal certification and displays halal labeling on its products, consumer purchase decisions are not always solely determined by the presence of such certifications or labels. In the increasingly competitive halal food industry, especially in a Muslim-majority country like Indonesia, consumers have become more critical and selective in their purchasing behavior. They tend to evaluate not only the formal halal status of a product but also the perceived quality of the brand, which includes factors such as consistency, reliability, product presentation, and emotional trust. This highlights a deeper issue: the existence of halal certification and labeling does not automatically translate into high purchase intention unless a strong perception of brand quality supports it. Therefore, the core problem in this study lies in understanding how halal certification and halal labels influence consumer purchase intention, and to what extent this influence is mediated by consumers' perceived quality of the halal brand. This research aims to fill the gap by providing empirical evidence on the mediating role of perceived halal brand quality in shaping consumers' intentions to purchase halal-certified food products. Furthermore, the interaction between halal labels and halal certification in shaping brand quality perceptions has received little attention, despite the belief that combining the two can significantly enhance the halal brand image. In addition, most studies still focus on the general context or non-food products, while research on halal food products, which are daily necessities, remains very limited. Therefore, in relation to the study entitled "The Influence of Halal Label and Halal Certification on Halal Food Product Purchase Intention through Halal Brand Perceived Quality", this study on the popularity of Mie Jebew Teh Emil is relevant to see the extent to which the presence of halal labels and halal certification is important in increasing consumer purchasing interest in local halal food products. sin

II. Literature Review and Hypothesis Development

The Literature Review and Hypothesis Development section serves to position your research within the existing body of knowledge, identify gaps, and logically develop your hypotheses. Begin with an overview of the key themes and topics related to your research, highlighting the most relevant theories, models, or findings in the field. This demonstrates a comprehensive understanding of the academic landscape and contextualizes your study within it. For each theme, discuss how previous research has addressed related issues, noting significant findings, inconsistencies, or limitations. If applicable, include seminal works and recent studies to show the evolution of thought and where your work fits within this progression. Critically evaluate the strengths and weaknesses of the existing literature, avoiding mere summarization. Use this critique to underscore the need for further investigation and the uniqueness of your research. Next, explicitly state the theoretical framework guiding your study, ensuring it aligns with your objectives. Describe the underlying principles, concepts, or assumptions that support your research questions or model. This theoretical grounding adds depth and clarity to your analysis, justifying the hypotheses you propose. When developing hypotheses, structure this section to move logically from the literature to your specific research propositions. For each hypothesis, draw a clear connection between the reviewed studies and your argument, explaining how prior evidence supports your expectations. Use phrases like "Based on these findings, I hypothesize that..." or "Building on the work of [Author], I propose that..." to ensure clarity and coherence.

Organize your hypotheses systematically, either by theme, variable, or research objective. Clearly number and present them, ensuring they are testable and directly tied to the literature discussed. This approach strengthens the logical flow and enables readers to follow the progression from theoretical insights to empirical investigation with ease. Conclude this section by summarizing how the literature review and hypotheses align with your research aims, emphasizing the study's potential contributions to theory, practice, or policy. Therefore, based on this relationship, the hypothesis proposed in this study is as follows:

2.1. Halal Label

The halal label is an official guarantee issued by an authorized institution, such as LPPOM MUI, confirming that a product has passed the halal test in accordance with Islamic law. (Ramadhani et al., 2021). It typically appears on packaging in the form of the word "Halal" written in Arabic or other scripts, along with a registration code from the Ministry, serving as legal assurance that the product complies with sharia provisions. (Prihatini et al., 2023). For Muslim consumers, this certification is crucial as it builds trust in both the physical content and religious permissibility of the product. Its presence also serves as a protective measure, especially considering that many items may contain ingredients that are not permissible for consumption. (Sinar et al., 2024). Beyond religious assurance, the labeling provides clear and accurate information regarding the quantity, quality, and content of a product. This transparency enables consumers to understand better what they are purchasing and supports their right to make informed choices in the market. (Musaidah et al., 2024). Some indicators can be used to measure halal labels, including Picture, text, a combination of picture and text, and a sticker on packaging. (Sholeh et al., 2024).

2.2. Halal Certification

Halal certification serves as a guarantee for Muslim consumers, ensuring they select products that are safe, clean, and compliant with Islamic law. It ensures that the goods consumed or used do not contain prohibited elements and are permissible according to religious principles. According to Law Number 33 of 2014 on Halal Product Assurance, halal products are those that have been officially declared as such in accordance with Islamic guidelines. (Djakasaputra et al., 2023). This certification plays a central role in determining a product's compliance with halal standards. It covers various aspects of the production process, including preparation, slaughtering, cleaning, handling, and management, all of which must follow religious provisions. (Karimah & Darwanto, 2021). Its primary aim is to protect Muslim consumers from non-compliant food and beverages while also providing legal assurance regarding the halal status of processed products. (Nasfi et al., 2023). The process of obtaining this certification involves several steps, which food business actors perceive as a formal procedure to meet halal requirements. (Oemar et al., 2023). Several indicators can be used to measure the impact of halal certification, including the understanding of the Halal Logo, Choosing Halal Products Based on Legal Certification, and Product Choice Based on the Halal Logo. (Hidayati & Muhammad, 2024).

2.3. Brand Perceived Quality Terms

Perceived quality is defined as a consumer's evaluation of a product's overall superiority or uniqueness. In many industries, this perception becomes a key factor in influencing consumer preferences, as it reflects their expectations regarding a product's performance and value, ultimately shaping purchasing decisions. Consumers are more likely to choose brands they perceive as high-quality, particularly in the halal product context, where factors such as safety, cleanliness, and compliance with Islamic principles are crucial. (Budiyono & Sulistyono, 2022). Halal Brand Perceived Quality (HBPQ) refers explicitly to consumers' subjective assessments of a brand's superiority, encompassing both general product attributes and those unique to halal standards. These include evaluations of ingredient quality, production methods, and adherence to halal guidelines. (Kusmayadi & Albari, 2024). Since this perception is inherently subjective, it cannot be measured objectively. Instead, it is influenced by individual experiences, available information, and the brand's image in the consumer's mind. (Wiranto et al., 2024). Given its influence, the use of halal branding is considered essential for businesses seeking to establish trust and maintain consumer confidence. Companies that incorporate halal elements into their branding strategies are seen as more reliable and credible. (Refaldy & Rodhiah, 2023). The indicators are quality, consistency, reliability, and features of halal products consumed (Ali et al., 2020).

2.4. Halal Food Product Purchase Intention



Purchase intention refers to the tendency of consumers to engage in buying behavior and is influenced by how strongly they are inclined to make a purchase. (Tristanto & Iswati, 2025). It emerges when consumers already possess information about a product or service and is shaped by their attitudes toward the brand, combined with external factors such as marketing, social influence, or product availability. (Refaldy & Rodhiah, 2023). This intention is a valuable measure for businesses, as it helps assess the feasibility of new distribution strategies and informs decisions on which market segments to target (Nugroho & Sutisna, 2025). In the context of halal food, the intention to purchase carries additional significance. While agricultural commodities such as rice, fruits, and vegetables are generally considered inherently halal based on Islamic teachings, any additional processing or the use of non-halal ingredients can alter their status. (Wiyono et al., 2022). Therefore, consumer intention in this context refers not only to a desire to purchase but also to a conscious and sincere decision to choose products that align with religious principles. This includes a commitment to buy and consume halal-certified products in the future. (Febriandika et al., 2023).

This study aims to examine the influence of the halal label and halal certification on the purchase intention of halal food products, with perceived halal brand quality as a moderating variable. Based on these findings, I hypothesize that :

H1: Halal Certification positively and significantly influences Halal Brand Perceived Quality

H2: Halal Label positively and significantly influences Halal Brand Perceived Quality

H3: Halal Brand Perceived Quality positively and significantly influences Halal Food Product Purchase Intention

H4: Halal Certification positively and significantly influences Halal Food Producer Purchase Intention

H5: Halal Label positively and significantly influences Halal Food Producer Purchase Intention

H6: Halal Brand Perceived Quality mediates the relationship between Halal Label and Halal Food Product Purchase Intention

H7: Halal Brand Perceived Quality mediates the relationship between Halal certification and Halal Food Product Purchase Intention

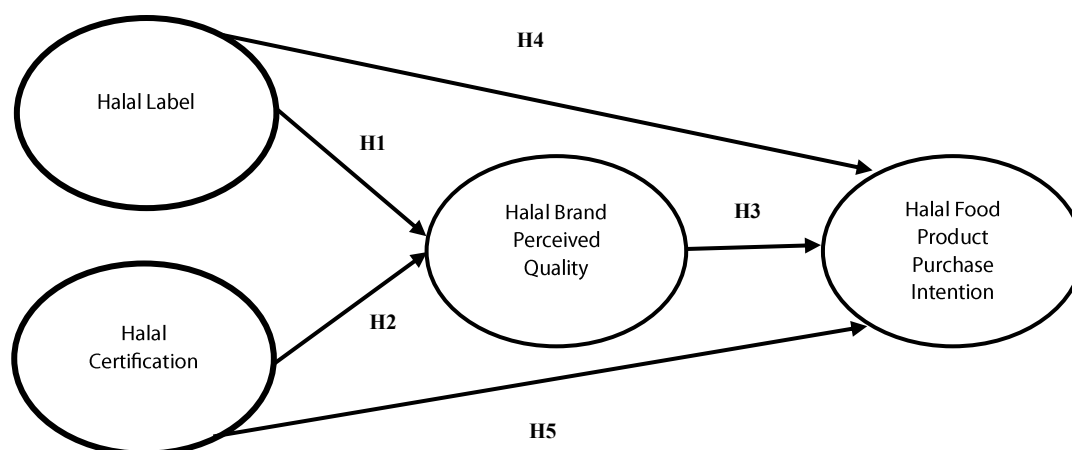


Figure 1. Conceptual Framework

III. Research Method

3.1. Research Design

This study employs a quantitative approach, utilizing both descriptive and explanatory designs. Descriptive methods are used to describe the characteristics of the population and research variables, while explanatory methods are used to test the relationship between variables and their effect. A quantitative

approach was chosen because it can objectively and measurably measure the relationships between variables. Through data collection using questionnaires and SEM-PLS analysis, this approach enables statistical hypothesis testing and the identification of both direct and indirect influences. Furthermore, the research results can be generalized and tested for validity and reliability.

3.2. Research Location and Time

This study focuses on consumers of Mie Jebew Teh Emil located in Garut City. The sample size is a realistic assumption of the scale of distribution and popularity of Mie Jebew Teh Emil products in Garut Regency. As a local product known among the local community but not consumed by the entire population, it is estimated that only a small portion of the total population of Garut Regency are active consumers. The research period begins in April 2025 and lasts until July 2025 to obtain the latest data. The study was conducted from April to July, as this period provided sufficient time to develop instruments, distribute questionnaires, collect and analyze data thoroughly. Furthermore, during these months, the majority of respondents, including students and the general public, were relatively easy to reach because they were not on extended holidays or engaged in busy academic activities. This timeframe also ensured a smooth revision process and the preparation of the final research report. The chosen research location, namely Mie Jebew Teh Emil consumers in Garut, may introduce potential bias due to the limited characteristics of respondents within a specific geographic region. This could affect the generalizability of the research results, given that preferences, perceptions of halal brands, and levels of halal awareness may differ in other regions. Consumers in Garut may have cultural backgrounds, religious backgrounds, or halal education levels that differ from those of the national consumer population. Therefore, the findings of this study need to be interpreted with these limitations in mind.

3.3. Population and Sample

The population in this study is based on the characteristics of respondents, including domicile, age, religion, occupation, and purchasing intensity, particularly individuals who have purchased and consumed Mie Jebew Teh Emil products. The selection of this population is based on the consideration that Mie Jebew Teh Emil is a local product that is considered representative to describe the influence of halal labels and halal certification on consumer purchasing decisions in the context of halal food products. The sample in this study is part of the population, selected to represent the characteristics of the entire population, and became the focus of data collection. The sample in this study is based on the level of purchasing intensity among consumers, as determined through direct interviews with Mie Jebew Teh Emil, with a transaction intensity of 93,600 per year. The sampling technique used in this study is purposive sampling, a method that selects participants based on specific criteria established by the researcher. This technique was chosen because it is considered the most suitable for collecting data from respondents relevant to the study's focus. The use of non-probabilistic methods was employed because researchers targeted respondents who met specific criteria. However, this method risks bias, and the results cannot be widely generalized. Although purposive sampling is a non-probabilistic technique, a calculation approach is used to determine the minimum number of respondents needed to ensure the data obtained remains adequate and statistically valid, utilizing the Slovin formula with a 5% margin of error. (Ruky et al., 2021). The following is the explanation:

$$n = \frac{N}{1 + N \cdot e^2}$$

$$n = \frac{93,600}{1 + 93,600 \cdot (0,05)^2}$$

$$n = \frac{93,600}{1 + 93,600 \cdot 0,0025}$$

$$n = \frac{93,600}{1 + 234}$$

$$n = \frac{93,600}{235}$$

$$n = 398,3$$

Based on the formula above, the sample was determined using Solvin's formula with a 5% margin of error, resulting in 400 respondents to simplify the questionnaire distribution process and maintain an even number. An even number, such as 400, facilitates proportional distribution if necessary and provides a tiny additional margin that can actually strengthen the data's reliability without significantly impacting the statistical analysis.

3.4. Data Collection

Data collection was conducted through a questionnaire distributed to respondents who met the criteria online and offline. This questionnaire was designed to measure consumer perceptions of halal labels, halal certification, perceptions of halal brand quality, and intention to purchase halal products. A 5-point Likert scale was used in the questionnaire, with the following answer options: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree.

3.5. Data Analysis

This study employs a quantitative approach, aiming to test the relationship between variables in terms of objectives and measurements. Specifically, it examines the relationship between halal labels and halal certification on purchase intentions, with perception of halal brand quality serving as a mediating variable. This approach allows researchers to collect large amounts of data, analyze it statistically, and generalize the findings to a broader population. In addition, a quantitative approach is relevant to measure the influence and significance of the relationship between variables using analytical tools such as regression or Structural Equation Modeling (SEM). Thus, this method is considered the most suitable for answering research questions and testing hypotheses systematically.

The data were analyzed using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method with the assistance of SmartPLS version 4.0 software. The analysis was conducted in two main stages: the evaluation of the measurement model (outer model) and the evaluation of the structural model (inner model). In the outer model stage, construct validity, including convergent and discriminant validity, as well as indicator reliability, was assessed using loading factor values, Average Variance Extracted (AVE), and Cronbach's Alpha. Meanwhile, the inner model analysis focuses on examining the relationships between variables to test the research hypotheses, which includes estimating path coefficient values, R^2 values as measures of the model's predictive power, and the significance of the effects among variables in the structural model. (Hair et al., 2024).

3.6. Ethical Considerations

In conducting this research, ethical considerations are a crucial component to maintain the integrity of the research process and protect the rights of participants. All respondents were involved voluntarily and were first given a clear explanation of the purpose, procedures, and implications of their participation. The researcher ensured that there was no pressure or coercion in data collection, and guaranteed that any information provided by respondents would be kept confidential and used solely for academic purposes. In addition, the researcher is committed to ensuring that participants experience no adverse impacts as a result of their involvement in this research. All stages of the research were conducted in accordance with applicable

research ethics principles, both nationally and internationally, to ensure that the research process was carried out responsibly and professionally. This study adheres to the research ethics guidelines established by The Belmont Report (1979), which emphasizes core principles such as respect for persons, beneficence, and justice. Before completing the questionnaire, participants were provided with information regarding the purpose, benefits, and confidentiality of the data, and were asked to provide informed consent. Potential risks in this study are minimal because it does not involve sensitive data, and participation is voluntary and without pressure.

IV. Results and Discussion

4.1. Respondent Demographics

The characteristics of the respondents in this study consist of several demographic variables, namely gender, age, education, religion, purchase frequency, and domicile. In terms of gender, the majority of respondents were female, totaling 294 individuals (73.5%), while male respondents numbered 106 individuals (26.5%). Based on age, the majority of respondents were in the 21–25 age group, totaling 221 individuals (55.25%), followed by the 15–20 age group with 111 individuals (27.75%). The remaining age groups had smaller proportions. Regarding education, the majority of respondents were university students, totaling 288 individuals (72%), followed by workers (82 individuals, or 20.5%), housewives (22 individuals, or 5.5%), and school students (8 individuals, or 2%). All respondents in this study identified as Muslim (100%), indicating a high level of religious homogeneity. In terms of purchase frequency, most respondents had made purchases more than three times, totaling 275 individuals (68.75%). Meanwhile, 65 individuals (16.25%) had made purchases twice, and 60 individuals (15%) had made purchases only once. All respondents were domiciled in Garut, which is the focus area of this research. In conclusion, the majority of respondents were female, young adults (aged 21–25), university students, Muslim, residing in Garut, and had a high frequency of purchases, providing a representative picture of young consumer behavior in the region.

Table 3. Respondent Demographics

Category	Criteria	Frequency	Percentage
Gender	Male	106	26.5%
	Female	294	73.5%
Age	15-20 Years	111	27.75%
	21-25 Years	221	55.25%
	26-30 Years	51	12.75%
	31-40 Years	12	3.00%
	41-60 Years	5	1.25%
Education	Student (School)	8	2%
	University Student	288	72%
	Housewife	22	5.5%
	Worker	82	20.5%
Religion	Islam	400	100%
	Christian	-	-
	Catholic	-	-
	Hindu	-	-
	Buddhist	-	-
Purchase Frequency	Once	60	15%
	Twice	65	16.25%
	More Than 3 Times	275	68.75%
Domicile	Garut	400	100%

4.2. Convergent Validity

An indicator is considered to meet the criteria for convergent validity if it has an outer loading value greater than 0.7. Referring to Table 4, all indicators of each variable in this study show outer loading values above 0.7. This indicates that none of the indicators fall below the minimum threshold of 0.5, meaning that all are retained in the model. Thus, all indicators can be declared valid and suitable for use in this study. The achievement of convergent validity implies that each indicator can fully represent the construct being measured. Therefore, all indicators can be used for further analysis in support of the validity of the measurement model. The outer loading values of each indicator used in this study are presented as follows:

Table 4. Outer Loading

Variable	Indicator	Outer Loading
Halal Label	HL1	0.875
	HL2	0.885
	HL3	0.894
	HL4	0.862
Halal Certification	HC1	0.856
	HC2	0.898
	HC3	0.899
Halal Brand Perceived Quality	HBPQ1	0.843
	HBPQ2	0.866
	HBPQ3	0.885
	HBPQ4	0.869
Halal Food Product Purchase Intention	HFPP1	0.875
	HFPP2	0.896
	HFPP3	0.891

4.3. Data Analysis

Based on the results of the outer model analysis, all indicators in this study demonstrated adequate validity in representing the measured latent constructs. Indicator validity was tested through loading factor values and significance tests using bootstrapping. The analysis results showed that each indicator had a significant influence on its respective construct, indicating that these indicators consistently and accurately explained the latent variables. This was evident in the constructs of Halal Label, Halal Certification, Halal Brand Perceived Quality, and Halal Food Product Purchase Intention, where all indicators used made a substantial contribution to the formation of the construct. These findings indicate that the measurement instrument in this study meets the criteria for convergent validity, as the indicators accurately capture the essence of the construct. With no indicators eliminated, it can be concluded that all indicators are suitable for use in the next stage of structural analysis. This high indicator validity also strengthens the reliability of the measurement model used in the study, allowing the results of the analysis of the relationships between variables to be interpreted more accurately and convincingly.

4.4. Discriminant Validity

Discriminant validity can be assessed through the Average Variance Extracted (AVE) values, where a construct is considered to meet convergent validity if its AVE value exceeds 0.5. Based on Table 5, all variables in this study show AVE values above that threshold, indicating that each construct satisfies the criteria for convergent validity. The AVE values obtained for each variable are as follows: Halal Label (0.782), Halal Certification (0.773), Halal Brand Perceived Quality (0.788), and Halal Food Product Purchase Intention (0.750). These results indicate that all four variables have an adequate level of variance extracted from their respective indicators, suggesting that the constructs possess good internal consistency and are distinct from other

constructs in the model. Therefore, it can be concluded that all variables in this study fulfill the requirements for discriminant validity and are appropriate for further analysis. The AVE values for each variable are presented as follows:

Table 5. Average Variance Value

Variable	AVE (Average Variance Extracted Value)	Information
Halal Label	0.782	Valid
Halal Certification	0.773	Valid
Halal Brand Perceived Quality	0.788	Valid
Halal Food Product Purchase Intention	0.750	Valid

All indicators have a loading factor value greater than 0.7 and an AVE greater than 0.5, and are accompanied by a brief interpretation of the construct's validity in the research context.

4.5. Reliability Test

Composite reliability is a measure used to assess the internal consistency of indicators that form a construct within a research model. Unlike Cronbach's Alpha, which assumes that all indicators have equal reliability, composite reliability takes into account the weight of each indicator based on its contribution to the construct, making it more accurate in the context of structural modeling such as Partial Least Squares (PLS). A variable is considered to meet the composite reliability criterion if the obtained value is greater than 0.7. Based on Table 6, all variables in this study show composite reliability values that exceed this threshold. The composite reliability values obtained for each variable are as follows: Halal Label (0.915), Halal Certification (0.932), Halal Brand Perceived Quality (0.918), and Halal Food Product Purchase Intention (0.923). These values indicate that all constructs in this study have perfect internal consistency. Therefore, it can be concluded that each variable meets the requirements of composite reliability and is suitable for use in the subsequent structural model analysis.

Table 6. Composite Reliability

Variable	Composite Reliability
Halal Label	0.915
Halal Certification	0.932
Halal Brand Perceived Quality	0.918
Halal Food Product Purchase Intention	0.923

A high Cronbach's Alpha value indicates that the research instrument has good internal consistency. However, this section has been revised to explain that high reliability strengthens confidence in the stability and uniformity of responses across items within a construct, thus making the measurement results more reliable for further analysis.

4.6. Cronbach's Alpha

Cronbach's Alpha is a statistical measure used to assess the internal reliability or consistency of a research instrument, particularly those involving scales or questionnaires composed of multiple items or indicators. The value of Cronbach's Alpha ranges from 0 to 1, where a value ≥ 0.7 is generally considered sufficient to indicate that the items within a construct have good internal consistency. The higher the alpha value, the greater the reliability of the instrument in measuring the intended variable. Based on Table 7, it is evident that all variables in this study have Cronbach's Alpha values above 0.7. This finding indicates that each construct meets the acceptable criteria for internal reliability; therefore, all variables in this study can be

considered reliable. Consequently, the instrument used is deemed appropriate to proceed to the next stage of model analysis. The Cronbach's Alpha values for each variable used in this study are presented as follows:

Table 7. Cronbach's Alpha

Variable	Composite Reliability
Halal Label	0.861
Halal Certification	0.902
Halal Brand Perceived Quality	0.865
Halal Food Product Purchase Intention	0.889

4.7. Inner Model

The inner model evaluation aims to determine whether the relationships among variables in the study are as expected. This assessment involves evaluating the strength and direction of the relationships (path coefficients), the significance of these relationships (as indicated by the t-statistic and p-value), and the extent to which independent variables can explain the dependent variable (as indicated by the R-squared value). The results of the inner model evaluation help determine whether the proposed research model is theoretically sound and statistically reliable. The following section presents the inner model testing results of this study.

4.8. Model Fit Test

The model fit test in this study was conducted using two primary indicators: R-squared (R^2) and Q-squared (Q^2). The R^2 value is used to assess how well the exogenous variables can explain the variance of the endogenous variables. The higher the R^2 value, the greater the model's ability to explain the variables being studied. An R^2 value of 0.75 is categorized as strong, 0.50 as moderate, and 0.25 as weak. Based on Table 8, it is evident that Halal Label and Halal Certification significantly influence Halal Brand Perceived Quality by 70.7% (strong category), and Halal Brand Perceived Quality in turn affects Halal Food Product Purchase Intention by 74.7% (strong category). This model suggests that Halal Label and Halal Certification have a significant impact on shaping the perceived quality of halal brands, which, in turn, along with other variables, strongly influence consumers' purchase intentions toward halal food products. These high R^2 values demonstrate that the model used is relevant and has strong predictive capability.

Table 8. R^2

	R Square	R Square Adjusted
Halal Brand Perceived Quality	0.707	0.705
Halal Food Product Purchase Intention	0.747	0.746

4.9. F-Square

Based on Table 9, the correlation between variables in the table indicates a positive relationship between the presence of a halal label and the intention to purchase halal food products, with a correlation value of 0.067. Although this value is relatively low, it indicates that the halal label still contributes to consumer purchasing decisions, although not dominantly. On the other hand, the halal label has a stronger relationship with the perception of halal brand quality, namely 0.228, which indicates that the presence of a halal label has a greater influence on forming positive consumer perceptions of brand quality. Halal certification also showed a similar pattern. Its relationship to purchase intention was relatively weak, with a correlation value of 0.039. However, halal certification had a stronger relationship with perceived halal brand quality, with a correlation coefficient of 0.275. This suggests that consumer trust in halal products is more influenced by the perceived brand quality resulting from official certification than by its direct impact on purchase intention. Meanwhile, perceived halal brand quality had a more significant positive relationship with purchase intention, with a correlation value of 0.139. This suggests that when consumers have a positive perception of a halal brand's quality, their tendency to purchase that product increases. Therefore, it can be concluded that perceived halal

brand quality plays a significant role as an intermediary, strengthening the influence of halal labels and certification on consumer purchase intention. Branding and communication approaches that emphasize halal brand quality are considered more effective in driving purchasing decisions.

Table 9. F²

	Halal Label	Halal Certification	Halal Food Product Purchase Intention	Halal Brand Perceived Quality
Halal Label			0.067	0.228
Halal Certification			0.039	0.275
Halal Food Product Purchase Intention				
Halal Brand Perceived Quality			0.139	

4.10. Q²Test

The Q² (Q-Square) value is used to assess the predictive relevance of the structural model for endogenous variables. In this study, Q² values were obtained through the blindfolding procedure using SmartPLS. Based on the analysis results, the Q² value for the variable Halal Food Product Purchase Intention is 0.5507, while the Q² value for Halal Brand Perceived Quality is 0.5548. According to the criteria proposed by (Hair et al., 2024). Q² values above 0.35 indicate a strong predictive relevance. Therefore, it can be concluded that the research model possesses a high level of predictive ability for both endogenous variables. This indicates that the constructs used in the model have successfully explained a substantial portion of the variation in the data and demonstrated a high level of predictive accuracy.

Table 10. Q²

	SSO	SSE	Q ² (=1-SSE/SSO)
X1	1200,000	1200,000	
X2	1600,000	1600,000	
Y	1200,000	539,148	0.5507
Z	1600,000	712,285	0.5545

4.11. Hypothesis testing

Hypothesis testing in this study was conducted using the path coefficient table to examine the relationships between variables. The testing process employed the bootstrapping technique to obtain the t-statistic and p-value. A relationship between variables is considered significant if the p-value is less than 0.05 or the t-statistic is greater than 1.96 at a 5% significance level. Conversely, if the p-value is greater than 0.05 or the t-statistic is less than 1.96, the relationship is considered not significant. The analysis was carried out using SmartPLS software version 3.0, and the results of the hypothesis testing are presented through the path coefficient values between variables.

4.12. Path Coefficient

Based on Table 11, the results of the path coefficient testing show that all relationships between variables in this research model are statistically significant. The variable Halal Label has a positive and significant effect on Halal Food Product Purchase Intention, with a coefficient of 0.274, a t-statistic of 3.706, and a p-value of 0.000. Additionally, Halal Label has a significant impact on Halal Brand Perceived Quality, with

a coefficient of 0.432 and a t-statistic of 7.304. Furthermore, the variable Halal Certification has a significant influence on Y, with a coefficient of 0.216 and a t-statistic of 3.209, as well as on Halal Brand Perceived Quality, with a coefficient of 0.472 and a t-statistic of 7.773. The variable Halal Brand Perceived Quality also significantly influences Halal Food Product Purchase Intention with a coefficient of 0.403 and a t-statistic of 6.532. All p-values are below the 0.05 significance threshold, and the t-statistics exceed 1.96, indicating that all hypotheses in this study are accepted. These findings suggest that both Halal Label and Halal Certification have a direct impact on purchase intention for halal food products, as well as an indirect impact through the enhancement of halal brand perceived quality.

Table 11. Path Coefficient (Direct Effect)

	Hypothesis	Original Sample	T-Statistic	P-Values	Information
HL-> HBQP	H1	0.432	7,304	0,000	Significant
HC->HBQP	H2	0.472	7,773	0,000	Significant
HBQP-> HFPPi	H3	0.403	6,532	0,000	Significant
HL -> HFPPi	H4	0.274	3,706	0,000	Significant
HC -> HFPPi	H5	0.216	3,209	0.001	Significant

4.13. Indirect Effect Testing

Based on Table 12, the hypothesis testing results for H6 and H7 indicate that the variables Halal Label and Halal Certification have a significant indirect effect on Halal Food Product Purchase Intention through Halal Brand Perceived Quality, serving as a mediating variable. Hypothesis H6 indicates that the indirect effect of Halal Label on Halal Food Product Purchase Intention through Halal Brand Perceived Quality has a path coefficient of 0.174, a t-statistic of 4.711, and a p-value of 0.000, which means the effect is significant at the 95% confidence level. This suggests that the presence of a halal label enhances brand perceived quality, which in turn increases consumer purchase intention toward halal food products. Meanwhile, Hypothesis H7 shows that the indirect effect of Halal Certification on Halal Food Product Purchase Intention through Halal Brand Perceived Quality is also significant, with a coefficient of 0.190, a t-statistic of 5.124, and a p-value of 0.000. This implies that strong halal certification enhances perceived brand quality, which, in turn, has a positive impact on purchase intention. Overall, these results confirm that Halal Brand Perceived Quality plays a significant mediating role in bridging the influence of Halal Label and Halal Certification on consumer purchase intention.

Table 12. Specific Indirect Effect

	Hypothesis	Original Sample	T-Statistic	P-Values	Information
HL->HBQP->HFPPi	H6	0.174	4,711	0,000	Significant
HC ->HBQP-> HFPPi	H7	0.190	5,124	0,000	Significant

4.14. Sobel Test

The Sobel test is a statistical method used to determine whether an intermediary variable significantly mediates the relationship between the independent and dependent variables. This test helps determine whether the indirect effect through the intermediary variable can be considered statistically significant. The Sobel test calculation is based on the path coefficients from the independent variable to the intermediary variable, and from the intermediary variable to the dependent variable, including the standard errors of each path. If the calculation results in a value exceeding the critical limit at a certain level of significance, it can be concluded that there is a significant mediating effect. In the context of quantitative research, the Sobel test is a crucial tool for understanding the role of intermediaries in strengthening or explaining relationships between variables, as well as providing additional validation of mediation analysis results obtained through other approaches, such as bootstrapping. The following is a Sobel test for each mediation hypothesis:

H6: Halal Brand Perceived Quality mediates the relationship between Halal certification and Halal Food Product Purchase Intention

The following is the calculation for the Sobel test analysis.

It is known:

$$a = 0.432$$

$$T_a = 7,304$$

$$b = 0.403$$

$$T_b = 6,532$$

$$SE = \frac{\text{Original Sample}}{T - \text{Statistic}}$$

$$sa = \frac{0,432}{7,304} = 0,0591$$

$$sb = \frac{0,403}{6,532} = 0,0617$$

$$Z = \frac{a \times b}{\sqrt{(b^2 \times sa^2) + (a^2 \times sb^2)}}$$

$$Z = \frac{0,432 \times 0,403}{\sqrt{(0,403^2 \times 0,0591^2) + (0,432^2 \times 0,0617^2)}}$$

$$Z = \frac{0,174}{\sqrt{(0,162 \times 0,00349) + (0,187 \times 0,00381)}}$$

$$Z = \frac{0,174}{\sqrt{(0,000565 + 0,000712)}} = \frac{0,174}{\sqrt{0,001277}} = \frac{0,174}{0,0357}$$

$$Z = 4,87$$

The Sobel test results showed a value of 4.87, which far exceeds the critical value limit at the 5% significance level (± 1.96). This indicates that the mediation pathway in this research model is statistically significant. Thus, it can be concluded that the intermediary variable has a significant mediating role in the relationship between the independent and dependent variables.

H7: Halal Brand Perceived Quality mediates the relationship between Halal Label and Halal Food Product Purchase Intention

The following is the calculation for the Sobel test analysis.

It is known:

$$a = 0.442$$

$$T_a = 7,343$$

$$b = 0.403$$

$$T_b = 6,532$$

$$SE = \frac{\text{Original Sample}}{T - \text{Statistic}}$$

$$SE_a = \frac{a}{T_a} = \frac{0,442}{7,343} = 0,0602$$

$$SE_b = \frac{b}{T_b} = \frac{0,403}{6,532} = 0,0617$$

$$Z = \frac{a \times b}{\sqrt{(b^2 \times sa^2) + (a^2 \times sb^2)}}$$

$$Z = \frac{0,442 \times 0,403}{\sqrt{(0,403^2 \times 0,060^2) + (0,442^2 \times 0,0617^2)}}$$

$$Z = \frac{0,1781}{\sqrt{(0,1624 \times 0,00362) + (0,1954 \times 0,00381)}}$$

$$Z = \frac{0,1781}{\sqrt{(0,000588 + 0,000745)}} = \frac{0,1781}{\sqrt{(0,001333)}} = \frac{0,1781}{0,0365}$$

$$Z = 4,88$$

The Sobel test yielded a value of 4.88, exceeding the critical value of 1.96 at the 5% significance level. This indicates that the mediation effect studied is statistically significant. In other words, the mediating variable has been shown to bridge the influence between the independent and dependent variables in this research model.

4.15. Discussion

Based on the results of hypothesis testing using the SEM-PLS method, all relationships between variables in this model were found to be significant, with a t-statistic value exceeding 1.96 and a p-value less than 0.05. The following is an explanation of each hypothesis.

H1: The Influence of Halal Label on Halal Brand Perceived Quality

The analysis results indicate that the Halal Label has a significant impact on Halal Brand Perceived Quality, with a coefficient value of 0.432, a t-statistic of 7.304, and a p-value of 0.000. This means that the stronger the presence of the halal label on a product, the higher the consumer perception of the quality of the halal brand. The halal label is considered a symbol of guaranteed safety, trust, and compliance with Islamic law. (Idaman et al., 2024). Although Mie Jeubew Teh Emil has not consistently included the halal label on its everyday packaging, the analysis results indicate that the halal label still influences perceptions of brand quality. This indicates that consumers already have their own expectations or perceptions regarding the importance of the halal label. The absence of a label on the packaging actually becomes a missing trust signal that has the potential to affect quality perceptions if not immediately corrected. This means that consumers perceive the visual presence of a halal label on the packaging as increasing their sense of security and confidence in the product's halal quality.

H2: The Influence of Halal Certification on Halal Brand Perceived Quality

Halal Certification was also found to have a significant effect on Halal Brand Perceived Quality with a coefficient of 0.472, a t-statistic of 7.773, and a p-value of 0.000. Halal certification assures that a product has met officially recognized halal standards, thereby increasing consumer confidence in the product's quality and integrity (Irawan, 2024). In this case, Mie Jeubew Teh Emil has obtained halal certification from BPJPH, which, although not always explicitly stated on the packaging, still has a positive influence on consumer perception. This certification indicates that the product has undergone a formal assessment process, and consumers who learn about it through social media or seller promotions will remain confident in the product's quality.

H3: The influence of Halal Brand Perceived Quality on Halal Food Product Purchase Intention



The Halal Brand Perceived Quality variable has been shown to have a significant influence on Halal Food Product Purchase Intention with a coefficient value of 0.403, a t-statistic of 6.532, and a p-value of 0.000. This suggests that consumers' perceptions of halal brand quality play a significant role in shaping their purchase intentions for halal products. When a halal brand is perceived as high-quality, consumer trust and motivation to purchase the product also increase. In the context of Mie Jeubew Teh Emil, many consumers have tried the product and are satisfied with its taste and convenience, even without a halal label on the packaging. This indicates that consumer experience with product quality also influences perceptions of halal, especially when other supporting information, such as testimonials or claims from sellers on social media, is available.

H4: Effect of Halal Label on Halal Food Product Purchase Intention

The test results show that the Halal Label has a significant effect on Halal Food Product Purchase Intention, with a coefficient of 0.274, a t-statistic of 3.706, and a p-value of 0.000. This means that the presence of a halal label on a product can directly influence consumers' intention to purchase it. The halal label is considered a crucial factor in purchasing decisions, particularly for Muslim consumers. (Rusdianto & Ummah, 2022). The halal label still has a direct influence on purchase intention, even though it is not currently attached to daily packaging. This suggests that in the future, if Mie Jeubew Teh Emil adds a visible halal label, consumer purchase intention is likely to increase, as they will feel more confident that the product truly meets halal standards.

H5: The Influence of Halal Certification on Halal Food Product Purchase Intention

Halal certification also has a significant direct effect on the purchase intention of halal food products, with a coefficient value of 0.216, a t-statistic of 3.209, and a p-value of 0.001. Halal certification provides consumers with confidence that a product meets the highest halal standards. Therefore, halal-certified products are more likely to be chosen by consumers. (Septiani & Ridlwan, 2020). Consumers who know a product is halal-certified tend to remain willing to purchase, even if the physical label is not attached. However, if this certification information is not communicated effectively, its effectiveness will be reduced. Therefore, it is recommended that manufacturers more actively display proof of certification on social media and on packaging to strengthen market trust.

H6: Halal Brand Perceived Quality mediates the relationship between Halal Label and Halal Food Product Purchase Intention

Hypothesis H6 indicates that there is an indirect effect of halal labels on the intention to purchase halal food products through the perception of halal brand quality. The coefficient value of 0.174 indicates a positive direction of influence. The statistical test yielded a t-value of 4.711 with a p-value of 0.000, indicating that the relationship is statistically significant. This means that the presence of a halal label can enhance the perception of halal brand quality, which in turn influences consumer intention to purchase halal food products. In this study, although no references were found that explicitly tested the mediation relationship between the independent and dependent variables through an intermediary variable, the formulation of the mediation hypothesis can still be justified theoretically and analytically. A mediation effect is considered statistically valid if the paths from the independent variable to the mediator and from the mediator to the dependent variable show a significant effect. Even when the direct relationship between the independent and dependent variables is also significant, the role of the mediator can still be recognized as partial mediation. Therefore, with the findings that the halal label variable influences halal brand perceived quality (Idaman et al., 2024) The perceived quality of halal brands influences the purchase intention of halal food products. (Ismail, 2025b), and the halal label variable also influences the halal food product purchase intention variable (Rusdianto & Ummah, 2022) It can be concluded that there is a statistical mediation effect. This approach aligns with the path analysis model described in the regression mediation study, where the validity of the mediation effect does not always depend on a single hypothesis, but is instead sufficiently supported by the significance of the relationship between related paths. (Surucu et al., 2023).

H7: Halal Brand Perceived Quality mediates the relationship between Halal certification and Halal Food Product Purchase Intention

Hypothesis H7 proves that halal certification also has an indirect effect on the purchase intention of halal food products, which is mediated by the perception of halal brand quality. With a coefficient value of

0.190, this relationship indicates a positive direction. The t-value of 5.124 and p-value of 0.000 also indicate that this effect is statistically significant. This demonstrates that halal certification not only ensures the halal nature of the product but also enhances the perception of brand quality in the eyes of consumers, thereby encouraging them to be more confident in their purchasing decisions. In this study, although no references were found that explicitly test the mediation relationship between the independent and dependent variables through an intermediary variable, the formulation of the mediation hypothesis can still be justified theoretically and analytically. A mediation effect is considered statistically valid if the paths from the independent variable to the mediator and from the mediator to the dependent variable show a significant influence. Even when the direct relationship between the independent and dependent variables is also significant, the role of the mediator can still be recognized as partial mediation. Therefore, with the findings that halal certification influences perceived quality of halal brands, perceived quality of halal brands influences the variable of halal food product purchase intention, and halal certification also influences the variable of halal food product purchase intention (Septiani & Ridlwan, 2020), it can be concluded that there is a statistical mediation effect. This approach aligns with the path analysis model described in the regression mediation study, where the validity of the mediation effect does not always depend on a single hypothesis, but is instead sufficiently supported by the significance of the relationships between related paths (Surucu et al., 2023).

V. Conclusion

This study aims to analyze the influence of halal labels and halal certification on the purchase intention of halal food products, both directly and through the mediating variable of perceived halal brand quality, using a case study of Mie Jebew Teh Emil consumers in Garut. The results of the analysis indicate that halal labels have a significant impact on the perceived quality of halal brands. This suggests that the presence of a halal label can positively impact consumer perceptions of halal brand quality, even when the label is not consistently included on the packaging. Halal certification has also been proven to have a positive effect on the perceived quality of halal brands, indicating that official certification provides additional confidence in the quality and integrity of the brand in the eyes of consumers. Furthermore, the perceived quality of halal brands significantly influences purchase intention for halal food products, indicating that positive perceptions of halal brand quality contribute to increased purchase intention for halal products.

Furthermore, both halal labels and halal certification have a significant direct impact on the purchase intention of halal food products. This suggests that consumers consider halal attributes a crucial factor in their food product purchasing decisions, particularly for Muslim consumers. Furthermore, mediation analysis reveals that the perceived quality of halal brands significantly mediates the relationship between halal labels and halal certification on halal food product purchase intention. This means that perceived halal brand quality strengthens the influence of halal attributes on consumer purchase intention. This finding confirms that the presence of halal labels and certification, supported by good brand quality perceptions, can effectively increase consumer confidence and purchase intention. Therefore, producers such as Mie Jebew Teh Emil are advised to include halal labels on their packaging consistently and actively inform consumers about their halal certification status through various media, thereby strengthening market trust and building consumer loyalty in the halal product segment.

Although this study successfully demonstrated significant effects of Halal Label, Halal Certification, and Halal Brand Perceived Quality on Halal Food Product Purchase Intention, several limitations must be acknowledged. This research focuses on only one type of halal food product as its object of study, which may limit the generalizability of the findings to other categories of halal products. Moreover, the study was limited to respondents from a single geographic area, thus not fully reflecting national consumer preferences. Therefore, future researchers are encouraged to broaden the scope of products and regions studied to obtain more representative results. The inclusion of additional variables, such as consumer trust, religiosity, or brand image, may also provide a more comprehensive understanding of the factors influencing consumers' intentions to purchase halal food products.

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