

# The Role of Consumer Identity and Religious Beliefs in Shaping Repurchase Intention in Halal Food

Penny Rahmawaty<sup>1\*</sup> , Tulus Haryono<sup>2</sup> , Lilik Wahyudi<sup>3</sup> , Ahmad Ikhwan Setiawan<sup>4</sup> 

<sup>1</sup>Faculty of Economics and Business, Universitas Negeri Yogyakarta, Indonesia

<sup>2, 3, 4</sup>Faculty of Economics and Business, Universitas Sebelas Maret, Indonesia

<sup>1</sup>penny\_rahmawaty@uny.ac.id, <sup>2</sup>tulusharyono.fe@staff.uns.ac.id, <sup>3</sup>lilik.wahyudi@staff.uns.ac.id, <sup>4</sup>ahmadikhwan@staff.uns.ac.id

\*Corresponding Author

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## ABSTRACT

**This study aims** to investigate the effect of halal awareness and self-identity on halal food repurchase intention in Indonesia, with product assurance belief acting as a mediating variable and religiosity and community attachment serving as moderating variables. Understanding these relationships is important to explain Muslim consumer behavior in selecting halal food products. **The research** adopts a quantitative survey approach targeting Muslim consumers in Indonesia. Data were collected using a purposive sampling technique to ensure that respondents met the research criteria. A total of 535 respondents participated in this study. The collected data were analyzed using Structural Equation Modelling-Partial Least Square (SEM-PLS), which allows the simultaneous testing of relationships among multiple variables in the research model. **The results of the analysis** reveal that halal awareness and self-identity have a significant direct influence on repurchase intention and also affect it indirectly through product assurance belief. This finding indicates that consumers who possess stronger awareness of halal principles and a stronger Muslim self-identity tend to show a higher intention to repurchase halal food products. In addition, product assurance belief significantly influences consumers' intention to repurchase halal food, highlighting the importance of trust in halal product guarantees. **The belief in product** assurance is found to partially mediate the relationship between halal awareness, self-identity, and halal food repurchase intention. Furthermore, the results indicate that religiosity does not moderate the relationship between product assurance belief and repurchase intention. **Community attachment** also does not moderate the influence of halal awareness on repurchase intention. However, it strengthens the relationship between self-identity and product assurance belief toward halal food repurchase intention in Indonesia.

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## 1. INTRODUCTION

The global halal food market has expanded significantly alongside the growing Muslim population and the increasing awareness of consumers regarding the importance of consuming halal products. According to the Global Islamic Economy Report, the value of the halal food market exceeded \$1.4 trillion in 2022 and is expected to continue rising in the coming years [1]. This expansion is largely driven by greater recognition of halal standards and the rising trend of ethical consumption, where halal products are often perceived as safer,

cleaner, and of higher quality by both Muslim and non-Muslim consumers [2, 3]. Furthermore, the development of the halal food industry contributes to the achievement of the Sustainable Development Goals (SDGs), particularly SDG 12 concerning responsible consumption and production and SDG 3 related to good health and well-being, since halal certification emphasizes product safety, quality assurance, and ethical production practices. Despite this rapid development, several challenges still hinder the growth of the halal market. These challenges include limited consumer awareness regarding the importance of halal certification, relatively weak Muslim self-identity among some consumers, and insufficient confidence in the assurance of halal products [3]. Such issues can create uncertainty and distrust toward halal product claims, which may ultimately lower consumers' willingness to repurchase halal food products [4].

This problem has an impact on decreasing consumer loyalty and slowing the growth of the halal product market. Distrust of halal products results in consumers switching to other products that offer clearer guarantees or even non-halal products that are considered safer and more reliable, even though they conflict with religious principles [5, 6]. This research specifically examines the role of halal awareness, self-identity, and product assurance belief as the main factors influencing the intention to repurchase halal food. Halal awareness refers to an individual's level of understanding of the concept of halal products, the importance of halal certification, and its impact on purchasing decisions [7]. Self-identity includes the extent to which a person associates themselves with Islamic values in decision to consume halal products. Meanwhile, product assurance belief includes consumer confidence in the safety and halalness of the product as proven by a halal certificate. Strengthening consumer trust in halal-certified products can also contribute to responsible consumption patterns in accordance with the objectives of sustainable development. This research also examines the moderating role of religiosity and community attachment in strengthening the relationship between these variables. Religiosity is an individual's commitment to religious beliefs which includes ideological, ritual, spiritual, and intellectual dimensions and consequences in daily life. Meanwhile, community attachment is the emotional and social bond that consumers feel towards their community, which can potentially increase awareness and intention to repurchase halal products [8].

This research contributes theoretically by integrating the variables of halal awareness and self-identity through the mediation of product assurance belief as well as the moderation of religiosity and community attachment on repurchase intentions. This approach expands previous studies which generally looked at variables separately without paying attention to interactions between variables as a whole [9]. Practically, the findings from this research provide insight for halal food marketers and producers in developing more effective and targeted marketing strategies. This strategy can help increase consumer confidence in halal products, strengthen the loyalty of Muslim consumers in Indonesia, and indirectly support sustainable consumption practices aligned with the Sustainable Development Goals.

## **2. LITERATURE REVIEW**

### **2.1. Hypothesis Development and Conceptual Framework**

This research answers the problem of intention to repurchase halal food with the causal factors, namely halal awareness, self-identity, religiosity, community attachment and product assurance belief. The product assurance belief variable is a variable formed from the elaboration of the product belief and assurance construct. This variable is placed as a mediating variable for the influence of halal awareness and self-identity on the intention to repurchase halal food [10, 11]. Besides that, there is a community attachment variable which is thought to strengthen the influence of halal awareness, self-identity and product assurance belief on the intention to repurchase halal food.

#### **2.1.1. The Influence of Halal Awareness on Intention to Repurchase Halal Food**

Halal awareness refers to the level of consumer understanding and recognition of the importance of halal products and services, especially regarding their compliance with Islamic laws and principles. In the context of purchasing behavior, halal awareness can significantly influence consumers' repurchase intentions. When consumers are aware of the halal status of a product, it strengthens their perception that the product meets certain religious and ethical standards. This perceived confidence builds trust in the product, which in turn, encourages consumers to continue purchasing the product. A study by [12] found that increasing awareness of halal attributes positively influences consumers' trust and confidence in brands, leading to higher repurchase intentions. Consumers with high halal awareness tend to have strong religious commitments and identify with

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products because of their conformity with their values and beliefs. This alignment encourages repeat purchases because consumers try to maintain consistency between their religious values and consumption behavior.

Halal awareness often correlates with the perception that halal products are higher quality, cleaner and more ethical. According to a study by [13], consumers who are aware of halal standards view these products as superior in terms of health and safety. These positive quality perceptions contribute to repeat purchases, as consumers tend to purchase products they perceive to be healthier and safer. So, in this study it was concluded that halal awareness had a positive effect on the intention to repurchase halal food.

**H1: Halal awareness has a positive and significant effect on the intention to repurchase halal food**

### 2.1.2. The Influence of Self-identity on Intention to Repurchase Halal Food

Self-identity is defined as an individual's perception of himself in terms of values, beliefs, and characteristics that differentiate him from other people. In the context of halal food consumption, self-identity refers to how consumers perceive themselves in relation to their adherence to religious and ethical values associated with halal principles. Consumers who identify themselves as adherents of Islamic law and teachings tend to buy halal products as a reflection of their self-concept. When consuming halal food aligns with their self-identity, it strengthens their sense of being a good Muslim. This consistency between self-identity and behavior increases satisfaction and loyalty, thereby increasing repurchase intentions. According to a study by [14, 15], Muslim consumers with a strong Islamic self-identity are more likely to choose halal products repeatedly because these products reflect their personal and religious values.

Self-identity influences repurchase intentions because consumers often engage in symbolic consumption. Halal food choices can serve as a means for individuals to express their religious identity and gain social recognition. When individuals feel that purchasing halal products is a way to conform to the expectations of their religious community or a means of expressing their religious beliefs, they are likely to continue purchasing halal products to maintain this identity. This concept is supported by the findings of [16], who concluded that self-identity plays an important role in influencing halal product purchasing behavior. For Muslim consumers, purchasing halal food is not just a matter of personal preference, but also a religious obligation. When self-identity is strongly linked to their religious commitments, consumers are more likely to engage in behavior that fulfills these obligations, such as purchasing halal products. A study [17], highlighted that self-identity, when linked to religious obligations, has a significant impact on halal food consumption patterns and increases the likelihood of repurchasing halal products. So, in this study it was concluded that self-identity had a positive and significant effect on the intention to repurchase halal food.

**H2: Self-identity has a positive and significant effect on intention to repurchase halal food**

### 2.1.3. Halal Awareness Influences Product Assurance Belief

Halal awareness refers to the level of understanding and consciousness among Muslims regarding halal principles, including knowledge about halal concepts, halal production processes, and the importance of consuming halal food in daily life [18]. In addition, rational consumers not only pay attention to their lifestyle and awareness of halal aspects, but also consider economic factors when making purchasing decisions. Price therefore becomes an important consideration that can influence consumers' interest in repurchasing a product.

**H3: Halal awareness has a positive and significant effect on product assurance belief**

### 2.1.4. Self-identity Influences Product Assurance Belief

Self-identity refers to the goals, values, and beliefs that shape how individuals perceive themselves. Identity can become particularly important when individuals or communities feel that their cultural or religious symbols are being challenged. In Islam, followers are encouraged to maintain their religious identity in various circumstances, both in their home country and abroad. As a result, Muslims tend to be highly attentive to the distinction between halal and haram food due to religious obligations. Maintaining a Muslim identity, especially in relation to food consumption within non-Muslim environments, may become even more significant when Muslims represent a minority group. According to [19], individuals who perceive themselves as having limited religious knowledge may be more likely to adapt to local societal influences and show less adherence to religious guidelines. In contrast, individuals who strongly identify themselves as Muslims tend to follow Islamic values and practices more consistently, making them less susceptible to external influences. In this study,

self-identity as a Muslim is expected to influence beliefs regarding halal product assurance, as Muslims generally prefer food and beverage products that are clearly guaranteed to be halal and free from non-permissible ingredients.

**H4: Self-identity has a positive and significant effect on product assurance belief**

#### **2.1.5. The Influence of Product Assurance Belief on Intention to Repurchase Halal Food.**

In the context of halal food products, product assurance beliefs serve to build trust and confidence, encouraging consumers to make repeat purchases. When consumers are confident that the product is halal certified and meets the required quality standards, trust and confidence will be formed in the product. This trust is an important factor that influences consumer loyalty and repeat purchase behavior. According to research by [20], halal certification and product assurance significantly influence consumers' perceptions of product reliability, which leads to a higher likelihood of repeat purchases. For Muslim consumers, the belief that a product complies with Islamic principles is very important for making purchasing decisions. If consumers believe that a product adheres to Islamic principles, they are more likely to purchase it again. This belief is related to religious values and ethics, so it becomes a strong motivator. [21] found that the stronger the belief in the halal status of a product, the higher the possibility of repurchasing it.

Consumers who believe that a product is halal and also see real guarantees in the form of halal certification tend to have more confidence in the product. This trust increases repurchase intentions because consumers believe that the product meets their values and standards [22].

**H5: Product assurance belief has a positive and significant effect on intention to repurchase halal food**

#### **2.1.6. Religiosity Strengthens the Influence of Product Assurance Belief on Intention to Repurchase Halal Food**

Religiosity is often conceptualized as a moderating variable in consumer behavior studies because it influences how consumers perceive and react to certain product attributes [23], in this research the context of halal products. When examining the relationship between product assurance beliefs and repurchase intentions, religiosity can play an important role in strengthening or weakening this relationship based on consumers' level of religious commitment. A high level of religiosity can increase the influence of product assurance belief on repurchase intentions. This is because religious consumers place more emphasis on halal attributes and are more sensitive to whether the product is in line with their religious principles. Therefore, when these consumers perceive strong product assurance (e.g., halal certification) and have strong confidence in the product's compliance with Islamic law, they tend to have stronger repurchase intentions [24].

For consumers with low religiosity, the impact of product warranties and beliefs on repurchase intentions may be weaker. These consumers may prioritize religious aspects less and may focus more on other product attributes such as price or convenience.

**H6: Religiosity strengthens the influence of product assurance belief on intention to repurchase halal food**

#### **2.1.7. Product Assurance Belief Mediates the Influence of Halal Awareness on Intention to Repurchase Halal Food**

Halal awareness directly influences repurchase intentions by shaping consumers' perceptions and attitudes towards halal products [25, 26]. When consumers realize the importance of halal principles, they tend to prioritize halal products in their purchasing decisions. This awareness can directly increase their intention to repurchase halal products as a means of complying with their religious values. However, the direct relationship between halal awareness and repurchase intention may not fully capture the underlying psychological mechanisms. So, this is where product assurance belief play a role as a mediating variable. Consumers who truly understand halal principles are more likely to believe that products labeled or certified as halal truly comply with Islamic law. This awareness leads to stronger belief in the guarantee provided by halal certification or labeling which is included in the product guarantee belief variable.

**H7: Product assurance belief mediates the influence of halal awareness on intention to repurchase halal food**

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### **2.1.8. Product Assurance Belief Mediates the Influence of Self-identity on Intention to Repurchase Halal Food**

Product assurance belief in the context of this research relates to how consumers perceive and believe that the products they purchase, especially in the context of halal products, are guaranteed to be halal by the authorized party, in this case the Halal Product Guarantee Organizing Agency (BPJPH) or have clear certification [27]. This variable is very important in forming consumers' trust in the product, which in turn can influence their intention to repurchase the product. When this belief is strong, consumers have a self-identity related to halal principles which will encourage repeat purchases because they feel that what they consume is in accordance with their personal values and religious teachings.

In several studies, such as those conducted in the context of halal cosmetics and other halal certified products, confidence in product guarantees and trust in the brand are proven to be significant factors in facilitating consumers' repurchase intentions, especially when linked to perceived quality and satisfaction experienced [28]. The hypothesis proposed in this research is

**H8: Product assurance belief mediates the influence of self-identity on intention to repurchase halal food**

### **2.1.9. Community Attachment Moderates the Influence of Halal Awareness on Intention to Repurchase Halal Food**

Halal awareness is the level of understanding, knowledge and awareness that individuals or consumers have regarding halal principles, regulations and products [29]. This awareness includes individual awareness of what is considered halal and haram in Islam, especially regarding food, drinks, cosmetics and other consumer products. Halal awareness plays an important role in influencing the purchasing decisions of Muslim consumers, as well as non-Muslims who prefer halal products due to their perception of safety, cleanliness and quality [30]. Community attachment refers to an individual's emotional connection, sense of belonging, and identification with a particular community. In the context of halal food consumption, community attachment may reflect the degree to which individuals feel connected to their religious or cultural community, which often upholds halal principles as standards of behavior and consumption.

Community attachment can strengthen the impact of halal awareness by aligning consumer behavior with community expectations. For example, research on halal cosmetics and food products shows that when consumers identify strongly with the halal community, their repurchase intentions increase as a way to adhere to the group's values and norms [31]. This impact can be enhanced in community contexts where individuals feel more socially connected and supported in their halal choices. When community attachment is introduced as a moderator, it changes the strength or direction of the relationship between halal awareness and repurchase intention. In other words, the impact of halal awareness on repurchase intentions may vary depending on the level of community embeddedness

**H9a: Community attachment strengthens the influence of halal awareness on intention to repurchase halal food.**

### **2.1.10. Community Attachment Moderates the Influence of Self-identity on Intention to Repurchase Halal Food**

Self-identity refers to an individual's perception of themselves based on the values, beliefs, and characteristics that define who they are. Self-identity influences consumer behavior by motivating individuals to engage in consumption practices that reflect their personal identity, beliefs, and lifestyle [32]. In the context of halal food consumption, self-identity can describe how closely individuals view themselves as adherents of Islamic dietary laws and their commitment to halal products. Research on self-identification theory refers to social identification which shows that consumers who identify with a community tend to show stronger loyalty and repeat purchase behavior. Attachment to a community can function as a moderator, strengthening the influence of variables such as brand commitment or product warranties on repurchase intentions. A study by [33] found that social identification can increase consumer loyalty by increasing perceptions of alignment with community standards, which can be applied specifically in halal contexts where religious and cultural values are prominent.

Community attachment refers to the emotional connection, sense of belonging, and identification with a particular community. When individuals are deeply attached to a community, they often internalize its norms, values, and expectations. These attachments can play an important role in moderating the relationship between self-identity and repurchase intentions, as community standards can strengthen or reduce the impact of self-identity on consumer behavior.

**H9b: Community attachment strengthens the influence of self-identity on intention to repurchase halal food.**

### 2.1.11. Community Attachment Moderates the Influence of Product Assurance Belief on Intention to Repurchase Halal Food.

Community attachment plays an important role in strengthening the influence of product assurance belief towards intention to repurchase halal food. In this context, community attachment refers to feelings of emotional, social connection and shared values between individuals and their communities, especially in communities based on halal or religious principles. Community ties strengthen product assurance beliefs, which was also stated by Bagozzi in the research Antecedents and purchase consequences of customer participation in small group brand communities [29] which explains that community attachment can moderate the relationship between halal product trust or perceived value and repurchase intention. If individuals feel strongly attached to a halal-oriented community, their repurchase intention may be higher even when satisfaction with the product is moderate, due to shared community values regarding halal consumption. By emphasizing this attachment, then community attachment functions as a moderator, which means that if the community supports products with clear halal guarantees, consumers feel more confident in making repeat purchases. Conversely, weak attachment may reduce the positive impact of product assurance belief on repurchase intentions.

**H9c: Community attachment strengthens the influence of product assurance belief on intention to repurchase halal food**

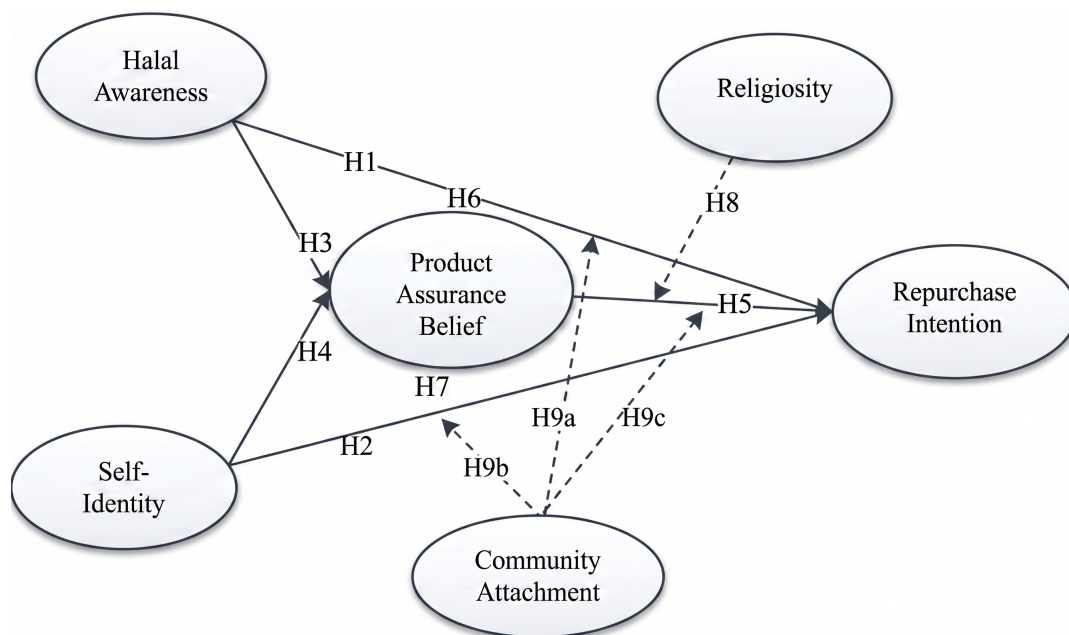


Figure 1. Conceptual Framework of the Study

The research model that describes the factors that influence the intention to repurchase halal food with product assurance belief as a mediating variable and religiosity and community attachment as moderating variables is explained in Figure 1.

## 3. RESEARCH METHOD

### 3.1. Data Collection and Sampling Technique

This research is included in the category of quantitative research with a survey approach. This research is included in the ex-post facto research, because the researcher does not have control over the variables in the sense that they can manipulate them, can only report what has happened or what happened, so the researcher cannot influence the research variables. Based on the purpose of the research, this study tests and explains the

influence between two or more variables and how the variable results in changes in other variables, it is said that this study is a causal explanatory study.

The population of this study consists of Muslim consumers in Indonesia. The respondents included in this research are Muslims aged at least 17 years who have previously purchased halal food products and have the intention to repurchase them. The sampling method applied in this study is non-probability sampling, which does not provide equal opportunities for every member of the population to be selected as a sample. Specifically, a purposive sampling technique was employed to ensure that respondents met the predetermined criteria relevant to the objectives of the study. The number of samples was determined by the Lemeshow formula for an unknown number of populations. This formula is very useful to ensure that the sample taken is representative and sufficient to detect significant differences. In this study, a sample of 535 people was used.

### 3.2. Demographic Profile of Respondents

The demographic characteristics of the respondents in this study are presented in Table 1. The table describes the respondents based on gender, age, education level, occupation, and income.

Table 1. Demographic profile (n=535)

Profile	Characteristic	Frequency	Percentage
Gender	Male	304	56.32
	Female	231	43.68
Age	17–21	75	17.24
	22–26	119	27.36
	27–31	71	16.32
	32–36	59	13.56
	37–41	55	12.64
	>41	56	12.87
	Secondary school	9	2.07
Education	High school	172	39.54
	Diploma	39	48.51
	Bachelor	211	8.97
	Master	4	0.92
Occupation	Employed	471	88.04
	Unemployed	4	0.74
	Students	50	9.35
	Housewife	10	1.87
Income	Upper	276	51.59
	Middle	166	31.02
	Lower	93	17.39

Table 1 provides demographic information of respondents. Regarding gender, the male respondent accounts for 56.32% and females for 43.68%. The age range of 22-26 years being dominant. The educational backgrounds of respondents were 48.51% from bachelor and 39.54% from high school. In terms of occupation, the employed constitute the highest proportion 88.04% and the lowest are unemployed 0.74%. The average income of the respondents was upper level (51.59%) then middle 31.02% and lower level were 17.39%.

### 3.3. Data Analysis

The data analysis used in this research is Structural Equation Modelling-Partial Least Square (SEM-PLS). This method was selected because it is suitable for analyzing complex relationships between variables, including mediation and moderation effects, while also accommodating non-normal data distribution and relatively small sample sizes.

#### 3.3.1. Measurement Model Evaluation

The measurement model, also referred to as the outer model, describes the relationship between observed indicators and the latent constructs they represent. The evaluation of this model is conducted to ensure that the constructs used in the study meet the required standards of validity and reliability [34]. In models with reflective indicators, the assessment focuses on convergent validity and discriminant validity to determine

whether the indicators adequately represent the latent constructs. In addition, internal consistency reliability is evaluated using Cronbach's Alpha and Composite Reliability to confirm that the indicators consistently measure the intended constructs.

Reliability testing is conducted to ensure the consistency and stability of the measurement instrument. In PLS-SEM, the reliability of reflective constructs is commonly assessed using Cronbach's Alpha (CA) and Composite Reliability (CR), although CR is generally preferred because Cronbach's Alpha may underestimate reliability values. Convergent validity is further evaluated using the Average Variance Extracted (AVE), which indicates the proportion of variance captured by a construct relative to measurement error, where values above 0.50 indicate acceptable validity. Multicollinearity among variables is also examined using the Variance Inflation Factor (VIF), with values below 5 generally considered acceptable before proceeding to structural model evaluation.

Table 2. Measurement Model Analysis Summary

Variable	Item	Loadings	CA	CR	AVE	VIF
Halal Awareness (HA)	HA1	0.731	0.830	0.880	0.596	1.567
	HA2	0.791				1.718
	HA3	0.779				1.749
	HA4	0.750				1.558
	HA5	0.805				1.855
Self-Identity (SI)	SI1	0.787	0.846	0.887	0.568	1.810
	SI2	0.687				1.423
	SI3	0.634				1.395
	SI4	0.766				1.825
	SI5	0.799				2.082
	SI6	0.830				2.323
Product Assurance Belief (PAB)	PAB1	0.806	0.928	0.941	0.665	2.543
	PAB2	0.829				2.821
	PAB3	0.854				3.132
	PAB4	0.767				2.466
	PAB5	0.763				2.545
	PAB6	0.811				2.581
	PAB7	0.854				2.975
	PAB8	0.834				2.813
Religiosity (REL)	REL1	0.796	0.872	0.907	0.662	1.916
	REL2	0.810				1.970
	REL3	0.853				2.355
	REL4	0.753				1.659
	REL5	0.852				2.256
Community Attachment (CA)	CA1	0.763	0.888	0.915	0.642	1.791
	CA2	0.784				1.907
	CA3	0.863				2.820
	CA4	0.803				2.253
	CA5	0.759				1.767
	CA6	0.829				2.171
Repurchase Intention (RPI)	RPI1	0.743	0.853	0.891	0.577	1.891
	RPI2	0.723				1.669
	RPI3	0.811				1.995
	RPI4	0.771				2.068
	RPI5	0.740				2.156
	RPI6	0.765				2.087

The Table 2 is results outer loadings to measure convergent validity, it has a value of more than 0.50 so it meets the requirements for convergent validity. According to [34], an indicator is said to have good reliability if its value is above 0.70 and can be maintained and accepted at a value of 0.50-0.60.

### 3.3.2. Fornell Larcker Criterion

To evaluate discriminant validity, the Fornell–Larcker criterion was employed. This approach assesses whether a construct explains more variance in its own indicators than in other constructs included in the model. According to [34], the square root of the Average Variance Extracted (AVE) for each construct should exceed the correlation values between that construct and the other constructs in the model. The results of the Fornell–Larcker correlation matrix are presented in Table 3.

Table 3. Fornell-Larcker Criterion

	HA	SI	PAB	REL	CA	RPI
HA	0.772					
SI	0.626	0.754				
PAB	0.662	0.654	0.816			
REL	0.500	0.494	0.610	0.814		
CA	0.628	0.620	0.730	0.520	0.801	
RPI	0.699	0.736	0.780	0.648	0.740	0.759

The results presented in Table 3 indicate that the square root of the Average Variance Extracted (AVE) for each construct is greater than the correlation values with other constructs in the model. This finding suggests that each construct shares more variance with its own indicators than with other constructs. Therefore, the discriminant validity requirement based on the Fornell–Larcker criterion has been satisfied. These results confirm that all constructs in the measurement model are empirically distinct and suitable for further analysis in the structural model.

### 3.3.3. HTMT Criterion

To further assess discriminant validity, the Heterotrait–Monotrait Ratio (HTMT) was also examined. HTMT evaluates the ratio of correlations between constructs to determine whether constructs are empirically distinct from each other. According to [34], HTMT values should be below the recommended threshold of 0.90 to indicate adequate discriminant validity. If the HTMT value between constructs is lower than this threshold, it suggests that the constructs are sufficiently different from one another. The HTMT results for this study are presented in Table 4.

Table 4. Heterotrait-Monotrait Ratio (HTMT)

	HA	SI	PAB	REL	CA	RPI
HA						
SI	0.753					
PAB	0.751	0.733				
REL	0.583	0.567	0.675			
RPI	0.827	0.854	0.877	0.750		
CA	0.727	0.704	0.804	0.585		
REL*PAB	0.574	0.632	0.642	0.682	0.486	0.636
CA*HA	0.674	0.653	0.572	0.482	0.654	0.663
CA*SI	0.542	0.832	0.549	0.449	0.518	0.665
CA*PAB	0.601	0.700	0.650	0.525	0.702	0.674

The results shown in Table 4 indicate that the square root of the Average Variance Extracted (AVE) for each construct is greater than the correlations with other constructs in the model. This condition demonstrates that each construct shares more variance with its own indicators than with other constructs. Therefore, the discriminant validity requirement based on the HTMT criterion has been fulfilled. These findings confirm that all constructs in the measurement model are empirically distinct and appropriate for further analysis in the structural model.

### 3.3.4. Structural Model Evaluation

In evaluating the structural model in PLS-SEM, the R-Square values of each endogenous latent variable are examined to determine the predictive power of the structural model. The R-Square value indicates the

proportion of variance in the endogenous construct that can be explained by the exogenous variables included in the model. Changes in R-Square values help explain the extent to which certain exogenous latent variables influence the endogenous variables. According to [34], R-Square values of 0.75, 0.50, and 0.25 indicate substantial, moderate, and weak levels of explanatory power, respectively. In addition to R-Square, the evaluation of the interaction or moderation effect can also be assessed using the effect size ( $F^2$ ). The effect size values of 0.02, 0.15, and 0.35 represent small, medium, and large effects, respectively. Furthermore, if the calculated effect size is considered small, it suggests that the moderating variable does not provide a meaningful contribution to the interaction effect in the structural model.

- **R-Square ( $R^2$ )**

Testing inner model done by looking R-Square ( $R^2$ ) for each endogenous latent variable as the predictive power of the structural model as well as looking at the results of the parameter coefficients path and the level of significance.

Table 5. R-Square Value

Variable	R-Square	R-Square Adjusted	Information
Product Assurance Belief	0.533	0.531	Moderate
Repurchase Intention	0.773	0.769	Strong

Based on Table 5 is a test results R Square Adjusted for the Product Assurance Belief construct it is 0.531, which means that the variability in product assurance belief can be explained by halal awareness and self-identity of 53.1%. R Square Adjusted the construct of repurchase intention is 0.769, meaning that the construct of repurchase intention can be explained by the construct of halal awareness, self-identity, product assurance belief of 76.9%. R2 value in endogenous variables is in the range of 0.531 to 0.769, thus the structural model studied falls within the strong moderate criteria [34].

- **Goodness of Fit (GoF)**

Goodness of Fit (GoF) is the index is used to verify the research model can explain the empirical data. Small GoF value = 0.10; Medium GoF = 0.25 and high GoF = 0.36 indicate the overall validation of the model. GoF is calculated using the product of the AVE value and the average  $R^2$  value. Table 6 shows the GoF values obtained from research.

Table 6. Goodness of Fit Index

Variable	AVE	R Square Adjusted
Product Assurance Belief	0.533	0.531
Repurchase Intention	0.773	0.769
Average	0.653	0.650
Average AVE $\times$ Average $R^2$	0.424	
Square Root of (Average AVE $\times$ Average $R^2$ )	0.651	

Based on Table 6 the GoF calculation results, the GoF index value was obtained at 0.651, which means it is in the high category, which means that the research model has a high level of feasibility and meets the required Goodness of Fit criteria.

- **Predictive Relevance**

The value of predictive relevance is used to see the value of the observations made and to assess the suitability of the structural relevance of the model. The condition is if the value predictive relevance (Stone Giaser value Q Square  $> 0$ ), then the observation value is good/has a good predictor of the relevance of the structural model. Table 7 describes the Q square value of the structural model.

Table 7. Predictive Relevance

Variable	SSO	SSE	$Q^2 = (1 - \frac{SSE}{SSO})$
Halal Awareness	2.175.000	2.175.000	
Self-Identity	2.610.000	2.610.000	
Product Assurance Belief	3.480.000	2.143.005	0.384
Repurchase Intention	3.480.000	435.000	0.419
Community Attachment	2.610.000	435.000	
Religiosity	2.175.000	2.175.000	

$Q^2$  on the endogenous variable product assurance belief is 0.384 greater than zero, and the  $Q^2$  the endogenous variable Repurchase Intention is 0.419 which is greater than zero. This shows that the research model has a good structure.

• Test F-Square

F-Square describes the magnitude of the influence of predictor latent variables (exogenous latent variables) on endogenous latent variables in the structural order. Categorize F-square in 3 types namely, F-square 0.02 weak influence category, F-square 0.15 moderate influence category, and (c) f square 0.35 strong influence category. F-square the results are shown in Table 8.

Table 8. f-Square Value

	Product Assurance Belief	Repurchase Intention	Conclusion
Halal Awareness	0.224		Category Moderate
Self-Identity	0.203		Category Moderate
Halal Awareness		0.031	Weak Category
Self-Identity		0.033	Weak Category
Product Assurance Belief		0.100	Weak Category

Table 8 shows the effect size ( $F^2$ ) of the exogenous variables on the endogenous constructs. The results indicate that Halal Awareness (0.224) and Self-Identity (0.203) have a moderate effect on Product Assurance Belief. Meanwhile, the effect of Halal Awareness (0.031), Self-Identity (0.033), and Product Assurance Belief (0.100) on Repurchase Intention falls into the weak category. These findings suggest that Halal Awareness and Self-Identity play a more substantial role in explaining Product Assurance Belief compared to their influence on Repurchase Intention.

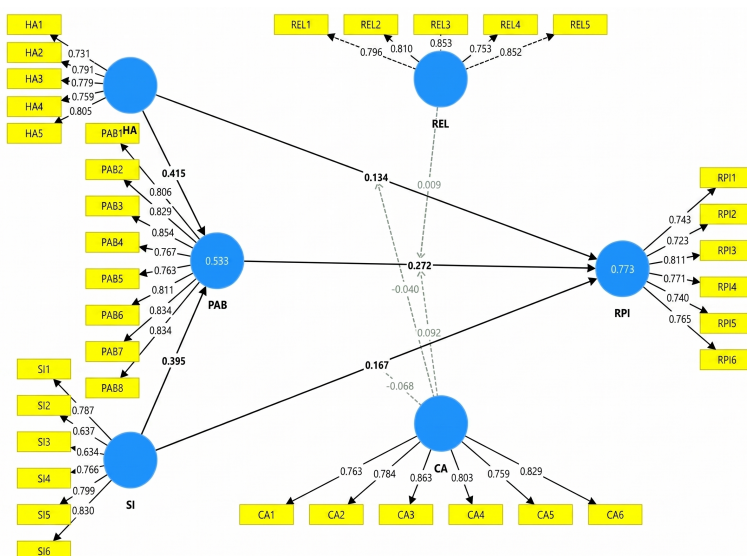


Figure 2. Measurement model

Figure 2 illustrates the structural relationships among the constructs in the research model. The figure shows the path coefficients that represent the strength and direction of the relationships between the variables. These results provide empirical evidence regarding the influence of Halal Awareness, Self-Identity, Religiosity, and Community Attachment on Product Assurance Belief and Repurchase Intention within the proposed research framework.

## 4. RESULT AND DISCUSSION

### 4.1. Result

This study was designed to examine the factors influencing Muslim consumers' intention to repurchase halal food in Indonesia. The findings reveal that halal awareness has a positive and significant effect on repurchase intention, indicating that consumers who have a better understanding of halal principles tend to repurchase halal food products more frequently. This result supports previous studies suggesting that halal awareness plays an important role in shaping consumer loyalty toward halal products [15].

The results also show that self-identity significantly influences repurchase intention. Consumers with a strong Muslim identity are more likely to consistently choose halal products because these products reflect their religious and personal values. In addition, product assurance belief acts as a partial mediator between halal awareness, self-identity, and repurchase intention. Consumers with higher halal awareness tend to develop stronger confidence in product assurance, which subsequently increases their intention to repurchase halal food [4]. These findings support previous research indicating that trust in halal product assurance strengthens consumer loyalty.

Furthermore, the findings indicate that religiosity does not significantly moderate the relationship between product assurance belief and repurchase intention. In contrast, community attachment significantly moderates the relationship between self-identity and product assurance belief on repurchase intention. This suggests that emotional and social ties within communities play an important role in shaping consumer trust and encouraging repeated purchases of halal food products. Overall, the results highlight that halal awareness and self-identity are key determinants of repurchase intention, particularly when supported by strong community connections.

### 4.2. Discussion

This study aims to explore the determinants of halal food repurchase intention among Muslim consumers in Indonesia, a country with the largest Muslim population in the world and significant potential in the global halal food market. The results confirm that halal awareness significantly influences repurchase intention, consistent with previous studies emphasizing the importance of consumer awareness in shaping halal consumption behavior [30]. Despite the large Muslim population in Indonesia, limited understanding of halal certification and insufficient information about halal standards remain challenges in building consumer confidence in halal products.

Another important finding is the significant role of self-identity in influencing repurchase intention. Consumers who strongly identify with Islamic values tend to consider purchasing halal products as an expression of their religious commitment. This finding aligns with prior research suggesting that religious identity strongly motivates Muslim consumers to choose products consistent with their beliefs. In addition, product assurance belief plays a crucial mediating role, indicating that consumer trust in halal certification and product guarantees strengthens loyalty and encourages repeated purchases [8].

The study also highlights the importance of social factors in shaping halal consumption behavior. While religiosity does not significantly strengthen the relationship between product assurance belief and repurchase intention, community attachment significantly moderates the influence of self-identity and product assurance belief on repurchase intention. This suggests that social interactions and community influence can enhance consumer trust in halal products and strengthen loyalty. Therefore, strengthening halal certification transparency and implementing community-based marketing strategies may help increase consumer confidence and promote sustainable growth in the halal food industry.

## 5. MANAGERIAL IMPLICATION

The findings of this study provide several important managerial implications for halal food producers and marketers. First, increasing halal awareness among consumers should become a strategic priority. Com-

panies should actively communicate clear and transparent information regarding halal certification, production processes, and product ingredients. This can be achieved through various communication channels such as social media, product packaging, and promotional campaigns that highlight halal certification issued by authorized institutions. By strengthening consumer awareness and trust in halal guarantees, companies can increase consumer confidence and encourage stronger repurchase intentions.

Second, marketers should consider the role of self-identity and community attachment in influencing consumer behavior. Marketing strategies that emphasize Islamic values and align with Muslim identity can strengthen emotional connections between consumers and halal products. In addition, companies can collaborate with community groups, religious organizations, or halal consumer communities to build stronger social trust in their products. Community-based marketing activities, such as halal education programs or community events, can enhance consumer engagement and loyalty, ultimately supporting sustainable growth in the halal food market.

## 6. CONCLUSION

This research aims to identify and analyze the influence of halal awareness, self-identity, and product assurance belief on intention to repurchase halal food products, by paying attention to the moderating role of religiosity and community attachment. The main results show that halal awareness and self-identity directly and indirectly, through product guarantee beliefs, have a positive effect on intention to repurchase halal food. Religiosity was found not to act as a significant moderator, while community attachment significantly strengthened the relationship between self-identity and product assurance belief on repurchase intention.


This study contributes to the literature by clarifying the complex dynamics between individual and social factors in the context of purchasing halal food products. This research also shows that community engagement is an important element in marketing strategies aimed at increasing customer loyalty. In contrast to previous literature findings, this research reveals that religiosity does not automatically increase the influence of beliefs on product assurance, thus emphasizing the need for further study regarding the role of religiosity in the context of halal consumption.


Practically, this research helps halal food producers and marketers understand that to increase consumer loyalty, marketing approaches must not only focus on increasing halal awareness or individual self-identity, but must also consider strengthening community ties. This implication is important for developing community-based marketing strategies that are more effective in encouraging halal market growth in Indonesia and globally. This research opens up opportunities for further, deeper study regarding the role of social factors in halal consumption decisions.

## 7. DECLARATIONS

### 7.1. About Authors

Penny Rahmawaty (PR)  <https://orcid.org/0000-0003-0834-5233>

Tulus Haryono (TH)  <https://orcid.org/0000-0002-7691-2706>

Lilik Wahyudi (LW)  <https://orcid.org/0000-0002-7365-1432>

Ahmad Ikhwan Setiawan (AI)  <https://orcid.org/0000-0002-5117-7434>

### 7.2. Author Contributions

Conceptualization: PR; Methodology: TH; Software: LW; Validation: PR and AI; Formal Analysis: TH and LW; Investigation: PR; Resources: TH; Data Curation: AI; Writing Original Draft Preparation: LW and AI; Writing Review and Editing: TH and PR; Visualization: AI; All authors, PR, TH, LW and AI, have read and agreed to the published version of the manuscript.

### 7.3. Data Availability Statement

The data presented in this study are available on request from the corresponding author.

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## 7.5. Declaration of Conflicting Interest

The authors declare that they have no conflicts of interest, known competing financial interests, or personal relationships that could have influenced the work reported in this paper.

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