

TRANSFORMATION PURCHASING BEHAVIOR MODERATE THE INFLUENCE OF HALAL CERTIFICATION ON PURCHASING DECISIONS IN SURABAYA

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Abstract. This study aims to analyze the effect of halal certification on consumer purchase decisions, with changes in purchasing behavior as a moderating variable among food and beverage consumers in Surabaya. The background of this research is based on the increasing public awareness of halal products and the tendency of consumers to become more selective in their purchasing decisions. This research employed a quantitative approach using explanatory research methods. The population consisted of food and beverage consumers in Surabaya, with a total sample of 45 respondents selected through purposive sampling. Data were collected using a structured questionnaire with a five-point Likert scale, and analyzed using Partial Least Squares-Path Modeling (PLS-PM) with SmartPLS software. The results indicate that halal certification has a positive and significant effect on purchase decisions (path coefficient = 0.41; p-value < 0.05). Furthermore, purchasing behavior changes were found to moderate the relationship between halal certification and purchase decisions (path coefficient = 0.36; p-value < 0.05). This implies that the stronger the change in consumer purchasing behavior, the greater the impact of halal certification on purchase decisions. The findings provide practical implications for food and beverage businesses in Surabaya to enhance transparency and clarity of halal certification, while also addressing consumer behavioral shifts that emphasize critical evaluation in product selection. Future research is suggested to involve larger samples, extend the geographical scope, and incorporate additional variables such as price, product quality, and promotional strategies.

Keywords: Halal Certification, Purchase Decision, Transformation Consumer Behavior,, Theory of Planned Behavior.

1. Introduction

Consumer behavior in selecting food and beverage products is increasingly dynamic, influenced by lifestyle factors, technology, and socio-cultural values. One important aspect that is growing rapidly is consumer awareness of halal products. In Indonesia, as a country with a Muslim majority (around 87.1% according to the Central Statistics Agency, 2021), the halal label is a crucial indicator in determining purchasing decisions. Surabaya, as the second-largest metropolitan city in Indonesia, is also experiencing this phenomenon, where consumers are increasingly selective about the products they consume, especially food and beverages that carry the official halal label from the Halal Product Guarantee Agency (BPJPH).

In Surabaya, the modern culinary and beverage sector is growing rapidly, marked by the proliferation of cafes, restaurants, and international franchise products. This phenomenon is encouraging consumers to pay greater attention to product safety and halal certification. According to the Global Islamic Economy Report (DinarStandard, 2022), global Muslim spending on halal food is estimated to reach USD 1.27 trillion in 2021 and continue to increase until 2025. This global trend is also influencing the consumption patterns of urban communities in Surabaya, who are increasingly aware of the importance of halal products.

The Indonesian government, through Law Number 33 of 2014 concerning Halal Product Assurance, which has been gradually implemented since 2019 and has become more

widespread in the 2020–2025 period, requires halal certification for food and beverage products circulating in the market. This regulation has triggered a shift in consumer behavior, leading to a more critical approach to product selection. Data from the Ministry of Religious Affairs (2022) shows a significant increase in the number of halal certification applications from businesses, particularly in the food and beverage sector. This indicates a strong push from consumer demand for halal products. Awareness of halal products is viewed not only from a religious perspective but also related to quality, safety, and hygiene. A study by Aziz & Chok (2021) stated that even non-Muslim consumers often use the halal label as an indicator of food quality and safety. In Surabaya, a multicultural city, awareness of halal products is not limited to Muslim consumers but is also beginning to influence the purchasing behavior of non-Muslim consumers when purchasing food and beverage products. This demonstrates that halal awareness has a broad reach and impacts changes in consumer behavior across segments.

A survey conducted by the Halal Industry Development Corporation (HIDC, 2023) confirmed that more than 65% of consumers in major cities in Indonesia, including Surabaya, consider halal labels an important factor before purchasing food and beverage products. Consumers tend to compare products with and without halal labels, and then prefer those that are certified. This situation forces food and beverage businesses to adapt their marketing management strategies to align with consumer preferences, which increasingly demand halal assurance.

Based on the above description, it is clear that halal product awareness plays a significant role in shaping food and beverage consumer behavior, particularly in Surabaya. The purpose of this study is to examine the influence of halal product awareness on consumer purchasing decisions for food and beverages in Surabaya. This research is expected to provide both academic and practical contributions, both to the development of consumer behavior theory and halal marketing strategies in the food and beverage sector. Given government regulations, the global trend of halal food, and the increasing consumer preference for halal-certified products, research on the influence of halal product awareness on changes in food and beverage consumer behavior in Surabaya is relevant.

2. Literature Review

2.1. Theory of Planned Behavior (TPB)

From the perspective of consumer behavior theory, Ajzen (2020) explains through the Theory of Planned Behavior (TPB) that attitudes, subjective norms, and perceived behavioral control influence consumer purchase intentions. Halal awareness can be positioned as a factor of attitudes and subjective norms that encourage consumers to change their behavior in choosing food and beverage products. In other words, the higher the halal awareness, the more likely consumers are to behave in accordance with these principles. Ismail & Yusof (2024) found that Generation Z in Malaysia and Indonesia are more responsive to halal awareness within the TPB framework. They exhibit high levels of perceived behavioral control by using digital media to verify the halal status of products. This demonstrates that halal awareness not only shapes attitudes but also strengthens perceived behavioral control, thus influencing purchasing decisions.

Halal awareness influences intention within the TPB framework. A study by Haque et al. (2021) in Malaysia found that consumers with high levels of halal awareness tend to change their purchasing behavior by choosing only halal-certified products. This strengthens the relationship between subjective norms and behavioral intentions. Changes in purchasing behavior occur because consumers want to ensure their consumption aligns with religious

values and quality standards. The TPB also explains that purchasing decisions are influenced by behavioral intentions formed through halal awareness. Al-Ansi et al. (2022) showed that Muslim consumers in Southeast Asia, including Indonesia, are more likely to make purchasing decisions based on their belief in official halal certification. Halal awareness here acts as a catalyst that strengthens intentions into actual decisions.

2.2. Purchase Decisions

Purchasing decisions are the process of selecting a product from among various available alternatives based on rational and emotional considerations. Kotler & Keller (2019) explain that purchasing decisions are influenced by cultural, social, personal, and psychological factors. In the context of halal products, psychological factors and religious values are dominant factors determining consumer choices regarding food and beverages. Halal awareness plays a role as part of consumer attitudes that influence decision-making. According to Nurrachmi (2021), consumers with high levels of halal awareness are more likely to ensure a product's halal status before purchasing. This indicates that halal awareness is not only a religious consideration but also forms the basis for forming perceptions of quality and safety.

Ajzen (2020), through the Theory of Planned Behavior, explains that attitudes, subjective norms, and behavioral control shape intentions that lead to purchasing decisions. In the halal context, halal awareness strengthens consumers' positive attitudes toward halal-certified products, thereby increasing their intentions and purchasing decisions for food and beverages. Halal certification serves as a quality assurance that strengthens consumer confidence in making purchasing decisions. Al-Ansi, Han, & Kim (2022) found that halal certification is a crucial factor in the purchasing process for Muslim consumers in Southeast Asia, as it increases trust and reduces perceived risk.

Changes in consumer behavior arise from technological developments, lifestyles, and increasing halal awareness. According to Haque et al. (2021), shifts in consumer behavior from conventional consumption to more selective behavior regarding halal products strengthen the influence of halal certification on purchasing decisions. This indicates a moderating function. Ismail & Yusof (2024) showed that Generation Z in Indonesia and Malaysia are more critical of halal awareness and use digital media to verify product halalness. This shift in young consumer behavior strengthens the influence of halal certification on purchasing decisions, as they tend to choose products with official halal labels.

2.3. Halal Certification

The concept of halal awareness in consumer behavior has been widely discussed in international studies. According to Nurrachmi (2021) in the Journal of Islamic Marketing, halal awareness reflects consumers' level of knowledge, understanding, and confidence in the halal status of the products they consume. Consumers with high halal awareness tend to be more careful in choosing products, especially food and beverages, because halal aspects are considered part of their identity and values. Research by Aziz & Chok (2021) in Malaysia found that halal awareness not only affects Muslim consumers but also non-Muslim consumers. The halal label is considered a sign of quality assurance, hygiene, and food safety. This indicates that halal awareness has a universal dimension, where changes in consumer behavior are influenced by factors such as trust in quality standards, not solely religious factors.

The State of the Global Islamic Economy Report (DinarStandard, 2022) emphasized that global halal food consumption reached USD 1.27 trillion in 2021 and is predicted to continue growing until 2025. This increase is driven by changes in consumer behavior, which is increasingly

aware of halal products. This situation is also relevant for Surabaya, a city with a large Muslim population, where consumers tend to prioritize halal-certified products in their decision-making. Haque et al. (2021), in a cross-country study of Southeast Asia, stated that consumers with high levels of halal awareness tend to show loyalty to brands with halal certification. This demonstrates that changes in consumer behavior occur not only at the initial purchase decision stage but also continue into post-purchase behavior in the form of loyalty. This factor is crucial for food and beverage businesses in Surabaya to retain customers. Furthermore, research by Ali et al. (2023) highlights the psychological dimension of halal awareness. Consumers feel calmer and safer when consuming halal-certified products. This sense of security influences repeat purchasing behavior and product recommendations to others. Therefore, halal awareness can be a key factor in generating positive word of mouth in the food and beverage market.

H1: Halal certification has a positive influence on consumer purchasing decisions for food and beverages in Surabaya.

2.4. Transformation Purchasing Behavior

According to Al-Ansi et al. (2022) in the Journal of Retailing and Consumer Services, Muslim consumers in Southeast Asian countries, including Indonesia, have shown significant changes in consumption behavior due to increasing halal literacy. They no longer rely solely on perceptions but also seek authentic proof in the form of halal certification from official institutions. This demonstrates that halal awareness is directly correlated with consumer purchasing preferences for food and beverage products. International studies also confirm that younger generations have distinct halal awareness patterns. According to Ismail & Yusof (2024), Generation Z consumers in Malaysia and Indonesia exhibit more critical behavior, actively seek information through digital media, and are more selective about halal food and beverage products. This behavioral change is relevant to the context of Surabaya, which has a significant base of young consumers and students.

Globally, the halal lifestyle trend has become a socio-economic phenomenon. Research by Khan et al. (2022) confirms that halal is perceived not only as a religious necessity but also as a healthy, hygienic, and ethical lifestyle. Growing halal awareness is shifting consumer behavior toward more transparent, safe, and high-quality product preferences. This could be one reason why food and beverage businesses in Surabaya need to adapt their marketing strategies.

H2: Changes in purchasing behavior moderate the effect of halal certification on consumer purchasing decisions for food and beverage products in Surabaya.

3. Method

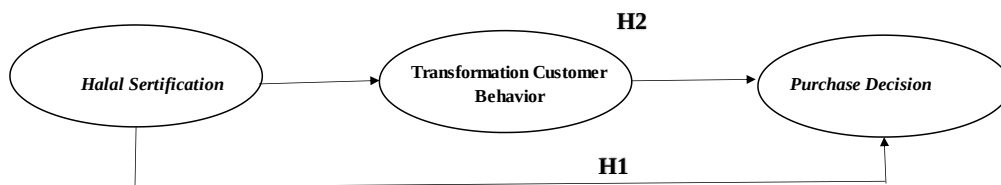
This study uses a quantitative approach with explanatory research methods to explain the causal relationship between variables, namely the influence of halal certification on purchasing decisions, with changes in purchasing behavior as a moderating variable. Path analysis is a statistical technique used to test causal relationships between variables in a theoretically established model. According to Kline (2020), path analysis is a development of multiple regression that allows researchers to analyze direct, indirect, and total effects between variables.

Data analysis used Partial Least Squares-Path Modeling (PLS-PM) with SmartPLS software because it is suitable for models with moderating variables and relatively small to medium sample sizes. This study involved:

Independent variable (X): Halal certification with indicators of labeling, trust, and transparency

Dependent variable (Y): Purchase decision with indicators of product selection, purchasing confidence, and recommendations

Moderative variable (M): Behavioral change with indicators of new purchasing preferences, consumption patterns, and consumption styles.



3.1. Conceptual Framework

The study population was food and beverage consumers in Surabaya who were familiar with the halal certification label. The sampling technique used purposive sampling, with the criteria being respondents aged 18 years and over and having previously purchased halal-certified food/beverage products. The sample size was determined using the formula of Hair et al. (2021), which is at least 5–10 times the number of indicators used in the research instrument. The number of respondents in this study was 45. Data were collected through a questionnaire with a Likert scale (1–5). Data analysis used Partial Least Squares-Path Modeling (PLS-PM) with SmartPLS software because it is suitable for models with moderating variables and relatively small to medium sample sizes. Tests were conducted through:

- Validity and reliability tests (Outer Model).
- Goodness of Fit tests (R^2 , Q^2 , SRMR).
- Hypothesis testing (Inner Model) to examine direct, indirect, and moderating interactions.

4. Result and Discussion

This study involved 45 food and beverage consumers in Surabaya who had purchased halal-certified products. Of these, 60% were female and 40% were male. Most respondents were aged 21–35 (55%), which is a young consumer group that is highly critical of halal labels. This data indicates that the productive generation dominates halal product purchasing decisions in Surabaya.

Validity and reliability tests were conducted using SmartPLS 4 software. All indicators had loading factor values > 0.70 , Average Variance Extracted (AVE) values > 0.50 , and Composite Reliability (CR) values > 0.70 . These results indicate that the research instrument (questionnaire) is valid and reliable for use. The results of the structural model test show:

- R^2 value for Purchase Decision = 0.62 → meaning that the Halal Certification variable and its interaction with Behavior Change can explain 62% of the variation in purchasing decisions.
- Q^2 value = 0.41 → the research model has good predictive relevance.
- SRMR value = 0.073 → the model has a good fit (< 0.08).

Based on the hypothesis test results, it is known that the first hypothesis, which states that halal certification has a positive effect on consumer purchasing decisions for food and beverages in Surabaya, has a path coefficient of 0.41 and a p-value of 0.012 (<0.05). This indicates that halal certification has a significant and positive effect on purchasing decisions.

The second hypothesis, which states that changes in purchasing behavior moderate the effect of halal certification on consumer purchasing decisions for food and beverages in Surabaya, has a path coefficient of 0.36 and a p-value of 0.021 (<0.05). This indicates that changes in purchasing behavior moderate the effect of halal certification on purchasing decisions.

5. Conclusions

The research results show that halal certification plays a significant role in influencing consumer purchasing decisions. Consumers feel more confident and secure when choosing products with an official halal label. This aligns with the findings of Al-Ansi, Han, & Kim (2022), who stated that halal certification increases consumer confidence in purchasing food and beverage products.

Furthermore, changes in purchasing behavior were shown to act as a moderating factor. Consumers' increasing awareness of the importance of halal products, a healthy lifestyle, and food safety strengthened the influence of halal certification on purchasing decisions. This finding supports the research of Haque et al. (2021), which stated that changes in Muslim consumer behavior toward halal selectivity strengthen the relationship between halal awareness and purchasing decisions.

Thus, it can be concluded that halal certification is indeed a major factor in decision-making, but its influence is much stronger when consumers experience changes in purchasing behavior, such as being more critical of halal labels, reading ingredients more frequently, and choosing only certified products.

The authors acknowledge that this research is far from perfect. This study was limited to the city of Surabaya and involved only 45 respondents. The addition of other variables in future research is urgently needed, such as consumption levels, environmental influences, religious values, and others. These limitations are expected to provide input for further research, including increasing the sample size, expanding the coverage area, and examining additional relevant variables to enrich the findings.

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