
**Halal Awareness of the Zilenial Generation on the Decision to Purchase Halal
Products Mediated by Buying Interest**

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Abstract

Zilenial generation is consumers who become a target market in selling goods for producers. The behavior of the Zilenial generation in consuming is still unstable, and easily influenced by what they see and hear. Thus, the purpose of this study is to analyze the influence of halal awareness on purchasing halal product decisions mediated by buying interest. The methodology used in this study is quantitative with SEM-Smart PLS analysis tool. The study was conducted on 100 people of the Zilenial generation with a random sampling procedure. The results showed a significant positive influence of halal awareness on purchasing decisions, a significant positive influence of halal awareness on buying interest, a significant positive influence of interest on purchasing decisions, and a significant positive influence of halal awareness on purchasing decisions through buying interest. Theoretically, halal awareness should be used as a basis theory and measurement in product purchasing decisions, thus, zillenial generation is practically expected to increase understanding and knowledge about halal products such as raw materials and product manufacturing processes and the obligatory buying and use of halal products.

Keywords: Halal Awareness; Buying Interest; Purchasing Decision.

INTRODUCTION

The perfection of Islam as a religion lies in the rules that govern all aspects of human life. A Muslim must obey the commands and rules in the Qur'an which are used as a guideline to achieve happiness in life in this world and the hereafter. The Qur'an regulates the behavior of Muslim consumers in meeting the needs of life to use good commodities and prohibits all things that are haram. Muslim consumers' decisions in consuming to get benefits and blessings from the goods consumed. For this reason, the halalness of the goods consumed must be the top priority for Muslim consumers in deciding to buy an item.

The billionaire generation includes consumers who are the target market in marketing goods for producers. The Violet Generation is a population born between

1996 – 2012 who are now in their teens or sitting in college (<http://parent.binus.ac.id>, download on December 5, 2023, at 21.45). The city of Pekanbaru, which is majority Muslim with a population of 1,007,540 people in 2022, with a total of 329,840 people or around 32.74% of the population (BPS Kota Pekanbaru, 2022) The behavior of the Zilenial Generation in consuming is still unstable, easily influenced by what they see and hear. For this reason, the Jilennial generation must understand, know and be aware of the halalness of the products purchased or consumed (Nofianti & Rofiqoh, 2019).

Halal awareness arises from a Muslim's understanding of everything that is allowed and prohibited to be consumed by Islamic law. Muslim consumers are aware of and ensure that the goods they buy and consume are halal from all aspects contained in the product (Juliana et al., 2022) A Muslim with a high level of halal awareness decides to choose halal goods to be consumed and realizes that it is by the rules that have been set in Islamic teachings. Halal awareness concerns a Muslim's understanding of what is seen and heard about the concept of halal (Pratiwi et al., 2022). Halal awareness in Islam is manifested by consumer awareness in choosing products that are labeled halal and this condition will affect the decision to purchase products (Alrusjdah et al., 2023).

Research on halal awareness of purchasing decisions has been conducted by (Setyaningsih & Marwansyah, 2019);(Lestari & Supriyanto, 2022) (Pratiwi et al., 2022) who found that halal awareness has an effect on consumer purchase decisions, but the results of the study are different from the results of research conducted by (Hervina, R. D., Kaban, R. F., & Pasaribu, 2021) (Esa et al., 2021) (Ernawati & Koerniawan, 2023) found that halal awareness does not have a significant effect on purchasing decisions. This research that has been conducted does not use the variable of consumer buying interest.

Buying interest also affects Muslim consumers' purchasing decisions on products. Buying interest is a very appropriate situation to see consumer behavior in deciding to buy a product (Listyoningrum & Albari, 2017) The emergence of the desire to buy a product is due to the need that must be met by consumers. Consumers will find clear information about the product they are going to buy (Narotama Sunardi et al.,

2022). Buying interest has become one of the indicators of the sharia lifestyle that affects the decision to buy a product (Identiti, 2021).

Research on the influence of buying interest on product purchase decisions has been conducted (Al et al., 2023) (Mulati & Utomo, 2021) (Paramita et al., 2022) (Pratiwi et al., 2022) which found that buying interest affects purchasing decisions. However, the results of research conducted by (Lisdiani & Annisa, 2022) state a different thing that buying interest has no effect on purchase decisions. The research that has been carried out does not analyze the influence of halal awareness variables on product purchase decisions.

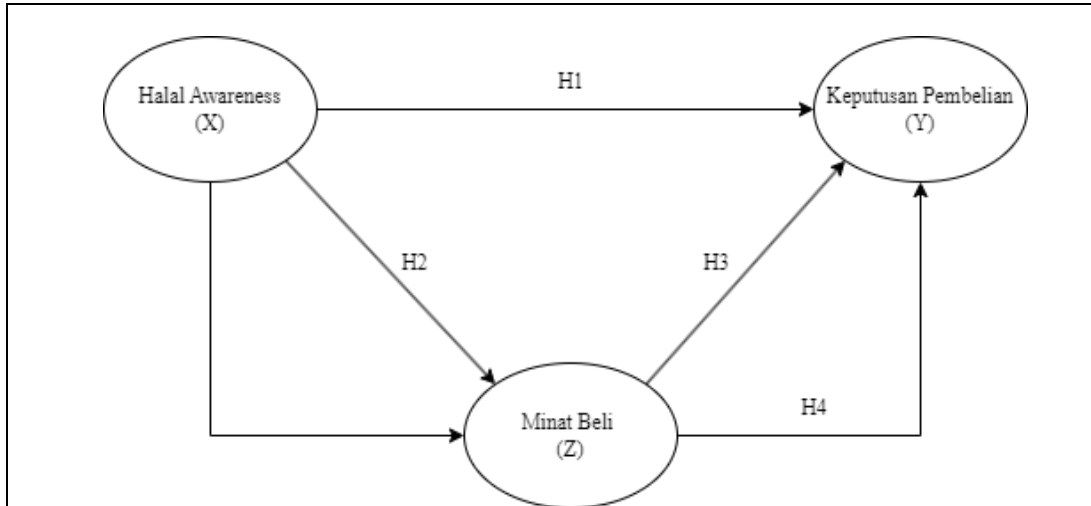
Based on these conditions, it is very interesting to conduct research on halal awareness of the milenial generation towards product purchase decisions with buying interest as a mediating variable.

RESEARCH METHODS

The research approach used in this study is quantitative with SEM-SmartPLS analysis tool. The object of this research is the milenial generation with a population of 329,840 people. The sampling technique was random sampling to determine the number of samples using the Slovin formula. After calculations, the sample size in this study was 99.96 people and rounded to 100 people of the milenial generation. The primary data collection technique uses a questionnaire while for secondary data uses a literature approach. The variables of this study consist of independent variables, namely *halal awareness* and buying interest and variables bound to the purchase decision of halal products. The testing stage started with validity, realism, structural models, and hypotheses.

The conceptual framework in this study is as follows:

Figure 1. Conceptual Restructuring



The variables of this study consist of purchasing decisions with indicators contained in the Winda and Sri research (Larika & Ekowati, 2020) namely product stability, buying habits, speed in buying and product selection. The halal awareness variable with the indicators put forward by Soejono (Soekanto, 1997) is knowledge, understanding, attitude and behavior patterns. Variables of buying interest with indicators of transactional interest, referral interest, preferential interest and exploratory interest (Ferdinand, 2014)

Hypothesis

- H1 = Halal awareness affects the purchase decision of the zilenial generation of Pekanbaru, Riau Province.
- H2 = Halal awareness affects the buying interest of the zilenial generation of Pekanbaru, Riau Province.
- H3 = Buying interest affects the purchase decision of the zilenial generation of Pekanbaru, Riau Province.
- H4 = Halal awareness affects purchasing decisions through the buying interest of the zilenial generation in Pekanbaru, Riau Province

RESULTS AND DISCUSSION

Respondent Overview

Table 1.
Characteristics Responden

Characteristic	Frequency	Presentage
Age		
11 – 14 years old	5	5 %
15 – 18 years old	16	16 %
19 – 22 years old	56	56 %
23 – 26 years old	23	23 %
Gender		
Men	40	40%
Woman	60	60%
Education		
SD	1	1%
SMP	6	6%
High school/equivalent	71	71%
Diploma	2	2%
Bachelor	20	20%

Source: Data Processed

Based on Table 1, it can be seen that the respondents are the millennials generation between 19 – 22 years old (56%). Based on gender characteristics, it is dominated by women totaling 60 people (60%), and judging from the level of education, the most high school graduates are 71 Orang (71%).

Validity Test

The validity test was carried out to test the validity of the reflective indicators, namely convergent validity when the cross-loading value > 0.5, discriminate validity when the intended cross-loading value > the cross-loading construct and when the Average Variance Extracted (AVE) value > 0.5.

Table 2
Final Grades of Outer Loading

Variable	Statement Items	Outer Loading	Information
Halal Awareness	X.1	0,813	Valid
	X.2	0,644	Valid
	X.3	0,769	Valid
	X.4	0,867	Valid
Purchase Decision	Y.2	0,846	Valid

Buying Interest	Y.4	0,829	Valid
	Y.5	0,713	Valid
	Z.1	0,857	Valid
	Z.2	0,773	Valid
	Z.3	0,887	Valid
	Z.4	0,689	Valid

Source: Data Processed

In the initial processing, there are 2 indicators on the purchase decision variable (Y), namely Y. 1 and Y. 3 were declared invalid because the outer loading value obtained < 0.5. The two indicators were deleted and re-processed (calculated). Table 2 shows the cross-loading value on the latent variable with each indicator > 0.5. This shows that each indicator has an influence on its latent variable and is declared valid.

Table 3
Discriminate Validity Value

Statement Items	Halal Awareness (X)	Buying Interest (Z)	Purchase Decision (Y)
X.1	0,813	0,813	0,661
X.2	0,644	0,644	0,321
X.3	0,769	0,769	0,503
X.4	0,867	0,867	0,675
Y.2	0,547	0,547	0,538
Y.4	0,647	0,647	0,625
Y.5	0,313	0,313	0,404
Z.1	0,698	0,698	0,857
Z.2	0,449	0,449	0,773
Z.3	0,654	0,654	0,887
Z.4	0,479	0,479	0,689

Source: Data Processed

Table 3 shows the cross-loading value for each indicator > the cross-loading value of other indicators. This state shows that each construct has good discriminant validity, can measure every variable (X, Y and Z) and is valid.

Table 4
Nilai Average Variance Extracted (AVE)

Variable	AVE
Purchase Decision (Y)	0,605
Halal Awareness (X)	0,638
Buying Interest (Z)	0,648

Source: Data Processed

Table 4 shows that the AVE value in each construct is > 0.5 and there is no convergent validity problem in the tested model so each construct has a good

discriminatory validity and is declared valid.

Reliability Test

The reliability test is carried out with a composite reliability test in which if the composite reliability value > 0.7 then the questionnaire has good reliability and the Cronbach alpha test > 0.6 then the questionnaire is also declared reliable.

Table 5
Nilai Composite Reliability

Variable	Composite Reliability
Purchase Decision (Y)	0,819
Halal Awareness (X)	0,760
Buying Interest (Z)	0,853

Source: Data Processed

Table 5 shows that the composite reliability value > 0.7 , which means that all constructs have good reliability.

Table 6
Cronbach Alpha Values

Variable	Cronbach Alpha
Purchase Decision (Y)	0,785
Halal Awareness (X)	0,724
Buying Interest (Z)	0,819

Source: Data Processed

Table 6 shows that the Cronbach alpha value > 0.6 which means that all constructs have good reliability.

Model Struktural (*Inner Model*)

Structural models or inner models are carried out to test the relationships between latent constructs. The determination coefficient test (R-Square/R²) was used to measure the goodness of fit of the structural model with the assessment category R² = 0.67 for the strong category, R² = 0.33 for the moderate category and R² = 0.19 for the weak category.

Table 7
Nilai R Square (R²)

Variable	R Square (R ²)
Purchase Decision (Y)	0,514
Buying Interest (Z)	0,524

Source: Data Processed

Table 7 shows that the R^2 value of the purchase decision variable (Y) = 0.514 > 0.33 which means that the purchase decision variable (Y) can be explained by the purchase interest variable (Z) by 51.4% while the remaining 48.6% is explained by other variables that are not included in the model. The relationship between the buying interest variable (Z) and the purchase decision variable (Y) had a moderate relationship. The value of R^2 of the buying interest variable = 0.524 > 0.33 which means that the value of the buying interest variable (Z) can be explained by the purchase decision variable (X) of 52.4% while the remaining 47.6% is explained by other variables that are not included in the model. The relationship between the purchase decision variable (X) and the purchase interest variable (Z) is moderate.

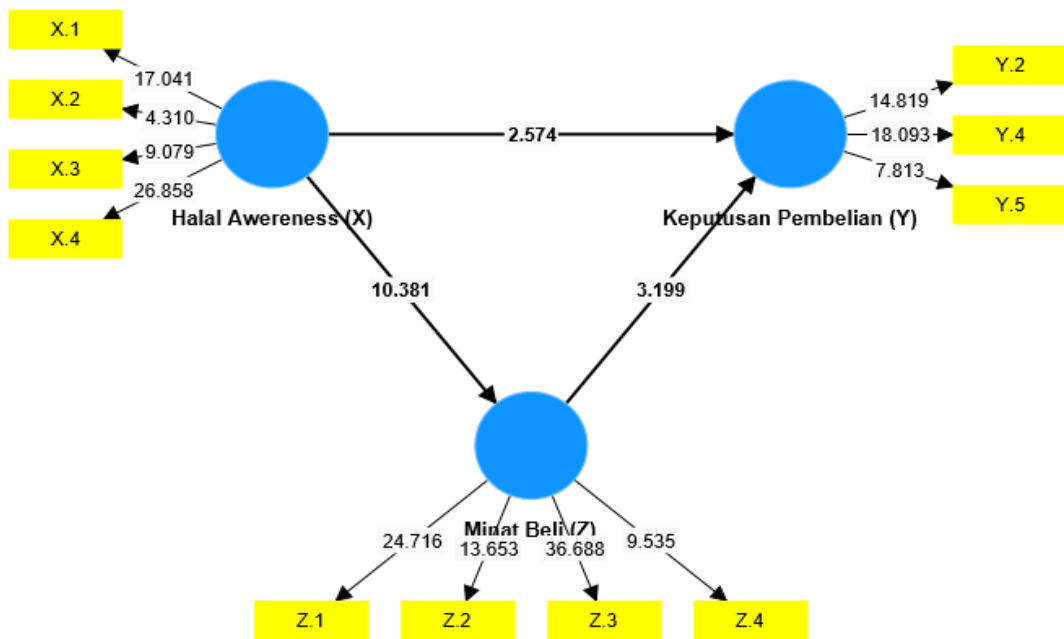
Prediction relevance test (Q-Square/Q2) to measure the goodness of fit model by looking at the goodness of fit index criteria is qualified if the value of $Q^2 > 0$ with the formula $Q^2 = 1 - [(1 - R1^2) (1 - R2^2)]$. Based on the results of the calculations carried out, the value of $Q^2 = 0.4662301191 > 0$ was obtained so that the model had been observed, reconstructed well and had predictive relevance.

The Goodness of Fit Index (GoF) test compares the value of GoF with the GoF assessment category ≥ 0.1 for the small category, the $GoF \geq 0.25$ for the medium category and the $GoF \geq 0.38$ for the large category. The GoF value of this study is 0.57182 and is included in the large category. The results of R^2 , Q^2 and GoF tests show that the model formed is robust so that hypothesis testing can be carried out.

Hypothesis Testing

In *Partial Least Squares (PLS)*, each relationship in a hypothesis with a bootstrap method to a sample is intended to minimize data anomalies and by looking at the value contained in the output *result for inner weight*.

Figure 2
Model Struktural



Source: Data Processed

Table 8
Result for Inner Weight

Variable Relationship	Original Sample (The)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((STDEV)	P Values
X -> Y	0,366	0,374	0,142	2,574	0,010
X -> Z	0,724	0,732	0,070	10,381	0,000
Z -> Y	0,406	0,406	0,127	3,199	0,001
X -> Z -> Y	0,294	0,294	0,091	3,248	0,001

Source: Data Processed

Figure 1 and Table 8 show that halal awareness (X) has a positive and

significant effect on purchasing decisions (Y) with a parameter coefficient of 0.366 and a statistical t of $2.574 > 1.98$ with a p-value of 0.010. The halal awareness variable (Y) also had a significant positive effect on buying interest (Z) with a parameter coefficient of 0.724 and a statistical t-value of $10,381 > 1.98$ with a p-value of 0.000. The variable of buying interest (Z) had a significant positive effect on the purchase decision (Y) with a parameter coefficient of 0.406 and a statistical t of $3.199 > 1.98$ with a p-value of 0.001. The halal awareness variable (X) had a significant positive effect on the purchase decision variable (Y) through the purchase interest variable (Z) with a parameter coefficient of 0.294 and a static t-value of $3.248 > 1.98$ with a p-value of 0.001.

Based on this, the halal awareness variable must be prioritized because halal awareness concerns the knowledge, understanding, attitudes and behavior patterns of the genial generation towards the decision to buy a product that is needed.

DISCUSSION OF RESEARCH RESULTS

The Effect of Halal Awareness on Purchase Decisions

The results of this study are in line with the results of research conducted by (Setyaningsih & Marwansyah, 2019) which found that halal awareness has a positive influence on purchase decisions. The emergence of halal awareness in consumers is because consumers already understand the halalness of the products they will consume. Research (Juliana et al., 2022) also found that halal awareness affects purchasing decisions. Halal products have become a necessity for Muslim consumers in meeting their living needs. In the results of the study (Lestari & Supriyanto, 2022) it was also stated that halal awareness affects purchasing decisions. The higher a person's understanding of the halalness of a product, the desire to buy halal products will increase.

However, the results of this study contradict the results of research conducted by (Esa et al., 2021) which states that halal awareness does not affect purchase decisions. Furthermore (Hervina, R. D., Kaban, R. F., & Pasaribu, 2021) found that halal awareness does not affect purchasing decisions. In the study, it is stated that halal

awareness is not used as a determinant in deciding to buy a product. Purchase decisions are not influenced by halal awareness but by goods and product information, ease of shopping and promotions (Setiawan & Supriyanto, 2023).

The results of this study found that halal awareness has a positive effect on product purchase decisions. If the higher the level of halal awareness, the decision to purchase halal products will increase. Halal awareness can be seen from the understanding of the milenial generation about the halal concept of products. The halalness of a product is not only seen from the material of making the product but also from the manufacturing process by Islamic sharia. For the millennial generation, the halal principle of a product is made a priority in deciding to purchase a product or consume it.

The halal awareness of the milenial generation can be seen from knowing halal products before deciding to make a purchase. The milenial generation realizes that a Muslim must consume halal products. Consuming halal products will provide peace of mind and comfort.

The Effect of Halal Awareness on Buying Interest

Research conducted (Pratiwi et al., 2022) halal awareness has a significant positive effect on buying interest. The high level of halal awareness owned by a person will make a person choose to buy halal products. The results of the study (Gerungan & Karina, 2019) stated that *halal awareness* had a significant positive effect on buying interest. Certainty of the halalness of a product is one of the fundamental factors in the concept of halal awareness that affects the interest in purchasing a product. The findings of the study (Novianti et al., 2021) state that awareness of buying halal products is good, which is shown by consumers' attitudes towards the priority of buying products that are truly guaranteed halal.

This study also found that halal awareness has a significant positive effect on buying interest. If the higher a person's halal awareness, the higher the interest in buying halal products. Halal awareness includes the knowledge, understanding, attitudes and behavior patterns of the milenial generation about self-embedded

halal concepts and principles and thoughts that give rise to the desire to buy halal products. Halal awareness in the zilenial generation will influence the interest in buying halal products.

The Effect of Buying Interest on Purchasing Decisions

Research (Mulati & Utomo, 2021) found that buying interest had a significant positive effect on purchase decisions. This statement shows that buying interest has a very meaningful influence on purchasing decisions. The increasing buying interest will result in an increase in purchasing decisions. Then research (Paramita et al., 2022) also found that buying interest affects purchasing decisions and the relationship between buying interest and purchasing decisions is quite strong and close. The results of the study (Heriansah et al., 2023) found that buying interest has an effect on purchasing decisions, which is shown by the significant impact that buying interest has on purchasing decisions.

The results of this study found that buying interest had a significant positive effect on purchase decisions. If the higher the buying interest, the higher the purchase decision for halal products. Buying interest can be seen from the desire of the billionaire generation in activities to buy a product driven by the response of the billionaire generation to the goods to be purchased.

The buying interest of the zilenial generation can be seen from the desire to buy halal products, recommending the halal product to others, high interest in buying halal products and a strong desire to always look for information about the halalness of a product to be purchased or consumed.

The Effect of Halal Awareness on Purchase Decisions through Buying Interest

The results of the study (Pratiwi et al., 2022) stated that the influence of halal awareness on product purchase decisions has the effect of mediating the purchase interest variable. Halal awareness is shown by the attitude of consumers by always choosing and using halal products. Furthermore, the results of the study (Herindar et al., 2020) also stated that buying interest was able to intervene between halal awareness and halal product purchase decisions.

The results of this study state that the variable of halal awareness of purchase decisions through the interest in buying halal products has a mediating effect. Halal awareness has a significant positive effect on purchase decisions through buying interest, which means that if halal awareness increases, purchase decisions and buying interest will also increase. The zilenial generation in this study is the majority of Muslims who always decide to buy halal products, already understand the concept and principles of halal and the interest in buying goods is driven by attitudes and knowledge about halal products.

CONCLUSION

The results of this study show that halal awareness has a significant positive effect on purchase decisions. Halal awareness has a significant positive effect on buying interest. Buying interest has a significant positive effect on purchase decisions and halal awareness has a significant positive effect on purchase decisions through buying interest. The halal awareness variable must be prioritized because halal awareness concerns knowledge, understanding, attitudes and behavioral patterns towards the decision to buy a product that is needed. Theoretically, halal awareness must be used as the basis of theory and measure in decisions for product purchases and practically it is hoped that the violet generation will increase their understanding and knowledge of halal products such as raw materials and product manufacturing processes and are obliged to buy and use halal products so that comfort and tranquility will be felt in life. For the next researcher, it is recommended to add other variables such as price, product quality and halal labels.

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