

Exploring the impact of social influence and halal certification on repurchase intention: The mediating role of trust in online purchases of imported halal food in Indonesia

Syaefulloh¹, Lizar Alfansi², Effed Darta Hadi³, Muhartini Salim⁴

Universitas Islam Riau, Indonesia¹

Universitas Bengkulu, Indonesia^{2,3,4}

syaefulloh@eco.uir.ac.id¹,

lizar_alfansi@unib.ac.id²,

edarta@unib.ac.id³,

muhartinisalim@unib.ac.id⁴



Article History

Received on 29 April 2025

1st Revision on 2 June 2025

2nd Revision on 3 June 2025

Accepted on 4 June 2025

Abstract

Purpose: This study aims to analyze the influence of Social Influence and Halal Certification on Repurchase Intention, with Trust as a moderating variable in the online purchase of imported halal food in Indonesia.

Methods: The sample consisted of 260 consumers who made online purchases of imported halal food in Indonesia. Data collection was conducted via a Google Form survey distributed online to respondents. Partial Least Square Structural Equation Modeling (PLS-SEM) was used to test the research hypotheses.

Results: The results indicate that Performance Expectancy (PE) significantly positively influences trust (TR). Social Influence (SI) significantly impacts Trust (TR), strongly shaping consumer confidence. Halal Certification plays a significant role in enhancing consumer trust regarding online purchases of imported halal food. Consumer Trust (TR) significantly affects Repurchase Intention (RI). SI also significantly influenced RI. Although Halal Certification (HC) boosts consumer trust in product quality, its effect on RI is not significant. SI significantly impacts RI through the mediation of trust. HC significantly influenced RI, which was fully mediated by trust.

Conclusions: Social Influence and Halal Certification both enhance consumer Trust, which significantly drives Repurchase Intention, with Trust fully mediating the effect of Halal Certification and partially mediating the effect of Social Influence, while Halal Certification alone does not directly influence repurchase behavior.

Limitations: This study has limitations regarding the sample, which only includes consumers from urban areas, necessitating caution in generalizing the findings to rural populations. Additionally, cultural factors and religiosity impacting trust were not included as control variables.

Contribution: This study provides practical insights for e-commerce businesses and halal food importers regarding the importance of halal certification and social influence in shaping consumer trust and repurchase intention. Furthermore, it enriches the literature on Muslim consumer behavior in the digital context.

Novelty: This research contributes new insights by examining the role of trust as a moderating variable in online purchases of imported halal food, a relatively under-researched area, particularly in Indonesia, the country with the largest Muslim population in the world.

Keywords: *Halal Certification, Social Influence, Trust Repurchase Intention*

How to Cite: Syaefulloh, S., Alfansi, L., Hadi, E. D., & Salim, M. (2025). Exploring the impact of social influence and halal certification on repurchase intention: The mediating role of trust in online purchases of imported halal food in Indonesia. *International Journal of Financial, Accounting, and Management*, 6(4), 615-635.

1. Introduction

In the digital era, the rapid adoption of technology in online purchasing is transforming consumer behavior. Understanding the factors that influence repurchase intention is crucial for effective marketing strategies. [Tsai, Huang, Liu, Tsaur, and Lin \(2010\)](#) note that Internet technology has significantly altered consumer lifestyles, shifting shopping from traditional stores to online platforms ([Wang, Yeh, & Jiang, 2006](#)). The intention to repurchase imported halal food online is becoming increasingly relevant due to e-commerce growth and rising awareness of halal products, especially in Muslim-majority countries like Indonesia. The term "halal" refers to what is permissible according to the Quran, impacting various facets of Muslim lifestyles ([Ambali & Bakar, 2014](#)). Halal awareness, particularly among adolescents and homemakers, plays a key role in enhancing purchase decisions.

As global spending on halal food reached USD 1.303 trillion in 2017, projected to exceed USD 1.863 trillion by 2023, demand is emerging not only from Muslims but also from health-conscious non-Muslims. Despite its potential, Indonesia ranks first in importing halal food, yet has not established itself as a top exporter, with Brazil leading in halal product exports ([Zulkarnain, Zakaria, Haryono, & Murniati, 2021](#)). Research findings suggest that integrating digital marketing practices can enhance customer experiences ([Udodiugwu, Eneremadu, Obiakor, Okeke, & Njoku, 2023](#)) and that there is a growing opportunity to explore halal tourism and entrepreneurial motivations in the Muslim context ([Alam, Nofitri, & Ma'ruf, 2022](#); [Baharuddin, Riskarini, Widyastuti, & Azzahra, 2025](#); [Katunku, Sallah, Auta, & Ishaya, 2024](#)).

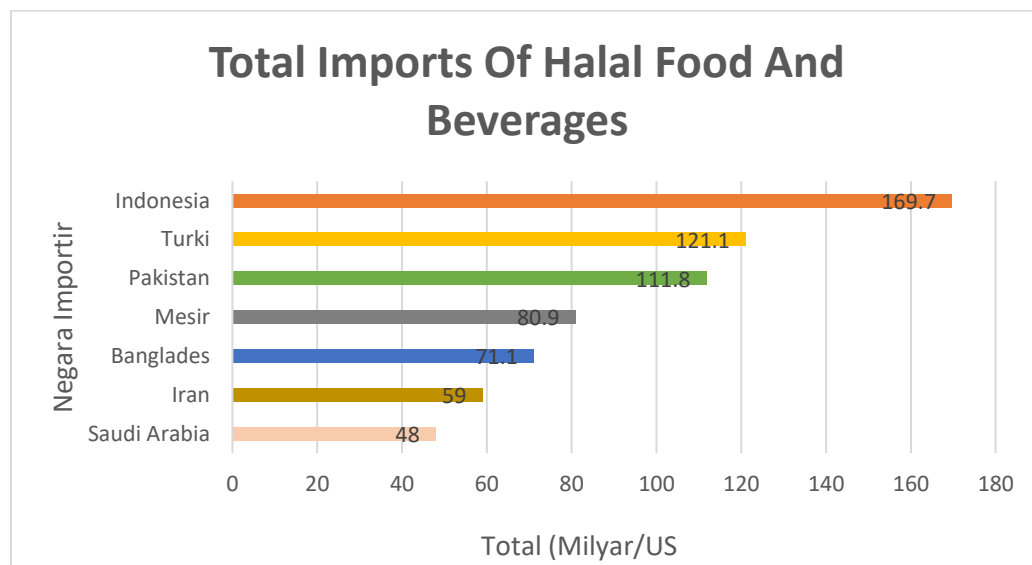


Figure 1. Total imports of halal food and beverages

The rapid growth of online shopping in Indonesia is fueled by the increasing number of Internet users. As reported by We Are Social in January 2024, 56.1% of global Internet users shop online weekly, with Indonesia ranking ninth at 59.3%. Thailand leads with 66.9%, followed by South Korea with 65.8%. Indonesia is expected to experience remarkable e-commerce growth of 30.5% in 2024, nearly three times the global average, positioning it as one of the fastest-growing markets. Mexico and Thailand followed, with projected growth rates of 26.8% and 22.9%, respectively.

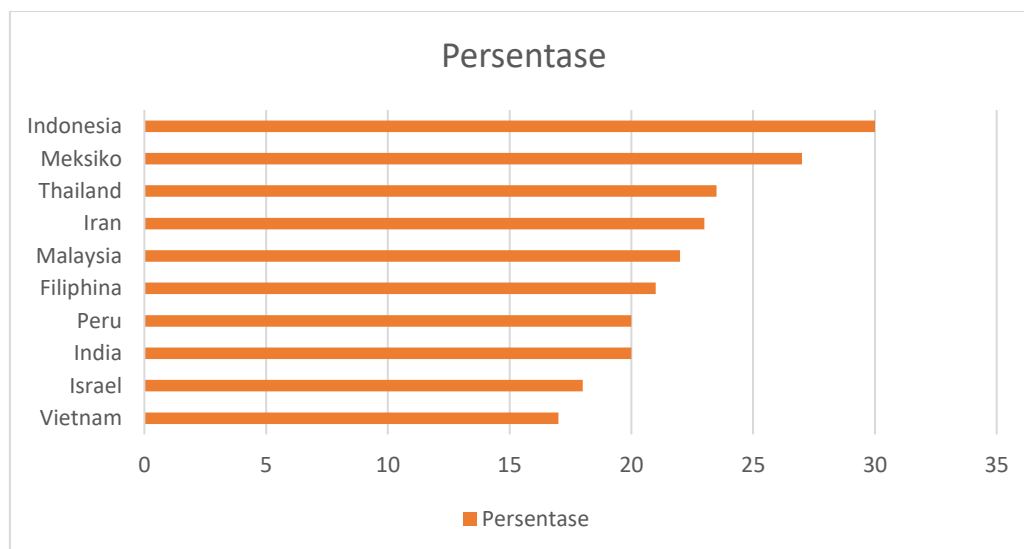


Figure 2. Highest E-Commerce Growth Projections 2024

This study aimed to examine the direct and indirect effects of various factors on trust and repurchase intention in the context of online purchasing of imported halal food in Indonesia. The novelty of this research lies in exploring shopping lifestyles in relation to repurchase intention, incorporating social influence and halal certification, with trust as a moderating variable. This research offers insights into improving consumer acceptance and loyalty toward online shopping for imported halal food in Indonesia, which is crucial given the annual growth trend of e-commerce users in the food sector.

2. Literature review

2.1 Repurchase Intention

Repurchase intention refers to consumers' willingness to buy a product again, and is a key factor in purchasing behavior, particularly for halal food products ([Bashir, Bayat, Olutuase, & Abdul Latiff, 2019](#)). This indicates the likelihood of consumers choosing specific product groups in future purchases ([Crosno, Freling, & Skinner, 2009](#)) and is linked to customer loyalty, shaped by positive experiences with previous products or services. [Banerjee et al. \(2013\)](#) emphasize that repurchase intention is influenced not only by rational decision-making but also by emotional factors such as trust and positive experiences with brands. A strong repurchase intention arises when past experiences meet or exceed consumer expectations, whereas dissatisfaction leads consumers to explore alternatives. Moreover, repurchase intention signifies consumers' intention to plan future purchases ([Wu, Yeh, & Hsiao, 2011](#)) and is recognized as a predictor of actual buying behavior ([Pavlou & Fygenson, 2006](#)). Ultimately, repurchase intention results from a combination of customer satisfaction, product quality, brand trust, and other factors influencing customer experience, enabling companies to devise effective strategies to enhance customer retention and market competitiveness.

2.2 Trust

Trust is defined as an individual's belief in the reliability, integrity, and goodwill of others in a relationship ([Mao, Price, & Mayer, 1995](#)). It is a fundamental element in establishing long-term, strong relationships between organizations and their customers ([Garbarino & Johnson, 1999](#); [Rajabi & Ghalehtemouri, 2023](#)). [Gefen \(2000\)](#) identified three main components of trust in e-commerce: (1) trust in the seller, encompassing honesty and credibility; (2) trust in the system, which includes data security and privacy; and (3) trust in the market environment, covering the reputation and reliability of the platform. These components are critical for building consumer trust, particularly in online transactions. [Mao et al. \(1995\)](#) developed a three-dimensional trust model based on ability, benevolence, and integrity, often serving as a foundation for subsequent studies on trust in business relationships and consumer behavior. In marketing, trust is vital for fostering customer loyalty and long-term relationships with brands ([Morgan & Hunt, 1994](#)). Research by (Kim et al., 2018) highlights the evolution of trust in digital marketing, particularly in e-commerce and social media contexts where

brand trust relies significantly on digital interactions and customer reviews. Authenticity is crucial for Muslim consumers, especially in non-Muslim countries ([Ali, Ali, Xiaoling, Sherwani, & Hussain, 2018](#)). [Ansari, Abdul, Joshi, Opii, and Butterfield \(2009\)](#) emphasized that trust and confidence are key features in selecting halal food among Muslim consumers in Malaysia, highlighting the importance of halal guarantees and certifications. [Ali et al. \(2018\)](#) found that low consumer trust in halal products can negatively impact attitudes and behaviors regarding halal meat consumption. Therefore, trust is a multidimensional concept that evolves with changes in business and technology, and understanding it can help companies devise effective strategies to foster customer trust and loyalty.

In this study, trust serves as a mediator, facilitating the relationship between independent variables such as Social Influence and Halal Certification, and the Repurchase Intention of consumers. As a mediator, trust does not alter the strength or direction of these relationships, but explains how Social Influence and Halal Certification impact repurchase intentions through their effect on consumer trust. In this model, trust acts as a bridge connecting these variables, offering a deeper understanding of the decision-making process that leads to repurchase intentions. This approach aligns with mediation theory, which suggests that the influence of one variable on another can be explained by the intermediary of a third variable.

2.3 Social Influence

Social influence refers to the extent to which users feel that significant others believe that the use of technology is important ([Diaz & Loraas, 2010](#); [George, 2021](#)). It emphasizes the significance of close relationships in adopting certain innovations ([Venkatesh, Morris, Davis, & Davis, 2003](#)) and is defined as “an individual's perception that most people who are important to them think they should or should not perform a particular behavior” ([Ajzen, 1991](#)). [Schiffman, Wisenbitt, and Kumar \(2018\)](#) described social influence as the interaction among a group of individuals who share a similar status or community recognition. Reference groups, which include all groups that have direct and indirect influence on an individual's attitudes and behaviors, also play a key role (Kotler & Armstrong, 2012). In essence, social influence encapsulates how consumers perceive that important others believe they should use a specific technology.

[Jaradat and Al Rababaa \(2013\)](#) found that social influence positively impacts the intention to adopt and use m-commerce in Jordan. Similarly, [Chong, Chan, and Ooi \(2012\)](#) emphasize the significance of close relationships in adopting certain innovations. [Venkatesh et al. \(2003\)](#) discovered that social influence significantly predicts consumer decisions to adopt m-commerce. In this study, social influence is defined as the extent to which significant others perceive online purchasing of imported halal food. The indicators for social influence are based on established constructs, utilizing three specific facets: the influence of others encouraging individuals to engage in the behavior, stories from friends motivating action, and significant individuals impacting the decision to purchase.

2.4 Halal Certification

In summary, halal certification is essential for entrepreneurs to distribute products that meet Islamic standards and apply to various goods and services. Certification is granted upon official recognition of the entire production and distribution process by recognized institutions like MUI and BPJPH, under the Ministry of Religious Affairs (www.kemenag.go.id). For Muslim consumers in multicultural communities, halal certification is a key consideration because of the variety of available products ([Ambali & Bakar, 2013](#); [Ghorbani & Khanachah, 2020](#)). To achieve halal status, producers must obtain halal symbols or qualifications to confirm the religious compliance of their products according to the Quran ([Guntalee & Unahannda, 2005](#)). While halal food is mandatory for Muslims, the concept has gained acceptance among both Muslims and non-Muslims ([Golnaz, Zainalabidin, Mad Nasir, & Eddie Chiew, 2010](#)). Positive attitudes towards halal food significantly predict the intention to purchase, supported by the Theory of Planned Behavior (TPB) ([Ajzen, 1985](#)). In this study, halal certification pertains to online purchases of imported halal food, with indicators including the importance of halal logos in product selection, preference for products based on halal logos, and caution when choosing food products with halal certification.

2.5 Research Framework

The primary model of this research focuses on social influence and halal certification as independent variables, with trust acting as a mediating variable and repurchase intention as the dependent variable. This framework aims to enhance the explanatory power and contextual relevance of online purchasing behavior for imported halal food in Indonesia, as illustrated in Figure 3.

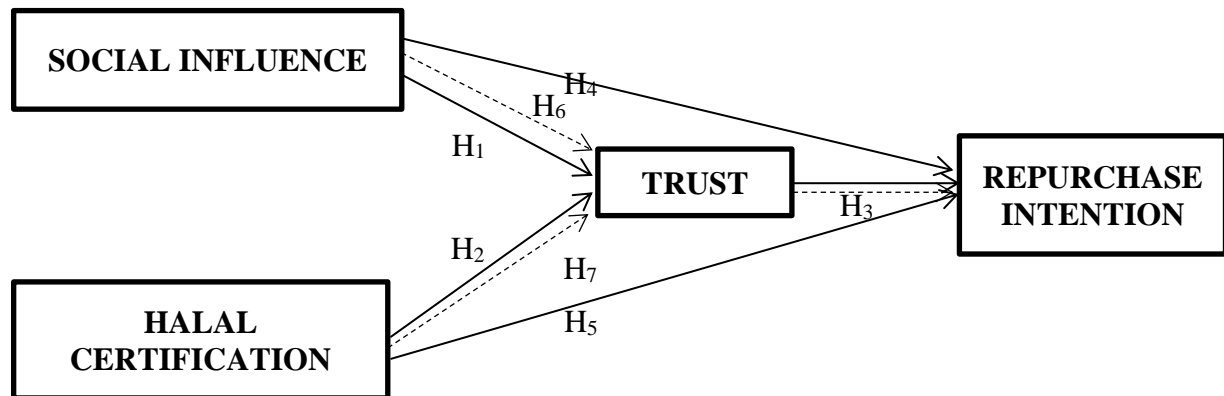


Figure 3. Framework

2.6 Research Hypotheses

Hypotheses are assumptions that need to be tested through data or facts obtained from research and serve as guides for researchers in gathering the desired data ([Dantes, 2012](#)).

1. H1: Social influence positively affects trust (TR) in the context of online purchases of imported halal food.
2. H2: Halal certification positively affects trust (TR) in the context of online purchases of imported halal food.
3. H3: Trust positively influences repurchase intention (RI) in the context of online purchases of imported halal food.
4. H4: Social influence positively impacts repurchase intention (RI) in the context of online purchases of imported halal food.
5. H5: Halal certification positively impacts repurchase intention (RI) in the context of online purchases of imported halal food.
6. H6: Social influence (SI) positively influences repurchase intention (RI) mediated by trust (TR) in the context of online purchases of imported halal food.
7. H7: Halal certification (HC) positively influences repurchase intention (RI) mediated by trust (TR) in the context of online purchases of imported halal food.

3. Research methodology

The study population consisted of consumers who purchased imported halal food online. The sample for this research included 260 respondents who had engaged in online purchases of imported halal food in Indonesia.

3.1 Operational Definition of Variables

The operational definition refers to definitions specified in terms of particular criteria for testing or measurement ([Blumberg, Cooper, & Schindler, 2014](#); [Zahedi, Abbasi, & Khanachah, 2020](#)). Table 1 presents the operational definitions and measurements of the variables used in this study.

Table 1. Operational Research Variables

No	Variables	Indicator	Source
1.	<i>Performance Expectancy (PE)</i>	1. Very useful 2. Fulfill needs faster 3. Save time	(Venkatesh & Bala, 2008 ; Venkatesh et al., 2003)
2.	<i>Effort Expectancy (EE)</i>	1. Easy to learn 2. Easy to use 3. Easy to understand	(Davis, 1989 ; Venkatesh & Bala, 2008)
3.	<i>Social Influence (SI)</i>	1. People influence me to do it 2. Friends' stories influence me to do it 3. Important people influence me to do it	(Venkatesh & Bala, 2008)
4.	<i>Facilitating condition (FC)</i>	1. Have the knowledge to do it 2. Compatible with other technologies 3. Easy to get help if you have trouble	(Thompson, Higgins, & Howell, 1991 ; Venkatesh & Bala, 2008)
4.	<i>Halal Certification (HC)</i>	1. Halal logo is important in choosing food products 2. Choose products based on the halal logo 3. Be careful in choosing products with the halal logo	(Aziz & Chok, 2013 ; Shaari & Mohd, 2009)
5.	<i>Trust (TR)</i>	1. Consumer trust in brand or seller reputation 2. Consumer trust in product return policies and warranties 3. Influence of customer reviews and testimonials 4. Consumer perception of transaction security level 5. Consumer trust in the clarity of halal labels	(Kim, at al., (2018) (Suki, Suki, & Azman, 2016)
6.	<i>Repurchase Intention (RI)</i>	1. Consumers have sufficient knowledge of the product 2. Considering health factors 3. Considering products with affordable prices 4. Buying products with good quality 5. Considering recommendations from friends 6. Buying products with a good brand image	(Nyein (2019)

3.2 Analytical Tools

3.2.1 Path Analysis

This research employs the Structural Equation Modeling (SEM) method, a multivariate technique that combines aspects of factor analysis and multiple regression. This approach enables researchers to examine a series of interrelated dependency relationships among measured variables and latent constructs ([Hair, Black, Babin, & Anderson, 2019](#); [Kamkankaew et al., 2024](#)). The measurement model (outer model) illustrates the relationship between the indicator blocks and latent variables ([Abdillah & Hartono, 2015](#); [Manurung & Putro, 2024](#)). The construct validity and reliability of the instruments were assessed using the measurement model itself. Validity testing was conducted to evaluate whether the research instrument accurately measured what it was intended to measure ([Abdillah & Hartono, 2015](#); [Maskur, Basir, & Dewi, 2024](#)). Reliability testing was used to determine whether the tool consistently measured a concept and whether respondents were consistent in their answers to the questionnaire or research instruments.

4. Results and discussions

4.1 Variable Validity Testing

In this study, validity was measured through construct validity using SEM-PLS software. Construct validity testing in PLS consists of two aspects: convergent and discriminant validity.

a) Convergent Validity

Convergent validity refers to the high correlation between the indicators or measures of a construct. To assess convergent validity in this study, we examine the Average Variance Extracted (AVE), which measures the extent to which a construct represented by a set of indicators has significant variance in that construct. The AVE values associated with the variables in this research are presented in Table 2.

Table 2. *Average Variance Extracted (AVE) Values*

Variable	Average Variance Extracted (AVE)
<i>Social Influence</i>	0.796
<i>Halal Certification</i>	0.787
<i>Trust</i>	0.766
<i>Repurchase Intention</i>	0.789

Source: Research result, 2024

Based on the results of the convergent validity analysis in Table 2, the Average Variance Extracted (AVE) values—both highest and lowest—indicate that all variables in this study exhibit good convergent validity.

b) Discriminant Validity

The discriminant validity of the measurement model with reflective indicators must be higher than the loading values of other constructs, which can be identified through cross-loading comparisons among the approved constructs. In this study, the assessment of discriminant validity can be found in Table 3.

Table 3. *Discriminant Validity Values (Cross Loadings)*

	<i>Halal Certification</i>	<i>Repurchase Intention</i>	<i>Social Influence</i>	<i>Trust</i>
HC1	0.915	0.847	0.858	0.858
HC2	0.825	0.799	0.773	0.855
HC3	0.919	0.842	0.894	0.865
RI1	0.830	0.889	0.806	0.856
RI2	0.799	0.902	0.764	0.845
RI3	0.843	0.887	0.827	0.841
RI4	0.847	0.904	0.815	0.863
RI5	0.763	0.819	0.787	0.793
RI6	0.900	0.926	0.870	0.884
SI1	0.879	0.871	0.900	0.884
SI2	0.792	0.745	0.879	0.790
SI3	0.867	0.824	0.897	0.833
TR1	0.823	0.831	0.798	0.866

TR2	0.841	0.802	0.800	0.865
TR3	0.870	0.845	0.873	0.864
TR4	0.883	0.845	0.855	0.895
TR5	0.820	0.852	0.778	0.886

Source: Research result, 2024

Based on Table 3, regarding the values of discriminant validity measured using cross-loading, it is evident that each indicator has a loading value that is higher on the measured construct than the loading values on other constructs. This indicates that the discriminant validity of the measurement model is acceptable.

4.2 Variable Reliability Testing

Reliability refers to the accuracy, consistency, and precision of a measurement tool in performing its tasks ([Abdillah & Hartono, 2015](#); [Ekawati & Yudoko, 2024](#)). The results of the construct reliability testing can be found in Table 4.

Table 4. Cronbach Alpha and Composite Reliability Values

Variable	Cronbach's Alpha	Composite Reliability	Information
<i>Social Influence</i>	0.872	0.921	<i>Reliable</i>
<i>Halal Certification</i>	0.863	0.917	<i>Reliable</i>
<i>Trust</i>	0.924	0.942	<i>Reliable</i>
<i>Repurchase Intention</i>	0.946	0.957	<i>Reliable</i>

Source: Research result, 2024

Based on Table 4, all variables demonstrate Cronbach's Alpha and Composite Reliability values that meet reliability criteria. The Cronbach's alpha values for all variables were above the threshold of 0.6, indicating good internal consistency. Additionally, the Composite Reliability values for all variables exceeded the minimum value of 0.7, ranging from 0.909 to 0.957. This suggests that the constructs exhibit very high reliability in reflecting dependence on the reflective indicators used. These results indicate that all constructs in this study are reliable for further testing.

4.3 Demographic Characteristics of Respondents

Information regarding the demographic characteristics of the respondents can be found in Table 5.

Table 5. Demographic Characteristics of Research Respondents

Variable	Categori	Frequency	Percentage (%)
Gender	Male	104	60,0%
	Female	156	40,0%
Age	17-27 Years	83	31,92%
	28-35 Years	109	41,92%
	36-43 Years	68	26,15%
Religion	Islam	201	77,31%
	Kristen	25	9,62%
	Katolik	32	12,31%
	Budha	2	0,77%
	Hindu	0	0,00%
Domicile	Sumatera	84	32,31%
	Jawa	84	32,31%
	Kalimantan	45	17,31%

	Sulawesi	20	7,69%
	Papua	27	10,38%
Employment Status	Students	69	26,54%
	Government Employees	61	23,46%
	Private Employees	72	27,69%
	TNI/Polri	21	8,08%
	Entrepreneurs	37	14,23%
Income	< Rp. 2.000.000	43	16,4%
	Rp 2.000.001 – Rp 4.500.000	104	40,0%
	Rp 4.500.001 – Rp 7.000.000	87	33,3%
	Rp 7.000.001 – Rp 9.500.000	21	8,0%
	Rp 9.500.001 – Rp 12.000.000	5	1,8%
	> Rp 12.000.001	1	0,4%
Last Education	Elementary School	0	0,0%
	Junior High School	2	0,8%
	High School	74	28,5%
	Diploma	28	10,8%
	Bachelor	133	51,2%
	Postgraduate	22	8,5%

Source: Research result, 2024

Table 5 summarizes the demographic characteristics of the respondents involved in the study, offering insights into halal food consumer profiles.

1. Gender: The majority were female (60%), indicating a greater interest in halal food, likely due to women's roles in family purchasing decisions and attention to health and religious guidelines.
2. Age: The age distribution was dominated by the 28-35 group (41.92%), followed by the 17-27 (31.92%) and 36-43 (26.15%) groups. This suggests that halal products are popular among young to middle-aged consumers who are more aware of product quality.
3. Religion: Most respondents identified as Muslim (77.31%), consistent with Indonesia's majority Muslim population, while smaller percentages identified as Christian (9.62%), Catholic (12.31%), Buddhist (0.77%), or Hindu (0%).
4. Geographic Distribution: Respondents were evenly split between Sumatra and Java (32.31% each), with others from Kalimantan (17.31%), Sulawesi (7.69%), and Papua (10.38%), indicating widespread awareness of halal products.
5. Employment Status: Respondents were mostly private sector employees (27.69%), followed by students (26.54%), and government employees (23.46%), reflecting varied purchasing power. Entrepreneurs (14.23%) represented a segment capable of independent purchasing decisions.
6. Income: The majority earned between IDR 2,000,001 and IDR 4,500,000 (40%), indicating a middle-class profile toward halal products, while 33.3% earned between IDR 4,500,001 and IDR 7,000,000, seeking premium options.
7. Education: Most respondents had higher education (51.2% with bachelor's degrees), while 28.5% completed high school. Higher educational levels are correlated with greater awareness of product quality and halal principles.

Overall, this demographic analysis enhances the understanding of halal food consumers and suggests further exploration of how demographic factors influence purchasing decisions and the importance of quality and halal certification for Indonesian consumers.

4.4 Respondent Characteristics

The purpose of analyzing respondent characteristics in this study was to understand their behavior in purchasing halal food products and to identify the driving factors that motivate consumers to buy halal products online. The results regarding respondent characteristics are presented in Table 6.

Table 6. Characteristics of Research Respondents

Respondent Behavior		Frequency	Percentage
Have you ever purchased imported halal food products online?	Yes	260	100%
	No	0	0%
	Total	260	100%
Do you always pay attention to the halal label of a product when making a purchase?	Yes	260	100%
	No	0	0%
	Total	260	100%
How many times have consumers purchased halal products in the last 1 year?	1 to 3 times	49	18,85%
	4 to 6 times	51	19,62%
	7 to 10 times	86	33,08%
	>10 times	74	28,46%
	Total	260	100%
Provide experiential information about how consumers intend to purchase imported halal food online.	Have you ever received information from family, friends or relatives?	121	14,7%
	Ever been invited by family, friends or relatives	145	17,6%
	Ever had the intention to buy imported halal food online?	167	20,2%
	Currently buying imported halal food	132	16,0%
	Have you ever bought imported halal food online?	260	31,5%
	Total	825	100,0%
Types of imported food that have been purchased online	Noodles	87	7,37%
	Snacks	201	17,03%
	Bread and Chocolate	97	8,22%
	Jelly and Candy	186	15,76%
	Packaged Drinks	143	12,12%
	Spices and Spices	67	5,68%
	Canned Food	198	16,78%
	Frozen Food	201	17,03%
	Total	1180	100%
Who plays the biggest role in deciding to make an intention to purchase imported halal food online?	Self	83	18,00%
	Parents	43	9,33%
	Friends	107	23,21%
	Partner	194	42,08%
	Other	34	7,38%
	Total	461	100%
Types of Online Websites Selling Imported Halal Food That Have Been Visited	Shopee	221	39,25%
	Lazada	92	16,34%
	Tokopedia	137	24,33%
	Blibli	32	5,68%
	Bukalapak	81	14,39%
	Total	563	100.00%

Source: Research result, 2024

This study shows that consumers purchasing imported halal food online consistently check halal labels, with 100% of the respondents affirming this practice, highlighting their commitment to Islamic law. Almost all respondents made online purchases, indicating strong comfort and trust in e-commerce for halal products. A notable 33.08% reported buying halal products seven to ten times a year, while 28.46% purchased more than ten times, showing stable demand and the importance of product availability online. Social relationships significantly influenced purchasing decisions; most respondents indicated that recommendations from family, friends, or partners played a crucial role. Specifically, 42.08% of the respondents identified their partners as the most influential in their choices. Regarding product type, snacks and frozen foods were the most frequently purchased items (17.03% each) and valued for their practicality and long shelf life. Shopee (39.25%) and Tokopedia (24.33%) were the preferred platforms for purchasing imported halal food, with Shopee offering a wide range of products and attractive promotions. These findings suggest that consumer behavior when purchasing imported halal food is shaped by convenience, social influence, and comfort of shopping on trusted platforms.

4.5 Respondents' Responses to the Social Influence Variable

Social Influence (X3) in this study was measured using three indicator items. Respondents' reactions to the Social Influence variable indicate that social influence plays a significant role in encouraging consumers' intention to buy imported halal food online. Respondent feedback regarding the Social Influence variable can be seen in Table 7 below:

Table 7. Description of Respondents' Responses to Social Influence Variables

N	Statement	STS	TS	KS	S	SS	Mea	Informatio
o		1	2	3	4	5	n	n
1	People influence me to make online purchases of imported halal food	18	2 4	27	109	82	3,81	Good
2	I did it because of stories from my friends and family about Buying imported halal food online.	27	3 4	31	94	74	3,59	Good
3	People who are important to me (such as family members, close friends, and colleagues) recommend that I make online purchases of imported halal food.	25	2 9	20	89	97	3,78	Good
Average							3,72	Good

Source: Research result, 2024

Based on Table 7, the average score for the three indicator statements for the Social Influence variable is 3.72, categorized as "Good." This indicates that respondents feel a strong impact of their social environment, such as family and friends, on their purchasing decisions.

The first statement, "People influence me to make online purchases of imported halal food," received the highest score of 3.81. This highlights the significant impact of encouragement from those around them on consumer behavior. Such findings align with previous research showing that partners and family often play crucial roles in purchase decisions, as social influence not only offers recommendations but also builds trust in halal products. The second statement, "I do this because of stories from friends and family about online purchases of imported halal food," scored 3.59, still within the "Good" category, emphasizing that experiences from close contacts drive purchasing decisions. Additionally, 14.7% of respondents indicated that they received information from family or friends, with 17.6% encouraged to buy halal food online through their network. For the third statement, "Important people in my life recommend that I make online purchases of imported halal food," the average score was 3.78, confirming that direct recommendations from significant figures are key factors in purchase decisions.

Overall, responses reflect that social interactions significantly influence consumer behavior, with an average score of 3.72, indicating social influence as a major factor affecting the intention to purchase imported halal food online, consistent with earlier data showing that recommendations and stories from acquaintances heavily influence purchase decisions.

4.6 Respondents' Responses to the Halal Certification Variable

In this study, the Halal Certification (X5) variable was measured using three indicator items. Respondent feedback regarding the Halal Certification variable is shown in Table 8.

Table 8. Description of Respondents' Responses to the Halal Certification Variable

No	Statement	STS	TS	KS	S	SS	Mea n	Informatio n
		1	2	3	4	5		
1	The halal logo on food is important when purchasing imported halal food online.	21	3 2	12	100	95	3,83	Good
2	I choose food based on the halal logo when purchasing imported halal food online.	23	2 9	14	101	93	3,81	Good
3	I am careful in choosing food with the halal logo when purchasing imported halal food online.	22	1 7	39	988	84	3,78	Good
Average							3,81	Good

Source: Research result, 2024

Based on the data in Table 8, the majority of respondents expressed a positive view of the importance of the halal logo in online purchases of imported halal food. The first statement, "The halal logo on food is important for purchasing imported halal food online," received an average score of 3.83, categorized as "Good." This indicates that most consumers recognize a halal logo as a significant factor in selecting halal products. Additionally, all respondents reported that they consistently checked halal labels on purchased products, reinforcing the importance of halal certification in building consumer trust. The second statement, "I choose food based on its halal logo when purchasing imported halal food online," scored an average of 3.81. This aligns with previous findings, suggesting that attention to halal labels serves as a primary decision-making guide. It also relates to preferences for e-commerce platforms such as Shopee and Tokopedia, which offer various halal products with clear certification. The third statement, "I am careful in choosing halal-logoed food when purchasing imported halal food online," achieved an average score of 3.78, also falling within the "Good" category. This reflects consumers' cautious approach in ensuring that products have valid halal logos, consistent with earlier observed patterns where respondents depend on halal certification to affirm compliance with Islamic standards.

Overall, the average score for the Halal Certification variable was 3.81, indicating its crucial role in fostering consumer trust in imported halal products sold online. These findings highlight that clear and reliable halal certification can enhance purchasing intentions, as demonstrated by the consistent consumer behavior noted in the previous sections.

4.7 Respondents' Responses to the Trust Variable

In this study, the trust (Me) variable was measured using five indicator items. Respondent feedback regarding the trust variable can be seen in Table 9.

Table 9. Description of Respondents' Responses to the Repurchase Intention Variable

No	Statements	STS	TS	KS	S	SS	Mea n	Informatio n
		1	2	3	4	5		

1	I believe that the seller or brand I choose has a good reputation in the market.	20	2 2	24	116	78	3,80	Good
2	I felt confident that the product return policy and warranty offered were clear and easy to understand.	20	3 0	16	100	94	3,83	Good
3	The customer reviews and testimonials I read show consistently positive experiences from other consumers.	20	2 4	36	107	73	3,72	Good
4	I feel safe transacting through this platform because of its trusted security system..	21	3 0	18	101	90	3,80	Good
5	I feel confident that the halal label on this product is clear, and the certification is given by a credible and trusted institution.	21	1 9	13	118	89	3,90	Good
Average							3,81	Good

Source: Research result, 2024

The responses regarding the trust variable in Table 9 show predominantly positive assessments. Trust in the reputation of sellers or brands scored an average of 3.80, categorized as "Good," indicating a consumer preference for reputable products influenced by social recommendations. Product return policies and warranties received a positive score of 3.83, highlighting their importance in providing security for online purchases. Trust in customer reviews averaged 3.72, indicating that others' positive experiences significantly contributed to building trust. The security of transaction systems also scored 3.80, indicating that trust in platforms such as Shopee and Tokopedia influences purchasing decisions. Trust in halal labels and certification agencies received the highest score (3.90), underscoring the critical role of clear halal labeling in fostering consumer trust. Overall, the Trust variable achieved an average score of 3.81, categorized as "Good." This demonstrates that consumer trust in seller reputation, platform security, testimonials, return policies, and halal certification is vital for enhancing repurchase intentions and consumer loyalty toward imported halal products sold online.

4.8 Respondents' Responses to the Repurchase Intention Variable

Respondents' feedback related to the Repurchase Intention (Y) variable in this study was measured using six indicator items. The responses to the Repurchase Intention variable can be seen in Table 10.

Table 10. Description of Respondents' Responses to the Repurchase Intention Variable

No	Statement	STS	TS	KS	S	SS	Mea n	Informatio n
		1	2	3	4	5		
1	I have sufficient knowledge about the halal food products that I purchase.	19	1 9	19	110	93	3,91	Good
2	I consider health factors when choosing halal food products.	24	1 2	20	115	89	3,89	Good
3	The price of halal products that matches their quality motivates me to repurchase halal products.	23	1 7	28	89	103	3,89	Good
4	I buy halal food products that have good and guaranteed quality.	18	2 1	17	141	63	3,80	Good
5	I tend to buy halal food products based on recommendations from friends or family.	15	3 7	26	111	71	3,71	Good
6	I prefer halal food products that have a good and trusted brand image.	26	1 4	18	101	101	3,91	Good

Average	3,85	Good
----------------	------	------

Source: Research result, 2024

Based on the results in Table 4.9, respondents showed a positive trend towards Repurchase Intention (RI), with an average score of 3.85 categorized as "Good." The highest score of 3.91 relates to respondents' knowledge of halal products, indicating that understanding Islamic compliance is crucial for repurchase decisions. Brand trust, reflected by an equal score of 3.91, also plays a vital role in consumer loyalty. Health considerations were significant, with an average score of 3.89, as respondents prioritized halal products that support a healthy lifestyle. Additionally, the alignment of price and quality, also scoring 3.89, was a key motivator for repeat purchases. Quality remains a top priority, with a score of 3.80, while recommendations from friends and family scored 3.71, showing social influence on repurchase intentions.

Overall, the findings highlight the importance of knowledge, brand image, health, price, and quality in shaping Repurchase Intention. These insights suggest that halal food producers should enhance product quality, educate consumers, and maintain positive brand image to foster consumer loyalty.

4.9 Data Analysis Results

The data analysis method employed in this study is Structural Equation Modeling (SEM) utilizing SmartPLS version 3.2.9. Partial Least Squares (PLS) represents an alternative approach that shifts from covariance-based SEM to variance-based SEM. Covariance-based SEM is typically used to test causality or theories, whereas PLS is more predictive in nature. Thus, SEM allows for testing without requiring a strong theoretical foundation, accommodating several assumptions, and recognizing the model fit parameters through determination coefficients.

4.9.1 Structural Model Testing (Inner Model)

This study shows a very strong correlation between indicators and their respective variables, as indicated by outer loading values exceeding 0.7 for all indicators. These findings support the effectiveness of indicators in representing observed variables and classifying the model as reflective.

4.9.2 R-Square Value Analysis

The R-Square values for this study are presented in Table 11.

Table 11. R-Square Values

Variable	R Square
<i>Repurchase Intention</i>	0.913
<i>TRUST</i>	0.950

Source: Research result, 2024

According to the R-squared values presented in Table 11, an analysis can be conducted regarding the strength of the research model. The R-Square value for Repurchase Intention (RI) is 0.913, indicating a strong relationship between the independent and dependent variables. [Ghozali and Latan \(2015\)](#) state that an R-Square value of 0.75 or higher signifies a strong model. Therefore, the model effectively explains the variance in Repurchase Intention.

For the Trust (TR) variable, the R-Square value of 0.950 also falls within the strong model category, significantly exceeding the 0.75 threshold. This indicates that the independent variables in this model account for most of the changes occurring in trust. Overall, both variables tested in this study exhibit R-squared values that signify a robust model, with a high percentage of variation in the dependent variables explained by the independent variables. This provides confidence that the relationships between the constructs in this study are solid and reliable for further analysis.

4.9.3 Path Coefficient Analysis

The path coefficients in this study can be found in Table 12.

Table 12. Path coefficients values

Variable Relationships	Path coefficients	Information
HC -> RI	0.08	Positive
HC -> TR	0.71	Positive
SI -> RI	0.12	Positive
SI -> TR	0.24	Positive
TRUST -> RI	0.68	Positive
HC -> TR -> RI	0.48	Positive
SI -> TR -> RI	0.16	Positive

Source: Research result, 2024

4.9.4 Hypothesis Testing

In the PLS statistical analysis, the proposed relationships were tested using simulation. Hypothesis testing was conducted using bootstrapping calculations in SmartPLS to address the issues of data non-normality. Bootstrapping is a resampling method that aims to better represent the actual population by repeatedly drawing samples from a dataset ([Hair et al., 2019](#)). This method also stabilizes the processed data, enhancing the accuracy of the hypothesis testing results.

After bootstrapping, the total effect results were obtained to evaluate the significance of the hypotheses. To determine significance, the t-statistic values between independent and dependent variables must exceed 1.64 for one-tailed tests ([Hair et al., 2019](#); [Sutama, Nyoman Diah Utari, & Luh Riniti, 2023](#)). The total effect results after bootstrapping are presented in Table 13.

4.9.5 Influence on Repurchase Intention

Based on the path coefficient analysis results in Table 12, several factors influence Repurchase Intention (RI), with Trust (TR) acting as a significant mediating variable. Social Influence (SI) has a positive and significant effect on both RI (0.12) and TR (0.24), indicating that social influence from others strengthens consumer trust in products and enhances their intention to repurchase. Halal Certification (HC) plays a substantial role in boosting trust, with a path coefficient of 0.71, demonstrating its strong contribution to consumer confidence.

Although HC's direct effect on RI is relatively small (0.08), its indirect effect through trust (0.48) is highly significant, reflecting that halal certification reinforces consumer trust and increases repurchase intentions. Trust (TR) itself has a large impact on Repurchase Intention, with a path coefficient of 0.68, highlighting its critical role in determining repurchase behavior.

Moreover, Trust serves as a strong mediator, enhancing the relationships between other factors and Repurchase Intention, with significant influences observed from Halal Certification (0.48) and Social Influence (0.16). Overall, Trust is a key factor in boosting Repurchase Intention, with other factors exerting positive direct and indirect influences through the mediation of trust.

4.9.6 Hypothesis Testing

In the PLS statistical analysis, each proposed relationship was tested using a simulation. Hypothesis testing involved bootstrapping calculations using SmartPLS to address data non-normality issues. Bootstrapping resamples the dataset to better represent the actual population ([Hair et al., 2019](#)), aiming to stabilize the data and enhance the accuracy of the hypothesis testing results.

Following bootstrapping, the total effect results were obtained to assess the significance of hypothesis testing. The significance level was determined by ensuring that the t-statistic between independent and dependent variables exceeded 1.64 for one-tailed tests ([Hair et al., 2019](#); [Sutama et al., 2023](#)). The total effect results after bootstrapping are shown in Table 13.

Table 13. *Direct Effect (Mean, STDEV, T-Statistic)*

	<i>Path coefficients</i>	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	results
SI -> TR	0.24	0.24	0.065	3.759	0.000	Supported
HC -> TR	0.71	0.70	0.074	9.667	0.000	Supported
TR -> RI	0.68	0.68	0.139	4.919	0.000	Supported
SI -> RI	0.12	0.11	0.061	2.100	0.018	Supported
HC -> RI	0.08	0.09	0.231	0.353	0.362	No Supported

Source: Research result, 2024

Based on the total effects calculated in Table 13, hypothesis testing was conducted by comparing t-statistic values, which must exceed the t-Table value of 1.64 for one-tailed tests to accept the hypothesis. The results of the hypothesis testing are as follows:

1. H1: Social Influence (SI) positively affects Trust (TR) in the context of online purchases of imported halal food. A t-statistic of 3.759 and p-value of 0.000 (< 0.05) indicate a significant impact, with a path coefficient of 0.24. Thus, H1 was accepted, confirming the importance of social influence in enhancing trust.
2. H2: Halal Certification (HC) positively impacts trust (TR) in online purchases of imported halal food. A t-statistic of 9.667 and p-value of 0.000 (< 0.05) show a strong significant effect, with a path coefficient of 0.71. Therefore, H2 is accepted, demonstrating that halal certification significantly enhances trust.
3. H3: Trust (TR) positively influences Repurchase Intention (RI) in the context of online purchases of imported halal food. A t-statistic of 4.919 and p-value of 0.000 (< 0.05) indicate a significant effect, with a path coefficient of 0.68. Consequently, H3 is accepted because consumer trust is a key factor in repeat purchases.
4. H4: Social Influence (SI) positively affects Repurchase Intention (RI) in online purchases of imported halal food. A t-statistic of 2.100 and p-value of 0.018 (< 0.05) confirm a significant effect, with a path coefficient of 0.12. H4 is accepted, indicating that social influence positively affects repurchase intentions.
5. H5: Halal Certification (HC) positively influences Repurchase Intention (RI) in the context of online purchases of imported halal food. A t-statistic of 0.231 and p-value of 0.362 (> 0.05) indicate no significant effect, with a path coefficient of 0.08. Thus, H5 is rejected, because HC does not significantly impact repurchase intentions.
6. H6: Social Influence (SI) positively affects Repurchase Intention (RI) mediated by Trust (TR) in online purchases of imported halal food. A t-statistic of 2.618 indicates a significant result with a p-value of 0.005 (< 0.05), leading to the acceptance of this hypothesis. The indirect effect of 0.16 shows that social influence has a partial mediating effect on repeat purchase intentions, strengthening the relationship between Trust and Repurchase Intention.
7. H7: Halal Certification (HC) positively influences Repurchase Intention (RI) mediated by trust (TR) in the context of online purchases of imported halal food. A t-statistic of 4.353 and p-value of 0.000 (< 0.05) indicate a very significant effect, with a path coefficient of 0.48. Thus, H7 is accepted, confirming that halal certification significantly impacts repurchase intentions through trust. This effect is categorized as "fully mediated," demonstrating that the influence of HC on RI occurs entirely through enhancing consumer trust in the products.

4.10 Discussion

4.10.1 Influence of Social Influence on Trust

The research results indicate a significant impact of Social Influence (SI) on Trust (TR), with a t-statistic of 3.759 and a p-value of 0.000. The path coefficient of 0.24 illustrates the measurable effect of SI in building consumer trust in online purchases of imported halal food. This influence reflects how recommendations from friends, family, or positive reviews on e-commerce platforms enhance consumers' confidence in product authenticity and quality. Previous studies, such as [Venkatesh et al. \(2003\)](#), support this finding by showing that social influence significantly affects technology usage behavior through recommendations.

4.10.2 Influence of Halal Certification on Trust

Halal certification has a significant impact on consumer trust, evidenced by a t-statistic of 9.667 and a p-value of 0.000, indicating a strong correlation with a path coefficient of 0.71. Halal certification alleviates consumer doubts regarding religious and halal aspects, which are crucial for decision-making, especially for consumers mindful of religious considerations. Supporting literature, including (Mollah et al. (2018)), demonstrates that halal certification enhances trust, particularly in international markets where consumers may have concerns about authenticity and halal compliance.

4.10.3 Influence of Trust on Repurchase Intention

Trust (TR) significantly influences Repurchase Intention (RI) in online purchases, supported by a t-statistic of 4.919 and p-value of 0.000. A path coefficient of 0.68 indicates that consumer trust is a key determinant of repeat purchases. Prior research, such as (Kim et al. (2011)), reinforces this relationship by showing that trust in online service providers directly impacts the intention to repurchase, especially for sensitive products.

4.10.4 Influence of Social Influence on Repurchase Intention

Social Influence (SI) significantly affects Repurchase Intention (RI), with a t-statistic of 2.100, p-value of 0.018, and path coefficient of 0.12. This finding indicates that social recommendations motivate consumers to repurchase halal foods. Previous studies, including those by [Venkatesh et al. \(2003\)](#) and [Pavlou and Fygenon \(2006\)](#), corroborate this relationship, highlighting the impact of social influence on consumers' purchasing decisions.

4.10.5 Influence of Halal Certification on Repurchase Intention

The analysis shows that Halal Certification (HC) does not have a significant effect on Repurchase Intention (RI), with a t-statistic of 0.231 and a p-value of 0.362. The path coefficient of 0.08 suggests that while HC can enhance consumer trust, its impact on the intention to repurchase is minimal. This indicates that other factors, such as price and overall product quality, often play a more integral role in repeat purchasing decisions. Studies such as [Suki et al. \(2016\)](#) support this by indicating that while halal certification can enhance trust, it does not always have a significant effect on repurchase intentions if other factors dominate.

4.10.6 Influence of Social Influence on Repurchase Intention Mediated by Trust

In the context of online purchases of imported halal food, Social Influence (SI) has a positive effect on Repurchase Intention (RI) through the mediation of Trust (TR). This is evidenced by a t-statistic of 2.618 and a p-value of 0.005, supporting hypothesis H14. This indicates that social influence strengthens repurchase intentions by building consumer trust in products or platforms. Prior studies, such as [Pavlou and Fygenon \(2006\)](#), affirm the relevance of trust as a mediator in this relationship, demonstrating the importance of social influence on purchasing behavior.

4.10.7 Influence of Halal Certification on Repurchase Intention Mediated by Trust

Halal Certification (HC) significantly influences Repurchase Intention (RI) mediated by trust (TR), especially in online purchases of imported halal food. Research results show that HC provides assurance regarding product quality and halal compliance, thus enhancing consumer trust (TR). The results indicate that HC's influence on RI is fully mediated by trust, reflected in a high t-statistic of 4.353 and

a p-value of 0.000. The path coefficient of 0.48 demonstrates a strong correlation between HC and increased consumer trust, ultimately influencing the likelihood of repurchase. This conclusion is supported by findings from (Alhassan et al., 2021) and (Wahyuni et al. (2019), which highlight that halal certification not only assures halal compliance but also fosters a deep trust relationship with consumers, impacting their subsequent purchase intentions.

5. Conclusion

5.1. Conclusion

1. Social Influence on Trust: Social Influence (SI) significantly shapes Trust (TR), enhancing consumer confidence through recommendations from friends and family.
2. Halal Certification on Trust: Halal certification boosts consumer trust in the online purchase of imported halal food, reinforcing confidence in product quality.
3. Trust in Repurchase Intention: Consumer Trust (TR) significantly impacts Repurchase Intention (RI), driven by trust in product quality and transaction reliability.
4. Social Influence on Repurchase Intention: Social Influence (SI) significantly affects Repurchase Intention (RI), with recommendations increasing satisfaction and likelihood of repeat purchases.
5. Halal Certification on Repurchase Intention: Halal Certification (HC) improves trust but has an insignificant direct influence on Repurchase Intention; other factors, such as price and quality, are more impactful.
6. Social Influence on Repurchase Intention Mediated by Trust: SI significantly affects Repurchase Intention (RI) through Trust (TR), enhancing intent to repurchase.
7. Halal Certification on Repurchase Intention Mediated by Trust: Halal Certification (HC) significantly influences Repurchase Intention (RI) and is fully mediated by Trust (TR), reinforcing repeat purchase intentions.

5.2. Limitation

This study had several limitations. First, the sample was limited to urban consumers, which may restrict the generalizability of the findings to rural populations. Additionally, the study did not consider cultural factors and religiosity as control variables, which could have provided further insight into the impact of these factors on trust and repurchase intention. Future studies should address these limitations to enhance the robustness of the findings.

5.3. Suggestion

1. Building Trust: Companies should adopt strategies that enhance consumer trust in imported halal food, boost confidence, and strengthen their market position.
2. Industry Strategies: Stakeholders should integrate trust-building, social influence, and halal certification to improve loyalty and marketing performance.
3. Future Research: Future studies should explore religiosity and perceived value as factors influencing repurchase decisions, critically examine how businesses can leverage social influence in digital marketing, and include cross-regional comparisons to enhance representativeness.

Acknowledgment

I would like to express my sincere and profound gratitude to my primary advisor, Prof. Lizar Alfansi, MBA, Ph.D., and my esteemed co-advisors, Dr. Effed Darta Hadi, SE, MBA, and Prof. Dr. Hj. Muhartini Salim, S.E., M.M., for their exceptional guidance, valuable insights, and unwavering support throughout the course of this research. I am also deeply appreciative of Prof. Dr. Muhartini Salim, S.E., M.M., Acting Head of the Doctoral Program at Universitas Bengkulu, for her continued assistance and encouragement. Additionally, my heartfelt thanks extend to the respondents and informants who generously devoted their time and provided thoughtful contributions, without which this research would not have been possible.

References

- Abdillah, W., & Hartono, J. (2015). Partial least square (PLS) Alternatif structural equation modeling (SEM) dalam penelitian bisnis. *Yogyakarta: Penerbit Andi*, 22, 103-150.
- Ajzen, I. (1985). From intentions to actions: A theory of planned behavior. *Action control: From cognition to behavior/Springer*.
- Ajzen, I. (1991). The Theory of planned behavior. *Organizational Behavior and Human Decision Processes*.
- Alam, A., Nofitri, D., & Ma'ruf, A. (2022). Halal Tourism Potential in Muslim Minority Areas (A Case Study in Indonesia). *Journal of Sustainable Tourism and Entrepreneurship*, 3(3), 143-154.
- Ali, A., Ali, A., Xiaoling, G., Sherwani, M., & Hussain, S. (2018). Expanding the theory of planned behaviour to predict Chinese Muslims halal meat purchase intention. *British Food Journal*, 120(1), 2-17.
- Ambali, A. R., & Bakar, A. N. (2013). Halal food and products in Malaysia: people's awareness and policy implications. *Intellectual Discourse*, 21(1), 7.
- Ambali, A. R., & Bakar, A. N. (2014). People's awareness on halal foods and products: potential issues for policy-makers. *Procedia-social and behavioral sciences*, 121, 3-25.
- Ansari, M. A., Abdul, H. M., Joshi, G., Opii, W. O., & Butterfield, D. A. (2009). Protective effect of quercetin in primary neurons against A β (1–42): relevance to Alzheimer's disease. *The Journal of nutritional biochemistry*, 20(4), 269-275. doi:<https://doi.org/10.1016/j.jnutbio.2008.03.002>
- Aziz, Y. A., & Chok, N. V. (2013). The role of Halal awareness, Halal certification, and marketing components in determining Halal purchase intention among non-Muslims in Malaysia: A structural equation modeling approach. *Journal of International Food & Agribusiness Marketing*, 25(1), 1-23. doi:<https://doi.org/10.1080/08974438.2013.723997>
- Baharuddin, G., Riskarini, D., Widyastuti, S., & Azzahra, F. (2025). The effect of Maqasid Al-Shariah towards youth motivation to become entrepreneur in Indonesia. *International Journal of Financial, Accounting, and Management*, 6(4), 525-537. doi:<https://doi.org/10.35912/ijfam.v6i4.2598>
- Banerjee, S., Hellier, J., Romeo, R., Dewey, M., Knapp, M., Ballard, C., . . . Holmes, C. (2013). Study of the use of antidepressants for depression in dementia: the HTA-SADD trial--a multicentre, randomised, double-blind, placebo-controlled trial of the clinical effectiveness and cost-effectiveness of sertraline and mirtazapine. *Health Technology Assessment (Winchester, England)*, 17(7), 1. doi:<https://doi.org/10.3310/hta17070>
- Bashir, A. M., Bayat, A., Olutuase, S. O., & Abdul Latiff, Z. A. (2019). Factors affecting consumers' intention towards purchasing halal food in South Africa: a structural equation modelling. *Journal of food products marketing*, 25(1), 26-48. doi:<https://doi.org/10.1080/10454446.2018.1452813>
- Blumberg, B., Cooper, D., & Schindler, P. (2014). *EBOOK: Business research methods*: McGraw Hill.
- Chong, A. Y.-L., Chan, F. T., & Ooi, K.-B. (2012). Predicting consumer decisions to adopt mobile commerce: Cross country empirical examination between China and Malaysia. *Decision support systems*, 53(1), 34-43. doi:<https://doi.org/10.1016/j.dss.2011.12.001>
- Crosno, J. L., Freling, T. H., & Skinner, S. J. (2009). Does brand social power mean market might? Exploring the influence of brand social power on brand evaluations. *Psychology & marketing*, 26(2), 91-121. doi:<https://doi.org/10.1002/mar.20263>
- Dantes, N. (2012). *Metode penelitian*: CV Andi Offset.
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS quarterly*, 319-340. doi:<https://doi.org/10.2307/249008>
- Diaz, M. C., & Loraas, T. (2010). Learning new uses of technology while on an audit engagement: Contextualizing general models to advance pragmatic understanding. *International Journal of Accounting Information Systems*, 11(1), 61-77. doi:<https://doi.org/10.1016/j.accinf.2009.05.001>
- Ekawati, D., & Yudoko, G. (2024). Strategy for Automation and Digitalization in Indonesian Aerospace Manufacturing. *Jurnal Bisnis dan Pemasaran Digital*, 3(2), 91-105. doi:<https://doi.org/10.35912/jbpd.v3i2.4510>

- Garbarino, E., & Johnson, M. S. (1999). The different roles of satisfaction, trust, and commitment in customer relationships. *Journal of marketing*, 63(2), 70-87.
- Gefen, D. (2000). E-commerce: the role of familiarity and trust. *Omega*, 28(6), 725-737. doi:[https://doi.org/10.1016/S0305-0483\(00\)00021-9](https://doi.org/10.1016/S0305-0483(00)00021-9)
- George, A. A. (2021). Social and cultural influences and their implications for sustainable tourism: A case study of Trinidad & Tobago's tourism and the growth of the LGBTQ traveler segment. *Journal of Sustainable Tourism and Entrepreneurship*, 2(3), 147-157.
- Ghorbani, S., & Khanachah, S. N. (2020). Provide a model for establishing a comprehensive knowledge management system in knowledge-based organizations based on success factors. *Annals of Management and Organization Research*, 2(1), 1-12. doi:<https://doi.org/10.35912/amor.v2i1.569>
- Ghozali, I., & Latan, H. (2015). Partial Least Squares Konsep Teknik dan Aplikasi dengan Program Smart PLS 3.0. *Semarang: Universitas Diponegoro Semarang*.
- Golnaz, R., Zainalabidin, M., Mad Nasir, S., & Eddie Chiew, F. (2010). Non-Muslims' awareness of Halal principles and related food products in Malaysia. *International food research journal*, 17(3), 667-674.
- Guntalee, R., & Unahannda, S. (2005). Needs, behavior, and attitudes of people in the United Arab Emirates towards consuming Thai-halal packaged food. *The Business Review, Cambridge*, 4(1), 274-279.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis*: Cengage.
- Jaradat, M.-I. R. M., & Al Rababaa, M. S. (2013). Assessing key factor that influence on the acceptance of mobile commerce based on modified UTAUT. *International Journal of Business and Management*, 8(23), 102. doi:<http://dx.doi.org/10.5539/ijbm.v8n23p102>
- Kamkankaew, P., Thanitbenjasith, P., Sribenjachot, S., Sanpatanon, N., Phattarowas, V., & Thanin, P. (2024). How Artificial Intelligence is Helping Businesses Grow and Thrive: The Transformative Role of Artificial Intelligence in Thai B2C Digital Marketing. *International Journal of Sociologies and Anthropologies Science Reviews*, 4(1), 137-164.
- Katunku, L. F., Sallah, B. N., Auta, H. D., & Ishaya, P. B. (2024). Digital marketing and brand experience on SMEs performances in Jos South LGA of Plateau State. *Journal of Digital Business and Marketing*, 1(2), 49-67.
- Manurung, A. S. P., & Putro, U. S. (2024). Decision Analysis of ANH Gas Field Using Value Focused Thinking and AHP. *Jurnal Bisnis dan Pemasaran Digital*, 3(2), 155-173. doi:<https://doi.org/10.35912/jbpd.v3i2.4516>
- Mao, J., Price, D. D., & Mayer, D. J. (1995). Mechanisms of hyperalgesia and morphine tolerance: a current view of their possible interactions. *Pain*, 62(3), 259-274.
- Maskur, F., Basir, A., & Dewi, S. R. (2024). Influence of job satisfaction and management information systems on employee performance in PT. Pawnshop in Palopo City. *Journal of Multidisciplinary Academic and Practice Studies*, 2(3), 325-334.
- Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of marketing*, 58(3), 20-38.
- Pavlou, P. A., & Fygenson, M. (2006). Understanding and predicting electronic commerce adoption: An extension of the theory of planned behavior. *MIS quarterly*, 115-143.
- Rajabi, A., & Ghalehtemouri, K. J. (2023). Application of Meta-SWOT method for tourism development planning of Farsi Island of the Persian Gulf Region. *Journal of Sustainable Tourism and Entrepreneurship*, 4(3), 189-204.
- Schiffman, L. G., Wisenbult, J., & Kumar, S. R. (2018). *Consumer behavior*: Pearson India Education Services Pvt. Ltd.
- Shaari, J. A. N., & Mohd, N. S. (2009). *Dimension of halal purchase intention: A preliminary study*.
- Suki, N. M., Suki, N. M., & Azman, N. S. (2016). Impacts of corporate social responsibility on the links between green marketing awareness and consumer purchase intentions. *Procedia Economics and Finance*, 37, 262-268. doi:[https://doi.org/10.1016/S2212-5671\(16\)30123-X](https://doi.org/10.1016/S2212-5671(16)30123-X)
- Sutama, I. K. G. S., Nyoman Diah Utari, D., & Luh Riniti, R. (2023). Pengembangan Pariwisata dengan Community Based Tourism di Desa Wisata Penatih Denpasar. *Jurnal Studi Perhotelan dan Pariwisata*, 2(1), 1-11. doi:<https://doi.org/10.35912/jspp.v2i1.2260>

- Thompson, R. L., Higgins, C. A., & Howell, J. M. (1991). Personal computing: Toward a conceptual model of utilization. *MIS quarterly*, 125-143. doi:<https://doi.org/10.2307/249443>
- Tsai, W.-H., Huang, B.-Y., Liu, J.-Y., Tsaur, T.-S., & Lin, S.-J. (2010). The application of Web ATMs in e-payment industry: A case study. *Expert Systems with applications*, 37(1), 587-597.
- Udodiugwu, M. I., Eneremadu, K. E., Obiakor, U. J., Okeke, O. V., & Njoku, C. O. (2023). Digital marketing and customer behaviour in the retail sector of Nigeria. *Journal of Digital Business and Marketing*, 1(1), 25-47.
- Venkatesh, V., & Bala, H. (2008). Technology acceptance model 3 and a research agenda on interventions. *Decision sciences*, 39(2), 273-315. doi:<https://doi.org/10.1111/j.1540-5915.2008.00192.x>
- Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS quarterly*, 425-478. doi:<https://doi.org/10.2307/30036540>
- Wang, E. T., Yeh, H. Y., & Jiang, J. J. (2006). The relative weights of Internet shopping fundamental objectives: Effect of lifestyle differences. *Psychology & marketing*, 23(5), 353-367. doi:<https://doi.org/10.1002/mar.20116>
- Wu, P. C., Yeh, G. Y.-Y., & Hsiao, C.-R. (2011). The effect of store image and service quality on brand image and purchase intention for private label brands. *Australasian Marketing Journal*, 19(1), 30-39. doi:<https://doi.org/10.1016/j.ausmj.2010.11.001>
- Zahedi, M., Abbasi, M., & Khanachah, S. N. (2020). Providing a lean and agile supply chain model in project-based organizations. *Annals of Management and Organization Research*, 1(3), 213-233. doi:<https://doi.org/10.35912/amor.v1i3.440>
- Zulkarnain, Z., Zakaria, W. A., Haryono, D., & Murniati, K. (2021). Economic efficiency and risk of cassava farming in Lampung province. *International Journal of Financial, Accounting, and Management (IJFAM)*, 3(2), 129-148. doi:<https://doi.org/10.35912/ijfam.v3i2.433>