



## THE ROLE OF HALAL AWARENESS IN MEDIATING THE EFFECT OF INTRINSIC RELIGIOSITY AND HALAL PRODUCT KNOWLEDGE ON REPURCHASE INTENTION

### PRODUCT HALAL

BY

Fransiska Yumeida<sup>1</sup>, Mulyana<sup>2</sup>

<sup>1,2</sup>Sultan Agung Islamic University Semarang



#### Article History

Received: 13/08/2023

Accepted: 23/08/2023

Published: 25/08/2023

Vol – 2 Issue – 8

PP: -94-101

#### Abstract

*This study plans to analyze halal awareness in mediating the impact of intrinsic religiosity and halal product knowledge on the repurchase intention of halal products. 217 customers of halal restaurants, including KFC, MCD, Hoka-Hoka Bento, Mie Yamie Panda, Sabana, and Richesee Factory Semarang, participated in this study. The information was handled utilizing the Underlying Condition Model-Incomplete Least Square (SEM-PLS) display strategy. The research findings show that halal awareness is significantly and positively influenced by intrinsic religiosity; halal product knowledge. The halal awareness variable affects the repurchase intention of halal products, while the other two factors, namely intrinsic religiosity and halal product knowledge, do not affect the repurchase intention of halal products. Halal awareness can mediate the impact of intrinsic religiosity and halal product knowledge on the repurchase intention of halal products.*

**Keywords:** *Intrinsic religiosity, halal product knowledge, halal product awareness, repurchase intention halal product.*

#### Introduction

Halal products must be used and consumed by a Muslim. Halal and haram are Islamic principles of human-god relationships. Halal goods are goods that are allowed by Allah to be consumed. (According to Nurhayati & Hendar (2020), the Qur'an and Sunnah of the Prophet direct every Muslim to eat only halal food and avoid haram. Muslims make up the majority of the population in Indonesia. Of the 273,523,615 population of Indonesia 87.20% are Muslim (Audit of Total Population, 2020) RI Law No. , the circle and exchange of Indonesian territory must be guaranteed halal".

Currently, Indonesian information about the halalness of an item is still very low, so public awareness is expected to increase knowledge and also strong beliefs from everyone (Vristiyana, 2019). According to Aziz & Chok (2013), the purchase intention of non-Muslim consumers is positively correlated with their knowledge of halal food. Individuals who state that information on the halalness of goods affects the intention to buy halal goods as shown by research (Nurhayati and Hendar, 2020). In contrast, research (Hamdan, 2013) shows that there is a weak correlation between purchasing decisions and knowledge about halal food.

Purchase intention is a tendency and desire that expressly encourages people to buy an item (Bosnjak et al., 2006). Purchase intention is the buyer's desire to make a purchase. Hope to buy halal goods is an interest in buying halal goods. Purchasing halal goods can be done by checking out and focusing on the presence of a halal certificate on each item.

Intrinsic religiosity is a variable that influences the purpose of buying halal goods. According to Richard (2013), religiosity is defined as a belief in God accompanied by a commitment to uphold the principles that are believed to have been established by God. Meanwhile, natural legalism is described as a firm individual belief and in completing every action is always directed by a firm lesson (Fridayanti, 2016).

Awareness of halal products also has an impact on purchase intention. Mindfulness is an important part of human life, which describes the impression of what they eat and drink (Ambali and Bakar, 2014). According to Nurhayati & Hendar (2020), "awareness" in the context of halal refers to experiencing something or learning about what happens to halal food, drinks, and other products.

The difference between this examination and past explorations lies in the exploration articles and exploration factors. KFC, MCD, Hoka-Hoka Bento, Mie Yamie Panda,



Sabana, and Richesee Factory Semarang are the subjects of this study. Specialists choose these products because KFC, MCD, Hoka Bento, Mie Yamie Panda, Sabana, Richesee Processing plant Semarang are eating places that are currently growing rapidly as drive-through eating places that have several branches in Indonesia and each outlet has halal will. This examination arises due to various results from previous investigations concerning information about the purpose of the purchase. The information sorting strategy used in this study is polling. The examination utilized Fractional Least Square (PLS).

There are six sections in this paper. It begins with a presentation and continues with a writing survey and speculation correction. In the third section, the methodology is explained, followed by results and discussion, managerial implications, limitations, and suggestions for future research.

## Literature Review

### Intrinsic Religiosity

Religiosity is something vital in human existence. Religion is a vital marker in the dynamic cycle that directs individuals in acting according to law and morals (Ahmad et al., 2015). Islam expects individuals to eat halal food. Correspondingly, legalism is important as the sole determinant of consuming halal food.

Individuals with intrinsic religiosity are individuals whose "religious beliefs" complement each other (Vristiyana, 2019). Acceptance, internalization, and full commitment to a belief are characteristics of intrinsic religiosity. A person who has a more inherent legalism direction has a serious area of power to see normal practices and influence their goals for action. A person with a strict birth direction tends to be more informed about the latest information about the halal fatwa than someone with a foreign direction.

Religiosity markers used by (Nurhayati and Hendar, 2020) are part of life according to religion; guidance related to beliefs; looking for ways to understand beliefs; beliefs behind common ways of dealing with life; beliefs that affect life.

### Halal Product Knowledge

Knowledge is characterized as a source of perspective on all data/news that can be represented in the buyer's personality which is the same as halal item information (Vristiyana, 2019). Item knowledge plays an important role in shopper behavior. Halal product information is how well a person understands food that is healthy, proportional, and safe (halal) to use. When choosing a product to buy, customers who have more knowledge about the product will think more realistically. The knowledge indicators used according to Ahmad et al., (2015) are: knowing the Islamic law on the halalness of a product. having sufficient understanding of the product; food that is denied by Islam; can distinguish between products that are allowed and those that are not; knowing the current issues that are prohibited by Islam; Learning about the differences between products with and without halal certification.

### Halal Product Awareness

According to Nurhayati & Hendar (2020), "awareness" in the context of halal refers to having experienced something or learning about what is currently happening in halal food, beverages, and other products. It can be concluded that a person's awareness of halal products is based on their knowledge of halal concepts and procedures and their belief that consuming halal food is very important to them. Understanding what is allowed and what is not according to Islamic rules, as outlined in the Qur'an and Hadith, is what we mean when we talk about halal awareness.

Yunus and others, (2013) state that a Muslim's halal awareness has an impact on customer purchase expectations (Waskito, 2015). If buyers have halal awareness, then purchase expectations will be high and predictable only with halal goods. In this way, organizations will feel committed to obtaining or following halal affirmation. This is also one of the promotional techniques for organizations to get buyers.

With halal awareness, buyers can choose the goods they want without thinking, because they must know and understand that the goods they buy are halal. The signs of halal awareness used by (Nurhayati and Hendar, 2020) are ensuring that the food eaten is halal; ensuring the halalness of the materials used; ensuring the manufacture of halal goods; ensuring the work of public authorities in providing halal goods; ensuring the work of related agencies in the accessibility of halal goods.

### Repurchase Intention Product Halal

In the study of consumer behavior, the idea of purchase intention is one of the most significant concepts. The nature of intentions also shifts in response to environmental conditions, so it is not something innate. Purchase intention is the buyer's tendency to buy something or take action related to the purchase and is estimated from the degree of the customer in making a purchase (Miswanto and Astuti, 2018).

The purpose of purchase implies that the customer will buy an item with and after assessing an item and realizing that the item is worth buying. Therefore, the purpose of buyers buying halal goods is that customers want to buy halal goods. According to Nurhayati & Hendar (2020), indicators of purchase intention are recommending products to the closest people. trying to get data about halal goods; means continuing to eat halal food consistently; wanting to continue to buy and consume halal food, if possible; desire to continue to buy halal food that is often consumed.

### Hypotheses Development

#### The effect of intrinsic religiosity on halal product awareness

Intrinsic religiosity is inherently legalistic people who agree with the innate legalism of "strict belief" (Vristiyana, 2019). Intrinsic religiosity recognizes beliefs, assimilates them, and fully takes part in them. Buyers with a high level of innate legalism will have a more significant level of halal awareness (Nurhayati and Hendar, 2020). A person who is intrinsically more religious has a strong relationship with how they

perceive social norms and influences how they behave. A person's intrinsic religiosity has a significant impact on their awareness of product halalness, according to previous research (Nurhayati & Hendar, 2020). As shown by (Alfianti, 2019) states that the characteristics of legalism affect attention to the halalness of goods. Can be formulated as follows, based on the explanation above:

H1: Intrinsic religiosity has a positive and significant effect on halal product awareness

**The effect of halal product knowledge on halal product awareness**

The meaning of goods information as a prospective source of all data/news that can be represented in the buyer's personality is the same as halal goods information (Vristiyana, 2019). Customers who have more knowledge will choose their expectations more realistically. Previous studies (Norafni et al., 2015) show that information equally affects the attention and impression of Malaysian Muslim buyers. According to research, (Arvianti, 2019), hypothesis testing shows that halal product knowledge affects halal awareness. Based on the explanation above, it can be formed as follows:

H2: Halal product knowledge has a positive and significant effect on halal product awareness.

**The effect of halal product awareness on repurchase intention of halal products**

Awareness is the idea of suggesting an understanding and view of an event or subject (Aziz and Chok, 2013). Awareness is the ability to see, feel, and know about events and objects. It refers to the idea of implying understanding and perception of events or topics. It has been hypothesized that awareness plays an important role in determining the intention to vote. Gohnaz et al., (2010) found in their study that positive attitudes determine awareness of halal principles and food products. This behavior - which in the context of the current study refers to the behavior of consuming or buying halal products - will be carried out by customers who have a positive attitude, according to the TPB theory. Empirical data presented by Lada et al., (2009) in their focus on halal goods confirms that behavior is related to the intention to choose halal goods. (Alam and Sayuti, 2011) also revealed similar results for the example of promoting students in a college in Malaysia. Furthermore, the findings of Lada et al. have examined the choice to choose halal is not established with an encouraging view. A positive attitude is a favorable perception of the concept of halal and awareness in the context of the current study. Can be formulated as follows, based on the above explanation:

H3: Halal product awareness has a positive and significant effect on the repurchase intention of halal products

**The effect of Intrinsic religiosity on the repurchase intention of halal products**

According to Richards (2013), religiosity is defined as a belief in God accompanied by a commitment to uphold the principles that are believed to have been established by God. An intrinsic religiosity is a person with legalism who agrees

with "strict beliefs" (Vristiyana, 2019). Someone who is Intrinsic religiosity is more religious and has a strong relationship with how they see social norms and influences how they behave. A previous report (Awan et al., 2015) said that Intrinsic religiosity, or what is known as hablumminallah fundamentally influences the intention to buy halal goods. According to (Vristiyana, 2019), Intrinsic religiosity has a positive and significant effect on the intention to buy halal products. This means that customers' intention to buy halal products is proportional to their intrinsic religiosity. The following is a possible explanation based on the previous:

H4: Intrinsic religiosity has a positive and significant effect on repurchase intention of halal products

**The influence of halal product knowledge on repurchase intention of halal products**

Attitudes show the tendency of individuals to respond affirmatively or negatively to goods, individuals, or events (Schiffman and Kanuk, 2004). The meaning of goods information as a prospective source of all data/news that can be represented in the buyer's personality is the same as halal goods information (Vristiyana, 2019). Halal goods information is information or a collection of data claimed by buyers in connection with halal goods. Buyers who have higher information about halal goods will be more careful in buying an item. Previous explorations (Tursino, 2019) revealed information about halal goods that influenced purchasing intentions. The purchase intention variable is positively and significantly influenced by the halal product knowledge variable, as Adriani et al. (2020) showed. The following is a possible explanation based on the previous:

H5: Halal product knowledge has a positive and significant effect on the repurchase intention of halal products

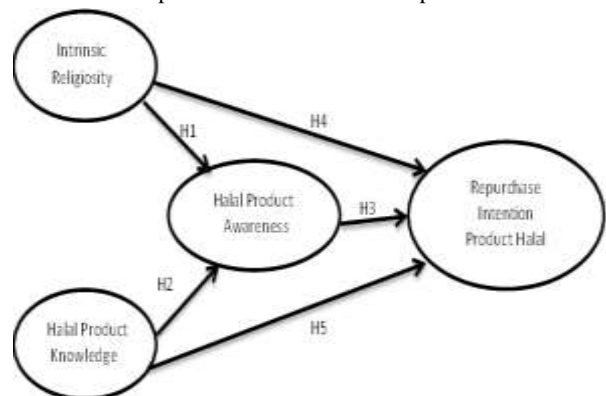


Figure 1. Research Model

**Methodology**

**Population, Sample, and Sampling Technique**

This research used a purposive testing strategy to obtain information. Self-controlled polls were utilized to illustrate everything that developed in the plausible model. The poll was through Google Structures and was disseminated online through web-based entertainment to 217 respondents for one month in August. Based on the question, respondents consumed halal food from KFC, MCD, Hoka-Hoka Bento, Yamie Panda Noodles, Sabana, and Richese Factory as

follows: Aged 17 years and above; religion Islam; Have purchased items from KFC, MCD, Hoka Bento, Mie Yamie Panda, Sabana, Richese Industrial facilities.

### Research Instrument And Measurements

The survey in this study used a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree). It contains a respondent instrument that incorporates orientation, age, level of training, and length of administration. The questionnaire was created using instruments from several previous studies. Intrinsic religiosity uses five markers adapted from past explorations (Nurhayati and Hendar, 2020) that describe parts of life according to religion; belief-related guidance; looking for ways to understand beliefs; beliefs behind common ways of dealing with life; beliefs that affect life. Halal product knowledge uses five markers adopted from research (Cloud et al., 2015); (Nurhayati & Hendar, 2020), namely knowing the Islamic law regarding the halalness of a product. have sufficient understanding of the product; food that is denied by Islam; can distinguish between products that are allowed and those that are not; know current issues that are prohibited by Islam; Learn about the difference in halal certification between food and other products. Halal awareness of halal products is based on five indicators (Cloud et al., 2015); (Nurhayati and Hendar, 2020), specifically from guaranteeing the halalness of the food eaten; guaranteeing the halalness of the ingredients used; guaranteeing the manufacture of halal goods; guaranteeing the work of public authorities in providing halal goods; guaranteeing the work of related foundations in the availability of halal goods and guaranteeing the work of manufacturers in providing halal goods. Furthermore, the repurchase intention of halal products depends on five indicators, one of which is recommending used products to family and friends. trying to get data about halal goods; means to keep eating halal food consistently; want to continue to buy and consume halal food, if possible; need to keep buying halal food that is often consumed (Awan et al., 2015). A pre-test on 30 people from the survey population was conducted before the survey to ensure the questionnaire was ready to use and no major changes needed to be made

### Data Analysis

This study applied the SEM-PLS examination strategy thinking that it is a complete multivariate way to deal with factual investigation that can see every connection between constructs in a reasonable model, including estimation and main parts (Hair et al., 2019). The estimation model and the basic model are the two sub-models in this SEM-PLS estimation and testing (Hair et al., 2019). The estimation model incorporates external stacking with a trim-off value of 0.6 or more and the normal difference extract (AVE) is legitimate and satisfactory when its value is 0.5 or more (Hair et al., 2019). This unwavering quality refers to composite dependability with a basic suggestion of 0.7 and a limit of 0.9 to get solid information (Hair et al., 2019). The estimation model assesses the unwavering quality and legitimacy of intelligent development, while the basic model assesses the R<sup>2</sup>, f<sup>2</sup>, and way coefficients (Hair et al., 2019).

### Result And Discussion

First, the measurement model tests the reliability and validity of the constructs. The table below presents the outer loading results for all items with cut-off values above 0.7 (Hair et al., 2017). The results show that all composite reliability and AVE values are higher than the cut-off value, with 0.7 and 0.5 respectively, which means that the reliability and validity of the constructs are valid and acceptable (See Table 1) (Hair et al., 2017). Furthermore, the Fornell-larcker criterion tests discriminant validity, resulting in all latent variables having higher and greater values than the indicators (See Table 2) (Fornell and Larcker, 1987). Based on the previously described criteria, this measurement model is accepted.

### Measurement Model

Table 1. Loading, Composite Reliability, AVE

Construct/Item	Loading	Composite Reliability	AVE
Intrinsic Religiosity		0.700	0.574
IR1 <- Intrinsic Religiosity	0.728		
IR2 <- Intrinsic Religiosity	0.770		
IR3 <- Intrinsic Religiosity	0.716		
IR4 <- Intrinsic Religiosity	0.684		
IR5 <- Intrinsic Religiosity	0.517		
Halal Product Knowledge		0.799	0.537
HPK 1<- Halal Product Knowledge	0.713		
HPK 2 <- Halal Product Knowledge	0.584		
HPK 3 <- Halal Product Knowledge	0.612		
HPK 4 <- Halal Product Knowledge	0.777		
HPK 5 <- Halal Product Knowledge	0.597		
Halal Produk Awareness		0.729	0.525
HPA1<- Halal Product Awareness	0.696		
HPA2<- Halal Product Awareness	0.740		
HPA3<- Halal Product Awareness	0.644		
HPA4<- Halal Product Awareness	0.609		
HPA5<- Halal Product Awareness	0.567		
HPA6<- Halal Product Awareness	0.641		

Repurchase Intention	0.703	0.558
RPI1<- Repurchase Intention	0.717	
RPI2<- Repurchase Intention	0.601	
RPI3<- Repurchase Intention	0.714	
RPI4<- Repurchase Intention	0.642	
RPI5<- Repurchase Intention	0.700	

Noted: All significant

### Structural Model

Before testing the underlying model, the inward model was tested using a Compliance of Fit (GoF) check to decide whether the proposed model meets unwavering measures of legitimacy and quality and is appropriate for additional primary investigation (Tenenhouse et al., 2005). GoF consists of the R2 value obtained from the average value of AVE and R<sup>2</sup> (Hair et al., 2019). According to Hair et al., the GoF value criteria are small (0.10 - 0.24), medium (0.25 - 0.35), and large (0.36). 2019). The GoF award in this examination model is 0.614 > 0.377, including a significant size. Based on Table 3, this indicates that each aspect of the model-forming variables used in this study is of high quality and has sufficient data fit to explain the hypothetical model (see Table 3).

**Table 3 Goodness of Fit**

Variable	AVE	R <sup>2</sup>
Intrinsic Reliogisity	0.574	
Halal Product Knowledge	0.537	
Halal Product Awareness	0.525	0.596
Repurchase Intention	0.558	0.855
Average Score	0.549	0.726
AVE x R <sup>2</sup>		0.398
GoF = $\sqrt{(AVE \times R^2)}$		0.631

The inner model evaluation uses R<sup>2</sup> interpretation to measure its accuracy. Intrinsic reliability variables and halal product knowledge affect halal product awareness by 0.596 (59.6 percent). The repurchase intention variable is influenced by intrinsic reliability and halal product knowledge and halal product awareness by 0.855 (85.50 percent) while the rest is influenced by other factors (see Table 3).

The next discussion is hypothesis testing. The test results show that intrinsic reliability has a positive and significant effect on halal product awareness (0.246; p-value 0.000), so H1 is proven. Halal product knowledge has a positive and significant effect on halal product awareness (0.613; p-value 0.000), so the H2 hypothesis is proven. The halal product awareness variable has a positive and significant relationship with repurchase intention (0.953; p-value 0.000), so hypothesis H3 is justified. Intrinsic reliability does not affect Repurchase Intention (0.030; p-value 0.389), so hypothesis H4 is not proven. Furthermore, halal product knowledge has no relationship with repurchase intention (- 0.062; p-value 0.158), so hypothesis H5 is rejected (see Table 4).

**Table 4 Hypotheses Testing**

Hypotheses	$\beta$	t-value	p-value	Result	
<b>Direct</b>					
H1	Intrinsic Reliogisity -> Halal Product Awareness	0,246	5,286	0.000	Accepted
H2	Halal Product Knowledge -> Halal Product Awareness	0.613	15,177	0.000	Accepted
H3	Halal Product Awareness -> Repurchase Intention	0.953	27,914	0.000	Accepted
H4	Intrinsic Reliogisity -> Repurchase Intention	0.030	0,864	0.389	Rejected
H5	Halal Product Knowledge -> Repurchase Intention	- 0.062	1,418	0.158	Rejected
<b>Indirect</b>					
	Intrinsic Reliogisity -> Halal Product Awareness-> Repurchase Intention	0,246	5,286	0.000	Accepted
	Halal Product Knowledge -> Halal Product Awareness-> Repurchase Intention	0.613	15,177	0.000	Accepted

## Discussion

This study is to examine the role of halal awareness in mediating the effect of intrinsic religiosity and halal product knowledge on the repurchase intention of halal products. This model is suitable for predicting in creating repurchase intention, based on the results of the R square and GoF values on satisfactory criteria. All aspects of the model-forming variables used in this study have good quality and good data suitability in explaining the hypothetical model. Although there have been many studies related to the model of increasing repurchase intention, this study has been tested and confirmed to explain how to increase the repurchase intention of halal products.

The results of the analysis show that the intrinsic religiosity variable has a positive effect on halal product awareness, this shows that halal product awareness increases with intrinsic religiosity. High natural legality will increase the vigilance of halal goods. The characteristics of legalism are people with legalism who agree with "strict beliefs" Congenital Legalism Information about Halal Goods Attention to Halal Goods Purpose of Buying Halal Goods (Vristiyana, 2019). Natural legalism recognizes beliefs, assimilates them, and fully takes part in them. Following the assessment that customers with a high level of characteristic legality will have a more significant level of halal awareness (Nurhayati and Hendar, 2020); (Alfianti, 2019).

Second, information about halal items on halal items has a positive and very good impact, which means that the higher the information about halal items, the higher the mindfulness of halal items. High information on halal items will increase awareness of halal items. The meaning of item information as a kind of perspective for all data/news that can be represented in the buyer's personality is the same as halal item information (Vristiyana, 2019); (Norafni et al., 2015); (2019) Arvianti

Third, halal product awareness on repurchase intention has a significant effect. The higher the halal product awareness, the higher the repurchase intention. Empirical evidence provided by (Lada et al., 2009) in their study on halal products confirmed that attitudes are positively related to the intention to choose halal products. (Alam & Sayuti, 2011) also reported similar results for a sample of marketing students in one of the universities in Malaysia. Therefore, the findings of Lada et al. have verified that decision to choose halal products is determined by a positive attitude. In the context of the current study, a positive attitude is a favorable perception of the halal concept and halal awareness.

Fourth, intrinsic religiosity on repurchase intention has a positive but insignificant effect. Because it is not significant, it cannot be interpreted. Testing intrinsic religiosity on repurchase intention of halal products is not significant, this is because there are several reasons by the customer such as the customer has several other halal product substitute items other than the product carried out in this study. Intrinsic reliability owned by the customer should be able to encourage the repurchase intention of halal products back but due to several consumer considerations such as price consumers are looking for substitute products for other halal products with lower prices, high quality, or must be same and of course a larger quantity. The results of this study are supported by

Juniwati and Listiawati (2021), where the results of the research conducted by intrinsic reliability do not influence the repurchase intention of halal products.

Fifth, halal product knowledge on repurchase intention does not influence repurchase intention. Because it is not significant, it cannot be interpreted. Testing halal product knowledge on the repurchase intention of halal products is not significant, this is because there are several reasons customers such as customers getting bored eating the same food several times over, so that customers purchase other substitute goods. In addition, the product carried out in this study is not a typical food from Indonesia so some consumers who are fanatic about domestic products feel that they must have a spirit of nationalism to consume domestic products because they have a high spirit of nationalism. Furthermore, the knowledge of halal products owned by customers should be able to encourage repurchase intention of halal products because someone who knows halal products, in consuming something must be careful in making purchases, here there is sharia that is used as a guide that halal is an obligation in consuming a food product, someone who consumes non-halal products will have a psychological problem in him who feels guilty for what is consumed so that consumers are more careful in purchasing products for consumption. The results of this study are supported by Nora (2019), where the results of research conducted on halal product knowledge do not influence the repurchase intention of halal products.

Sixth, the consequence of the mediation test of the impact of intrinsic reliability on repurchase intention of halal products through halal item halal awareness with a t value of 5.106 is greater than 1.96 with a p-value of 0.000 below 0.05, this means that halal awareness can mediate the impact of intrinsic reliability on repurchase intention of halal goods, the higher the awareness of halal goods, the higher the impact of intrinsic reliability on repurchase intention of halal products.

According to Nurhayati & Hendar (2020), "awareness" in the context of halal refers to having experienced something or learning about what is currently happening in halal food, beverages, and other products. Customer-driven halal awareness will generate or expand the characteristics of buyer-driven legalism in consuming halal goods, with this high awareness experience, natural buyer-driven legalism will also increase the purpose of repurchasing halal goods.

Seventh, with a statistical t-value of 13.244 and a p-value of 0.000 smaller than 0.05, the results of indirect testing of the effect of halal product knowledge on repurchase intention of halal products through halal awareness show that halal product awareness can mediate the effect of halal product knowledge on repurchase intention of halal products; The higher the level of halal product awareness will increase the effect of halal knowledge.

Attention in a halal setting in the true sense implies experiencing something or getting data about what is happening now in food, drinks, and other halal goods (Nurhayati and Hendar, 2020). Halal awareness owned by customers will empower or build information on the halalness of goods claimed by buyers in consuming halal goods, with this high awareness experience, the information on the

halalness of goods claimed by buyers will also increase the purpose of repurchasing halal goods

## Managerial Implications

Based on Testing to increase halal product awareness can be done through the creation of good halal product knowledge. Management can increase knowledge of Islamic law about the halalness of a product, know the latest prohibited issues, be able to distinguish between prohibited and permitted products, know halal certification, and knowledge of food products prohibited by Islam.

Increasing repurchase intention can be done through high halal product awareness. Management can increase the role of the government in providing halal products, ensuring the role of institutions related to the availability of halal products. Ensuring the role of producers in providing halal products, ensuring that the ingredients used are halal, ensuring that the food consumed is halal, and ensuring the halalness of the product. The effect of intrinsic reliability on halal product awareness shows that intrinsic reliability can increase halal product awareness. Management can increase beliefs that affect consumer life, beliefs about life approaches, learning to understand beliefs, scripts related to faith, and the meaning of life according to religion. In actual food entrepreneur policies to increase repurchase intention can be done through intrinsic reliability, halal product knowledge, and halal product awareness. However, the lack of a good understanding of halal products causes a gap in repurchase intention. This makes managerial very necessary to provide education to customers so that repurchase intention is not only a business goal but because of a good understanding of the customer.

## Limitations and Future Research

This research has provided an understanding of increasing repurchase intention through intrinsic reliability, halal product knowledge, and halal product awareness. Despite its valuable implications, this research still contains some limitations. First, respondents in this study should be expanded to several food businesses. Second, in the R-Square results, the effect of the independent variable on the dependent variable is still relatively small, so it is necessary to add other variables that can affect halal product awareness; third, the operational results of the intrinsic reliability variable, namely the meaning of life according to religion, halal product knowledge, namely having sufficient knowledge about food products prohibited by Islam, halal product awareness, namely ensuring the halalness of product composition and repurchase intention, namely recommending the product used to the closest person, are below the average value, so it is necessary to test again in the future.

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