

## THE EFFECT OF A THEORY OF REASONED ACTION ON INTENTIONAL BEHAVIOR AND ITS IMPACT ON BEHAVIOR IN PURCHASING HALAL IMPORTED PRODUCTS

Najmudin<sup>1</sup>, Syihabudin<sup>2</sup>, Suja'I<sup>3</sup>, Ma'zumi<sup>4</sup>, Nuha ikmalia<sup>5</sup>, Nufaila Salsabila<sup>6</sup>

<sup>1,2,3,4,5,6</sup>Faculty of Economics and Business, Sultan Ageng Tirtayasa University

Jl. Raya Palka Km 3 Sindangsari, Banten, 42163, Indonesia

[najmudin@untirta.ac.id](mailto:najmudin@untirta.ac.id)

### ABSTRACT

This study aims to determine (1) the effect of subjective norms on intentional behavior in purchasing halal imported products (2) the effect of attitudes on intentional behavior in purchasing halal imported products (3) the effect of subjective norms on behavior in purchasing halal imported products, (4) the effect of attitudes on intentional behavior in purchasing imported products (5) the effect of intentional behavior in purchasing halal imported products, (6) the effect of subjective norms on behavior in purchasing halal imported products through intentional behavior, ( 7) the effect of attitudes on behavior in purchasing halal imported products through intentional behavior. The method used in this research is quantitative, with the population of Banten Province millennial society who have purchased halal imported products, the sampling technique uses purposive sampling, and the data collection technique uses a questionnaire. The data was processed using Smart PLS 3.2.9 software and analyzed using the structural equation modeling (SEM) method with a partial least squares (PLS) approach. The results of this study indicate that (1) subjective norms have a significant positive effect on intentional behavior in purchasing halal imported products (2) attitudes have a significant positive effect on intentional behavior in purchasing halal imported products (3) subjective norms have a positive and insignificant effect on behavior in purchasing halal imported products, (4) attitudes have a significant positive effect on intentional behavior in purchasing imported products (5) intentional behavior has a significant positive effect on behavior in purchasing halal imported products, (6) subjective norms through intentional behavior have a significant positive effect on behavior in purchasing halal imported products, (7) attitudes through intentional behavior have a significant positive effect on behavior in purchasing halal imported products.

**Keywords:** Theory of Reasoned Action, Intentional Behavior, Purchasing Behavior, Imported Halal Products

### INTRODUCTION

Indonesia is the country with the largest Muslim population in the world, The Royal Islamic Strategic Studies Center (RISSC) noted that in 2023 the Indonesian Muslims population will reach 240.62 million people (RISSC, 2024), or 86.7% of Indonesia's total population of 277.53 million people (Annur, 2023). As Muslims, they are taught what is halal and what is haram to consume (Al-Maidah: 3; Al-Baqarah: 173) and are also taught only to consume halal and good products (Al-Baqarah: 168; Al-Mu'minun: 51). Therefore they make it halal (Mutmainah, 2018) and conformity with sharia principles (Iranmanesh, 2020) as consideration for purchasing a product. Expenditures of Indonesian Muslims reached USD 184 in 2020 and are expected to reach USD 281.6 in 2025. Therefore, Indonesia has a large share of the world's halal product market (Diamant, 2019).

Realizing this, global trademarks have made Indonesia one of the targets for marketing their products (Mulasakti & Mas'ud, 2020). During January-June 2018, based on data from the Ministry of Trade, imports of processed food and beverages for households reached USD 1.95 billion, or an increase of 47.22%. According to the Central Statistics Agency, the largest imports of food and beverages are Sweet Biscuits (US\$ 9,368,274), Fruit and Vegetable Juices (US\$ 106,613), Coffee and Coffee Substitutes (US\$ 196,706,944), and Oath, Instant noodles, stuffed, whether or not cooked or otherwise prepared (US\$ 9,729,693) (cnbcindonesia, 2018). In 2024, Indonesia will import various

processed foods (US\$ 22,681,867,000) (BPS, 2024). Only 12.6% of the halal food industry is imported into Indonesia (Umsida, 2024).

Not only processed products, but Indonesia also imports 65% of food and beverage raw materials to support Micro, Small, and Medium Enterprises (MSMEs) in Indonesia. According to data from the United States Department of Agriculture (USDA), in 2022 Australia will become the largest supplier of food and beverage raw materials for Indonesia, with an import value of USD 3.9 billion or around IDR 58.3 trillion (assuming an exchange rate of IDR 15,000 per USD). Raw materials imported from Australia include beef (Ahdiat, 2023).

In Banten Province, demand for halal products, including imported food, is driven by the Muslim population's preference for halal-certified goods. Studies and reports show that consumers in Banten are increasingly aware of and prioritize halal certification when purchasing food products. This trend is supported by government efforts to promote and facilitate halal certification among local businesses, including micro, small and medium enterprises (MSMEs). Increasing consumer awareness and demand for halal products contributes to the growth of the halal import market in the region (Riany Eris et al., 2023).

Among the factors that influence buying behavior is the theory of reasoned action (TRA). Several previous studies have confirmed that the theory of reasoned action, which consists of attitude variables and subjective norms, has a positive effect on buying behavior (Nawawi et al., 2018) (Arifin & Salam, 2019) (Sobari et al., 2019), but several previous studies also confirmed that the theory of reasoned action has a negative and insignificant effect on buying behavior (Arief et al., 2020) (Nawawi et al., 2018), so there is a gap in the research that has been conducted regarding the relationship between theory of reasoned action and buying behavior. Therefore, in this research, the intentional behavior variable is used which plays a mediating role between the theory of reasoned action and buying behavior, considering that intentional behavior has a close relationship with buying behavior (Dapas et al., 2019) (Satriawan, 2020) (Al Hafizi & Ali, 2021)

## LITERATURE REVIEW

### Theory of Reasoned Action

The theory of reasoned action was first formulated in 1967 by Icek Ajzen and Martin Fishbein, starting in 1980 This theory was first used to study human behavior (Mahyarni, 2013). This theory explains that the cause closest to behavior is behavioral intention (the intention to do or not do). And behavioral intentions are influenced by attitudes and subjective norms (Hagger, 2019)

### Attitude

Attitude is the relevance or personal interest attached to purchasing halal products. Religion has a strong influence on consumer behavior and behavior itself in general, especially in making decisions to purchase food-related products (Marmaya et al., 2019). Suprpti (2010) as cited by (Aryadhe et al. 2018) And (Syihabudin & Najmudin, 2023) defines attitude as an expression that reflects feelings of dissatisfaction or liking for an object. The attitudes carried out by consumers are part of general feelings that express the consumer's desire for an object that encourages responses, both in the form of positive and negative responses (Amar, 2017), attitude is also a psychological tendency that refers to how much a person assesses the good and bad of the behavior being considered toward halal food products (Khasanah & Supriyanto, 2022). Attitude indicators according to (Han et al., 2010) are (1) Buying Products is a good idea, (2) Buying Products is a wise choice, (3) Buying Products is profitable, (4) Buying Products is fun, and (5) Buying Products is positive.

### Subjective Norms

Subjective norms can be defined as the social pressure that individuals feel to perform or not perform certain behaviors (Elseidi, 2018). In addition, subjective norms also mean personal perceptions that are influenced by people outside themselves, including family, friends, and colleagues known to service users. Bhattacharjee (2000) and Roca et.al (2006) as cited by (Suk et al., 2020). Another definition of subjective norms is a belief that an important person or group of people will approve and support certain behavior (Ham et al., 2015). Subjective norms relate to an individual's view of social pressures that will influence interest in carrying out or not carrying out purchasing behavior toward halal food products. Subjective norms are a construct that combines (1) an individual's beliefs about certain referents and (2) a person's motivation to obey their referents (Nurofik, 2013) (Syihabudin & Najmudin, 2023). Indicators of subjective norms are (1) There is a trend in purchasing certain products that occur in the consumer's social environment, (2) There is a belief formed in the environment around the consumer that a particular product is the best choice, (3) The social environment of the consumer will give praise if the consumer has certain products, and (4) There is support arising from the consumer's social environment to buy certain products.

### Intentional Behavior

Consumer intentions reflect future behavior, intentions appear before consumers buy a product (Marmaya et al., 2019). In general, behavioral intention can be defined as a desire to do something one likes (Mahliza & Prasetya, 2021). Purchase interest according to Schiffman & Kanuk (2010) as cited by (Anggraini & Dewanti, 2020) And (Najmudin et al., 2021) is choosing one of two or more alternative options to buy a product. Assael (2001) as cited (Nurcahyo & Hudrasyah, 2017) And (Najmudin & Shihabudin, 2022) holds the view that purchasing interest is a consumer's tendency to buy something or take purchasing action which can be measured by the consumer desire to make a purchase (Nurcahyo & Hudrasyah, 2017). Kotler (2009) in Puspita A. et al (2020) state that buying interest grows after consumers receive stimulus from the product they see, then a desire to try appears until finally a desire to buy and own a product grows. (WA Puspita et al., 2020). Indicator to measure buying interest (1) decision to buy (2) recommending the product to others (3) desire to buy (4) satisfaction (Widyanto & Irfanur, 2019).

### Purchasing Behavior

Purchasing behavior is the action taken by consumers to purchase a product (Chairina Kusumaningrum, 2015, Syihabudin & Najmudin, 2021). According to Schiffman and Kanuk (2009) as cited by (Mahendri et al., 2020) Purchasing behavior are the selection of two or more alternative purchasing decision options. The decision to buy can lead to how the decision-making process is carried out. Consumer purchasing decisions are influenced by consumer behavior. Five stages of purchasing decisions according to Kotler and Keller (2011) as cited (Dewi & Sindarko, 2018) namely: (1) Problem recognition (2) Disbursement of information, (3) Evaluation of alternatives, (4) Purchase decision, and (5) Post-purchase behavior. According to Kotler and Armstrong (2012), as cited by (Vania et al., 2019, Syihabudin & Najmudin, 2021), there are four purchasing decision indicators, namely (1) Stability of a product. (2) Habits of purchasing products, (3) Providing recommendations to other people, and (4) Making repeat purchases

## METHODS

The method used in this research is quantitative. According to Arikunto (2010) Quantitative research is research where the data is expressed in the form of quantities or numbers that can be calculated systematically, whereas according to (Sugiono, 2019) Quantitative research is defined as a research method based on the philosophy of positivism, used to research certain populations or samples, collecting data using research instruments, and quantitative/statistical data analysis, with the aim of testing predetermined hypotheses. The population of this research is millennial people who live in Banten Province. Determination of the sample size in this research refers to the

opinion of Ferdinand (2002), which states that the sample size depends on the number of indicators used in all variables. The number of samples is equal to the number of indicators multiplied by 5-10. So the number of samples in this study was set at 102 respondents, which was obtained from all variable indicators in this study, which totaled 17, then multiplied by 6 ( $17 \times 6 = 102$ ). The data in this research was obtained by sending questionnaires directly to respondents. The data was processed using Smart PLS software version 3.2.9. The data was then analyzed using the structural equation modeling (SEM) method with a partial least squares (PLS) approach.

## RESULTS

### Research result

#### Structural Model Testing (Outer Model)

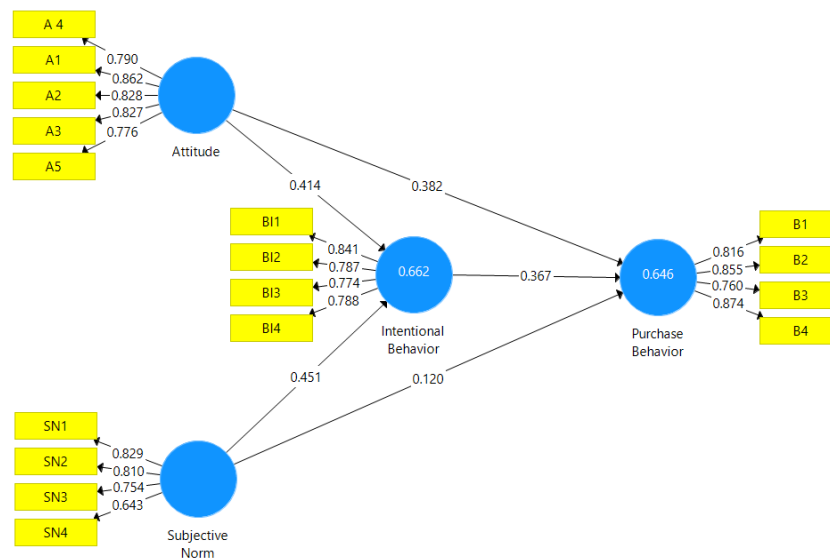


Figure 1. Outer Model  
Source: Smart PLS Data (2024)

### Construct Validity Test

The construct validity test in SEM-PLS consists of two stages, namely convergent validity and discriminant validity.

#### Convergent Validity

In convergent validity, two value criteria are evaluated, namely the loading factor value and the average variance inflation factor (AVE) value.

Table 1. Outer Loading Values

	Attitude	Intentional Behavior	Purchase Behavior	Subjective Norm
A4	0.790			
A1	0.862			
A2	0.828			
A3	0.827			
A5	0.776			
B1			0.816	
B2			0.855	
B3			0.760	
B4			0.874	

<b>BI1</b>	<b>0.841</b>
<b>BI2</b>	<b>0.787</b>
<b>BI3</b>	<b>0.774</b>
<b>BI4</b>	<b>0.788</b>
<b>SN1</b>	<b>0.829</b>
<b>SN2</b>	<b>0.810</b>
<b>SN3</b>	<b>0.754</b>
<b>SN4</b>	<b>0.643</b>

Source: Smart PLS Data (2024)

Table 1 above shows that the outer loading value for the attitude variable with five indicators A1=0.862, A2=0.828, A3=0.827, A4= 0.790, and A5=0.790, the outer loading value for the Subjective Norm variable with four variables SN1=0.829, SN2= 0.810, SN3=0.754, and SN4=0.643, the outer model value of the Behavioral Intention variable with four indicators BI1=0.886, BI2=0.787, BI3=0.774, and BI4=0.788, and the outer model value of the Purchase Behavior variable with four indicators B1=0.816, B2=0.855, B3=0.760, and B4=0.874. All indicators of the attitude, subjective norm, behavioral intention, and purchase behavior variables have factor loading values above 0.70, except for the fourth subjective norm indicator (SN4=0.643) whose value is below 0.70, therefore it is in the invalid category, as for the construct forming indicators the other variables are in the valid category.

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

	<b>Cronbach's Alpha</b>	<b>rho_A</b>	<b>Composite Reliability</b>	<b>Average Variance Extracted (AVE)</b>
<b>Attitude</b>	<b>0.875</b>	<b>0.876</b>	<b>0.909</b>	<b>0.668</b>
<b>Intentional Behavior</b>	<b>0.810</b>	<b>0.814</b>	<b>0.875</b>	<b>0.637</b>
<b>Purchase Behavior</b>	<b>0.846</b>	<b>0.857</b>	<b>0.896</b>	<b>0.684</b>
<b>Subjective Norm</b>	<b>0.755</b>	<b>0.755</b>	<b>0.846</b>	<b>0.581</b>

Source: Smart PLS Data (2024)

Table 2 above shows that the AVE values for each construct are attitude=0.668, Intentional Behavior=0.637, Purchase Behavior=0.684, and Subjective Norms=0.581. The four constructs have a value  $\geq 0.50$ , meaning that the four constructs are categorized as valid.

### Discriminant Validity

Discriminant validity testing is assessed based on the cross-loading value of indicators of a construct being higher than the cross-loading value of indicators of other constructs.

**Table 3. Cross Loading Values**

	<b>Attitude</b>	<b>Intentional Behavior</b>	<b>Purchase Behavior</b>	<b>Subjective Norm</b>
<b>A4</b>	0.790	0.584	0.672	0.606
<b>A1</b>	0.862	0.653	0.594	0.684
<b>A2</b>	0.828	0.680	0.619	0.617
<b>A3</b>	0.827	0.536	0.610	0.624
<b>A5</b>	0.776	0.645	0.580	0.617
<b>B1</b>	0.610	0.540	0.816	0.606
<b>B2</b>	0.678	0.635	0.855	0.535

<b>B3</b>	0.522	0.528	0.760	0.522
<b>B4</b>	0.669	0.751	0.874	0.637
<b>BI1</b>	0.650	0.841	0.623	0.688
<b>BI2</b>	0.657	0.787	0.628	0.646
<b>BI3</b>	0.611	0.774	0.590	0.574
<b>BI4</b>	0.493	0.788	0.542	0.531
<b>SN1</b>	0.660	0.536	0.577	0.829
<b>SN2</b>	0.610	0.605	0.545	0.810
<b>SN3</b>	0.516	0.567	0.461	0.754
<b>SN4</b>	0.548	0.623	0.525	0.643

Source: Smart PLS Data (2024)

Table 3 above shows that the cross-loading value of all indicators of one construct is greater than the cross-loading value of all indicators of other constructs, thus, all indicators of the four constructs are included in the valid category.

Reliability Test

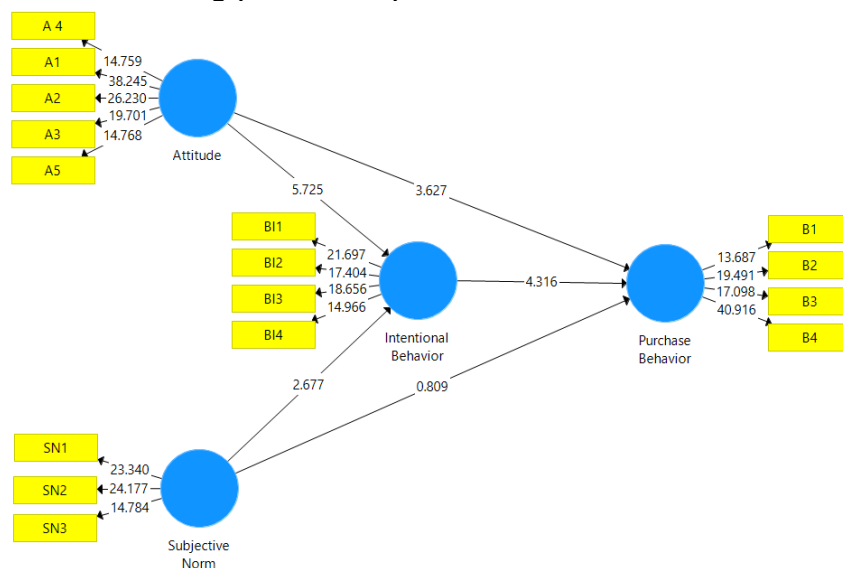
**Table 4. Reliability Test Results**

	<b>Cronbach's Alpha</b>	<b>rho_A</b>	<b>Composite Reliability</b>	<b>Average Variance Extracted (AVE)</b>
<b>Attitude</b>	<b>0.875</b>	<b>0.876</b>	<b>0.909</b>	<b>0.668</b>
<b>Intentional Behavior</b>	<b>0.810</b>	<b>0.814</b>	<b>0.875</b>	<b>0.637</b>
<b>Purchase Behavior</b>	<b>0.846</b>	<b>0.857</b>	<b>0.896</b>	<b>0.684</b>
<b>Subjective Norm</b>	<b>0.755</b>	<b>0.755</b>	<b>0.846</b>	<b>0.581</b>

Source: Smart PLS Data (2024)

Table 4 above shows that the composite reliability value of the attitude construct=0.909, intentional behavior=0.875, purchase behavior=0.896, and subjective norm=0.846. All composite reliability values are above 0.70. So, the constructs of attitude, intentional behavior, purchase behavior, and subjective norms have good reliability.

### Structural Model Testing (Inner Model)



**Figure 2. Inner Model**  
Source: Smart PLS Data (2024)

**R-Square Value**

**Table 5. R-Square Value**

	<b>R Square</b>	<b>R Square Adjusted</b>
<b>Intentional Behavior</b>	0.662	0.655
<b>Purchase Behavior</b>	0.646	0.635

**Source: Smart PLS Data (2024)**

Based on Table 5 above, it is known that the R-Square value for the Intentional behavior variable is 0.662, and purchase behavior is 0.646. Thus, it can be concluded that intentional behavior can be explained by the attitude and subjective norm variables in the model by 66.2%, while purchase behavior can be explained by the attitude and subjective norm variables in capital by 64.6%.

**Table 6. Path Coefficients Test Results**

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
<b>Attitude -&gt; Intentional Behavior</b>	0.566	0.574	0.093	6,081	<b>0,000</b>
<b>Attitude -&gt; Purchase Behavior</b>	0.619	0.611	0.079	7,861	<b>0,000</b>
<b>Intentional Behavior -&gt; Purchase Behavior</b>	0.393	0.407	0.093	4,235	<b>0,000</b>
<b>Subjective Norm -&gt; Intentional Behavior</b>	0.276	0.273	0.099	2,787	<b>0.006</b>
<b>Subjective Norm -&gt; Purchase Behavior</b>	0.189	0.196	0.099	1,909	<b>0.057</b>

**Source: Smart PLS Data (2024)**

Based on Table 6 above, it is known that attitude has a significant positive effect on intentional behavior, this is shown by the p-value being smaller than 0.05 ( $0.00 < 0.05$ ) and the statistical t value being greater than the t table value ( $6.081 > 1.664$ ). Attitude has a significant positive effect on purchase behavior, this is shown by the p-value being smaller than 0.05 ( $0.000 < 0.05$ ) and the statistical t value being greater than the t table value ( $7.861 > 1.664$ ). Intentional behavior has a significant positive effect on purchase behavior, this is shown by the p-value being smaller than 0.05 ( $0.000 < 0.05$ ) and the statistical t value being greater than the t table value ( $4.235 > 1.664$ ). Subjective norms have a significant positive effect on intentional behavior, this is shown by the p-value being smaller than 0.05 ( $0.006 < 0.05$ ) and the statistical t value being greater than the t table value ( $2.787 > 1.664$ ). Subjective norms have a positive and insignificant effect on purchase behavior, this is shown by the p-value being greater than 0.05 ( $0.057 > 0.05$ ) and the statistical t value being greater than the t table value ( $1.909 > 1.667$ ).

**Table 7. Indirect Effect**

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
<b>Attitude -&gt; Intentional Behavior -&gt; Purchase Behavior</b>	0.223	0.232	0.062	3,582	<b>0,000</b>
<b>Subjective Norm -&gt; Intentional Behavior -&gt; Purchase Behavior</b>	0.108	0.113	0.052	2,088	<b>0.037</b>

**Source: Smart PLS Data (2024)**

The results of the indirect effect test in Table 7 above show that the P Values attitude towards purchase behavior through intentional behavior is 0.000, smaller than 0.05 ( $0.000 < 0.05$ ), and the t statistic value is 3.582 which is greater than the t table ( $3.582 > 1.664$ ), meaning that the intentional behavior variable can play a good role in mediating the relationship between the attitude variable and purchase behavior of imported halal products. The value of P-Values subjective norms for purchase behavior through intentional behavior is 0.037, smaller than 0.05 ( $0.037 < 0.05$ ), and the t statistic value is 2.088 which is greater than the t table ( $2.088 > 1.664$ ), meaning that the intentional behavior variable able to mediate the relationship between subjective norm variables and purchase behavior of imported halal products.

## **Discussion of Research Results**

### **The Influence of Attitude on Millennial Consumers' Intentional Behavior in Purchasing Halal Imported Products**

The results of the research above show that attitude has a significant positive effect on the behavioral intention of millennial consumers in purchasing halal imported products, as evidenced by the p-value of the attitude variable on intentional behavior is smaller than 0.05 ( $0.00 < 0.05$ ) and the statistical t value greater than the t table value ( $6.081 > 1.664$ ). Thus, the better the attitude of millennial consumers, the better their purchasing behavior will be toward imported halal products.

The results of this study are in line with the research of (Mathew et al., 2014) states that the attitude of non-Muslim consumers has a significant positive effect on interest in buying halal products. A study (Briliana & Mursito, 2017) states that attitude has a significant positive effect on the intentional behavior of consumers of halal cosmetic products. The research result of (Mahardika, 2019) states that intentional behavior has a significant positive effect on the purchasing behavior of Wardah cosmetics consumers. The research result of (Su et al., 2022) states that attitude has a positive effect on interest in buying skincare products, while (Choi & Johnson, 2019) states that attitude has a positive effect on interest in buying green products. (Rizkitysha & Hananto, 2022) States that attitude has a significant positive effect on interest in purchasing detergent products labeled halal.

### **The Influence of Attitude on Millennial Consumer Behavior in Purchasing Halal-Imported Products**

The results of the research above show that attitude has a significant positive effect on millennial consumer behavior in purchasing halal imported products, this is shown by the p-value being smaller than 0.05 ( $0.000 < 0.05$ ) and the statistical t value being greater than the t table value. ( $7.861 > 1.664$ ). Thus, the better the attitude of millennial consumers, the better their behavior will be in purchasing halal imported products. The results of this study are in line with the research of (AT Puspita, 2024) which states that attitude has a positive and significant influence on the buying behavior of halal food consumers, research (Hasyim & Purnasari, 2021) which shows that attitude has a significant positive effect on the purchasing behavior of Indonesian halal food consumers.

### **The Influence of Intentional Behavior on Millennial Consumer Behavior in Purchasing Halal Imported Products**

The results of the research above show that the Intentional behavior variable has a significant positive effect on millennial consumer behavior in purchasing halal imported products, this is shown by the p-value being smaller than 0.05 ( $0.000 < 0.05$ ) and the statistical t value being greater than the t table ( $4.235 > 1.664$ ). Thus, the better the intention of millennial consumers to buy halal imported products, the better the behavior of millennial consumers to buy halal imported products. The results of this study are in line with the research of (Tiyas, 2021) states that intentional behavior has a significant positive effect on the purchasing behavior of alcoholic drinks, research of (Dapas et al., 2019) states that purchasing intention behavior has a significant positive effect on Zalora



online shop consumer purchasing behavior, research of (Satriawan, 2020) states that intentional behavior has a positive and significant influence on the buying behavior of Smartphone customers in Denpasar, research (Al Hafizi & Ali, 2021) which resulted in the finding that intentional behavior had a positive and significant effect on the purchasing behavior of customers of advertising services provided by Medcom.id

#### **The Influence of Subjective Norms on Millennial Consumers' Intentional Behavior in Purchasing Halal Imported Products**

The research results show that subjective norms have a significant positive effect on intentional behavior, this is shown by the p-value being smaller than 0.05 ( $0.006 < 0.05$ ) and the statistical t-value being greater than the t-table value ( $2.787 > 1.664$ ). Thus, the better the subjective norms that millennial consumers have, the better their behavior will be in purchasing imported halal products. The results of this study are in line with the research findings of (Yusuf & Zulfritri, 2021) states that subjective norms have a significant positive effect on consumer behavioral intentions to purchase fashion products, research findings of (Jain, 2020) states that behavioral intentions have a positive and significant effect on the purchasing behavior of consumers of luxury goods in India, research results of (AL-Nahdi et al., 2015) states that behavioral intentions have a significant positive effect on consumer behavior in purchasing real estate in Saudi Arabia.

#### **The Influence of Subjective Norms on Millennial Consumer Behavior in Purchasing Halal-Imported Products**

The research results show that subjective norms have a positive influence, but the influence is not significant on millennial consumer behavior in purchasing halal imported products, this is indicated by the p-value greater than 0.05 ( $0.057 > 0.05$ ) and the statistical t value greater than t table value ( $1.909 > 1.667$ ). Thus, the stronger the subjective norm (or the greater the social pressure to buy the product), the greater the tendency of millennial consumers to buy halal imported products. However, this effect was not statistically significant. The results of this study are in line with the research findings of (Lim et al., 2016) states that subjective norms have an insignificant positive effect on consumer behavior in online shopping.

#### **The Influence of Attitude on Millennial Consumer Behavior in Purchasing Halal Imported Products through Intentional Behavior**

The results of the indirect effect test in the research results above show that the P Values attitude towards purchase behavior through intentional behavior is 0.000, smaller than 0.05 ( $0.000 < 0.05$ ), and the t statistic value is 3.582 which is greater than the t table ( $3.582 > 1.664$ ), meaning that the intentional behavior variable can play a good role in mediating the relationship between the attitude variable and purchase behavior of imported halal products. Thus, the results of this research indicate that consumer intention is an important factor that bridges millennial consumers' positive attitudes towards imported halal products and their purchasing decisions. A more positive attitude will increase intent to purchase, which then drives actual purchasing behavior. This indicates the importance of understanding and influencing consumer intentions as a strategic step in marketing imported halal products.

#### **The Influence of Subjective Norms on Millennial Consumer Behavior in Purchasing Halal Imported Products through Intentional Behavior.**

The results of the indirect effect test in Table 7 above show that the subjective norm P value for purchase behavior through intentional behavior is 0.037, smaller than 0.05 ( $0.037 < 0.05$ ), and the t statistic value is 2.088, which is greater than the t table. ( $2.088 > 1.664$ ), meaning that the intentional behavior variable can mediate the relationship between subjective norm variables and the purchase behavior of imported halal products. This means that social norms and expectations from other people who are important to individuals influence their intentions to purchase imported halal products, which in turn significantly influence their purchasing actions. Therefore,

strategies that increase social norms and purchase intentions among consumers can be an effective tool in encouraging desired purchasing behavior.

## CONCLUSION

Based on the results of the research and discussion above, it can be concluded that (1) Attitude has a significant positive effect on the behavior of millennial consumers' intention to buy halal imported products, (2) Attitude has a significant positive effect on the behavior of millennial consumers in buying halal imported products, (3) ) behavioral intentions have a significant positive effect on millennial consumer behavior in purchasing halal imported products, (4) Subjective norms have a significant positive effect on millennial consumer interest in purchasing halal imported products, (5) Subjective norms have an insignificant positive effect on millennial consumer behavior in purchasing products halal imports, (6) Attitude has a significant positive effect on millennial consumer behavior in purchasing halal imported products through intention behavior, (7) Subjective norms have a significant positive effect on millennial consumer behavior in purchasing halal imported products through intention behavior.

Based on the research results, several important implications can be drawn. First, companies targeting millennial consumers need to focus on marketing strategies that strengthen positive attitudes toward imported halal products. This can be achieved through educational campaigns that emphasize the benefits and advantages of the product. In addition, manufacturers need to pay attention to the preferences and values of millennial consumers in product development. Providing high-quality halal imported products with clear certification can increase positive attitudes and consumer interest. Second, marketing strategies also need to take advantage of social influences and norms that exist around millennial consumers. For example, using testimonials from religious figures or influencers can help increase interest and purchasing behavior of imported halal products. In addition, organizations and governments can organize educational programs that increase awareness about the importance of consuming halal products, especially imported products, which can significantly influence the attitudes and interests of millennial consumers

## REFERENCES

- Ahdiat, A. (2023). *Industri Makanan-Minuman RI Ditopang Bahan Impor, Ini Negara Pemasoknya*. Databoks.Katadata.Co.Id. <https://databoks.katadata.co.id/datapublish/2023/04/26/industri-makanan-minuman-ri-ditopang-bahan-impor-ini-negara-pemasoknya>
- AL-Nahdi, T. S., Habib, S. A., Abu Bakar, A. H., Bahklah, M. S., Ghazzawi, O. H., & Al-Attas, H. A. (2015). The Effect of Attitude, Dimensions of Subjective Norm, and Perceived Behavior Control, on the Intention to Purchase Real Estate in Saudi Arabia. *International Journal of Marketing Studies*, 7(5), 120–131. <https://doi.org/10.5539/ijms.v7n5p120>
- Al Hafizi, N. A., & Ali, H. (2021). Purchase Intention and Purchase Decision Model: Multi Channel Marketing and Discount on Medcom.Id Online News Portal. *Dinasti International Journal of Digital Business Management*, 2(3), 460–470. <https://doi.org/10.31933/dijdbm.v2i3.826>
- Amar, F. (2017). Implementasi Filantropi Islam di Indonesia. *AL\_URBAN: Jurnal Ekonomi Syariah Dan Filantropi Islam*, 2(1), 1–10. <https://doi.org/10.22236/alurban>
- Angraini, I., & Dewanti, D. S. (2020). The Effect of Halal Foods Awareness on Purchase Decision with Religiosity as a Moderating Variable. *Journal of Economics Research and Social Sciences*, 4(1). <https://doi.org/10.18196/jerss.040116>
- Annur, C. M. (2023). *10 Negara dengan Populasi Muslim Terbanyak Dunia 2023, Indonesia Memimpin!*. Databoks.Katadata.Co.Id. <https://databoks.katadata.co.id/datapublish/2023/10/19/10-negara-dengan-populasi-muslim-terbanyak-dunia-2023-indonesia-memimpin>

- Arief, A. Z., Kadir, A., & Kadir, N. (2020). *THE EFFECT OF SUBJECTIVE NORMS AND ATTITUDES TOWARDS PURCHASING DECISIONS THROUGH CONSUMER INTEREST IN CONSUMABLE HALAL PRODUCT (Consumer Case Study in The City of Makassar)*. <https://api.semanticscholar.org/CorpusID:225896231>
- Arifin, A. Z., & Salam, A. N. (2019). Analysis of Millennial Generation Behavior in Consuming Halal Products: Structural Equation Model-Partial Least Square (SEM-PLS) Method. *Iqtishadia*, 12(2), 266. <https://doi.org/10.21043/iqtishadia.v12i2.5725>
- Arikunto. (2010). *Prosedur Penelitian: Suatu Pendekatan Praktik* (Edisi Revi). Rineka Cipta.
- Aryadhe, T., Suryani, A., & Sudiksa, I. B. (2018). PENGARUH SIKAP DAN NORMA SUBJEKTIF TERHADAP NIAT BELI DAN KEPUTUSAN PEMBELIAN. *E-Jurnal Manajemen Universitas Udayana*, 7(3), 255052. <https://doi.org/10.24843/EJMUNUD.2018.v7.i03.p12>
- BPS. (2024). *Data Ekspor Impor Nasional*. Bps.Go.Id. <https://www.bps.go.id/id/exim>
- Briliana, V., & Mursito, N. (2017). Exploring antecedents and consequences of Indonesian Muslim youths' attitude towards halal cosmetic products: A case study in Jakarta. *Asia Pacific Management Review*, 22(4), 176–184. <https://doi.org/10.1016/j.apmr.2017.07.012>
- Chairina Kusumaningrum, F. R. (2015). Pengaruh Labelisasi Halal dan Promosi Terhadap Keputusan Pembelian Produk Makanan Dalam Kemasan (Studi Kasus di Masyarakat Kecamatan Lowokwaru Kota Malang). *Jurnal Ilmiah Mahasiswa FEB Universitas Brawijaya*, 3(2), 1161–1163.
- Choi, D., & Johnson, K. K. P. (2019). Influences of environmental and hedonic motivations on intention to purchase green products: An extension of the theory of planned behavior. *Sustainable Production and Consumption*, 18(xxxx), 145–155. <https://doi.org/10.1016/j.spc.2019.02.001>
- cnbcindonesia. (2018). *Ini Produk Makanan dan Minuman yang Paling Banyak Diimpor RI*. Cnbcindonesia.Com. <https://www.cnbcindonesia.com/news/20180827121415-4-30319/ini-produk-makanan-dan-minuman-yang-paling-banyak-diimpor-ri>
- Dapas, C. C., Sitorus, T., Purwanto, E., & Ihalauw, J. J. O. I. (2019). The effect of service quality and website quality of zalora.Com on purchase decision as mediated by purchase intention. *Quality - Access to Success*, 20(169), 87–92.
- Dewi, L., & Sindarko, W. (2018). Pengaruh Keragaman Dan Kualitas Produk Terhadap Keputusan Pembelian Konsumen La Cherie. *Jurnal Ilmu Manajemen Dan Akuntansi Terapan (JIMAT)*, 9(2), 61–69.
- Diamant, J. (2019). *The countries with the 10 largest Christian populations and the 10 largest Muslim populations*. Pew Research Center. <https://www.pewresearch.org/short-reads/2019/04/01/the-countries-with-the-10-largest-christian-populations-and-the-10-largest-muslim-populations/>
- Elseidi, R. I. (2018). Determinants of halal purchasing intentions: evidences from UK. *Journal of Islamic Marketing*, 9(1), 167–190. <https://doi.org/10.1108/JIMA-02-2016-0013>
- Ferdinand. (2002). *Structural Equation Modeling dalam Penelitian Manajemen* (Edisi Revi). Badan Penelitian Universitas Diponegoro.
- Hagger, M. S. (2019). The Reasoned Action Approach and the Theories of Reasoned Action and Planned Behavior. *Psychology*, March. <https://doi.org/10.1093/obo/9780199828340-0240>
- Ham, M., Jeger, M., & Ivković, A. F. (2015). The role of subjective norms in forming the intention to purchase green food. *Economic Research-Ekonomska Istrazivanja*, 28(1), 738–748. <https://doi.org/10.1080/1331677X.2015.1083875>
- Han, H., Hsu, L. T. (Jane), & Sheu, C. (2010). Application of the Theory of Planned Behavior to green hotel choice: Testing the effect of environmental friendly activities. *Tourism Management*, 31(3), 325–334. <https://doi.org/10.1016/j.tourman.2009.03.013>
- Hasyim, F., & Purnasari, N. (2021). Antecedent Of Halal Food Purchasing Decision: A Theory Of Planned Behavior (TPB) Approach. *Iqtishadia*, 14(1), 107–124. <https://journal.iainkudus.ac.id/index.php/IQTISHADIA/article/view/10002>

- Iranmanesh, M. (2020). Muslims' willingness to pay for certified halal food: an extension of the theory of planned behaviour. *Journal of Islamic Marketing*, 11(1), 14–30. <https://doi.org/10.1108/JIMA-03-2018-0049>
- Jain, S. (2020). Assessing the moderating effect of subjective norm on luxury purchase intention: a study of Gen Y consumers in India. *International Journal of Retail and Distribution Management*, 48(5), 517–536. <https://doi.org/10.1108/IJRDM-02-2019-0042>
- Khasanah, N. M., & Supriyanto, A. (2022). Minat Beli Produk Halal Samyang Food ditinjau dari Theory Of Planned Behavior pada Generasi Muslim di Kabupaten Kudus. *Amkop Management Accounting Review (AMAR)*, 2(1), 28–41. <https://doi.org/10.37531/amar.v2i1.134>
- Lim, Y. J., Osman, A., Salahuddin, S. N., Romle, A. R., & Abdullah, S. (2016). Factors Influencing Online Shopping Behavior: The Mediating Role of Purchase Intention. *Procedia Economics and Finance*, 35(October 2015), 401–410. [https://doi.org/10.1016/s2212-5671\(16\)00050-2](https://doi.org/10.1016/s2212-5671(16)00050-2)
- Mahardika, T. P. (2019). The Effect Of Knowledge and Religiosity On Purchase Intention WWITHS Consumer's Attitude as The Mediation Variable (A Study On Wardah Cosmetics Consumer In Yogyakarta). *Jurnal Ilmu Manajemen*, 16(2), 83–93.
- Mahendri, W., Darsono, J. T., & Firdiansjah, A. (2020). The Influence of Religiusity and Halal Label through Halal Awareness Purchase Decisions. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 3(3), 1739–1746. <https://doi.org/10.33258/birci.v3i3.1105>
- Mahliza, F., & Prasetya, P. (2021). Determining Purchase Intention in Halal Personal Care Product: Study on Muslimah Millennial Generation. *Jurnal Aplikasi Manajemen*, 19(2), 319–334. <https://doi.org/10.21776/ub.jam.2021.019.02.08>
- Mahyarni, M. (2013). THEORY OF REASONED ACTION DAN THEORY OF PLANNED BEHAVIOR (Sebuah Kajian Historis tentang Perilaku). *Jurnal EL-RIYASAH*, 4(1), 13. <https://doi.org/10.24014/jel.v4i1.17>
- Marmaya, N. H., Zakaria, Z., & Mohd Desa, M. N. (2019). Gen Y consumers' intention to purchase halal food in Malaysia: a PLS-SEM approach. *Journal of Islamic Marketing*, 10(3), 1003–1014. <https://doi.org/10.1108/JIMA-08-2018-0136>
- Mathew, V. N., Abdullah, A. M. R. binti A., & Ismail, S. N. binti M. (2014). Acceptance on Halal Food among Non-Muslim Consumers. *Procedia - Social and Behavioral Sciences*, 121, 262–271. <https://doi.org/10.1016/j.sbspro.2014.01.1127>
- Mulasakti, G. P., & Mas'ud, F. (2020). Faktor Penentu Minat Beli Produk Makanan dan Minuman Impor Berlabel Halal. *Jurnal Ilmiah Ekonomi Islam*, 6(2), 294. <https://doi.org/10.29040/jiei.v6i2.796>
- Mutmainah, L. (2018). The Role of Religiosity, Halal Awareness, Halal Certification, and Food Ingredients on Purchase Intention of Halal Food. *Ihtifaz: Journal of Islamic Economics, Finance, and Banking*, 1(1), 33. <https://doi.org/10.12928/ijiefb.v1i1.284>
- Najmudin, N., Syihabudin, S., & Fatoni, A. (2021). the Effect of Halal Awareness and Food Ingredients on Consumer Interests of Culinary Seafood Beach Tourism. *ISLAMICONOMIC: Jurnal Ekonomi Islam*, 12(1), 23–38. <https://doi.org/10.32678/ijei.v12i1.273>
- Najmudin, & Shihabudin. (2022). Subjective Norms and Behavioral Control: The Effectiveness on Interest in Sharia Insurance. *Jurnal Ilmiah Ekonomi Islam*, 8(01), 39–46.
- Nawawi, S. Bin, Roslin, R. M., & Hamid, N. A. (2018). The Importance of Friends' and Family Members' Influence and Subjective Norm in Propelling Individual's Intention to Purchase Halal Personal Care Products. *International Journal of Academic Research in Business and Social Sciences*. <https://api.semanticscholar.org/CorpusID:199164886>
- Nurchahyo, A., & Hudrasyah, H. (2017). The Influence of Halal Awareness, Halal Certification, and Personal Societal Purchase Intention. *Journal of Business and Management*, 6(1), 21–31.

- Nurofik, N. (2013). Pengaruh sikap, norma subyektif, dan kontrol perilaku pada pengungkapan tanggung jawab sosial. *Jurnal Akuntansi & Auditing Indonesia*, 17(1), 43–56. <https://doi.org/10.20885/jaai.vol17.iss1.art4>
- Puspita, A. T. (2024). Attitude, Subjective Norm, and Perceived Behavioral Control on Halal Food Purchasing Behavior: A Case in Indonesia. *Applied Marketing and Sustainability*, 1(1). <https://doi.org/10.58968/ams.v1i1.403>
- Puspita, W. A., Sunaryo, & Wijayanti, R. (2020). The Effects between Religious Belief, Halal Logo, and Halal Product Knowledge on Purchase Intention Mediated by Halal Awareness (Study on Consumers Of Beverage Franchise Products In Malang). *South East Asia Journal of Contemporary Business, Economics and Law*, 21(5), 306–319.
- Riany Eris, F., Annazhifah, N., Najah, Z., Wulandari, P., & Bahtiar Rusbana, T. (2023). Assistance for Registration of Halal Certification to MSMEs Products in Banten Province. *MOVE: Journal of Community Service and Engagement*, 2(6), 173–178. <https://doi.org/10.54408/move.v2i6.208>
- RISSC. (2024). The Muslim 500: The World's 500 Most Influential Muslim, 2024. In *Amman: Royal Al-Bayt For Islamic Thought*.
- Rizkitysha, T. L., & Hananto, A. (2022). “Do knowledge, perceived usefulness of halal label and religiosity affect attitude and intention to buy halal-labeled detergent?” *Journal of Islamic Marketing*, 13(3), 649–670. <https://doi.org/10.1108/JIMA-03-2020-0070>
- Satriawan, K. A. (2020). The role of purchase intention in mediating the effect of perceived price and perceived quality on purchase decision. *International Research Journal of Management, IT and Social Sciences*, 7(3), 38–49. <https://doi.org/10.21744/irjmis.v7n3.887>
- Sobari, N., Usman, H., & Fadilla, T. (2019). Not As It May Seem: Quantitative Approach Explains Muslim Consumers Attitude Toward Personal Care Product. *Proceedings of the 2nd International Conference on Strategic and Global Studies (ICSGS 2018)*. <https://api.semanticscholar.org/CorpusID:214512332>
- Su, Y., Khaskheli, A., Raza, S. A., & Yousufi, S. Q. (2022). How health consciousness and social consciousness affect young consumers purchase intention towards organic foods. *Management of Environmental Quality: An International Journal*, 33(5), 1249–1270. <https://doi.org/10.1108/MEQ-12-2021-0279>
- Sugiono. (2019). *Metode Penelitian Kuantitatif, Kualitatif dan R&D* (Cetakan ke). Alfabeta, CV, Bandung.
- Suk, M., Kim, M., & Kim, W. (2020). The moderating role of subjective norms and self-congruence in customer purchase intentions in the LCC market: Do not tell me I am cheap. *Research in Transportation Business and Management*, November, 100595. <https://doi.org/10.1016/j.rtbm.2020.100595>
- Syihabudin, & Najmudin. (2021). Effectiveness Of Product Diversification And Halal Labeling On Purchasing Decisions Of Msme Food Products During The Covid Pandemic 19. In *Nveo-Natural Volatiles & Essential Oils ....* <https://www.nveo.org/index.php/journal/article/view/4037>
- Syihabudin, S., & Najmudin, N. (2023). The Purchasing Decisions of Sharia Insurance Products During Covid-19 Period; Effectiveness of Theory Planned Behavior. *Amwaluna: Jurnal Ekonomi Dan Keuangan Syariah*, 7(2), 185–195. <https://ejournal.unisba.ac.id/index.php/amwaluna/article/view/9442>
- Tiyas, C. (2021). Analysis of the Effect of Word Of Mouth, Religiosity and Purchase Decisions of Alcoholic Beverages with Interest as a Mediation Variable. *Journal of Islamic Economic Laws*, 4(2), 67–87.
- Umsida. (2024). *Indonesia, Negara Berpenduduk Muslim Terbanyak Tapi Industri Halal di Peringkat 10 Dunia*. Umsida.Ac.Id. <https://umsida.ac.id/produksi-industri-halal-indonesia-peringkat-10-dunia/>
- Vania, S., Mandey, S. L., & Moniharapon, S. (2019). Pengaruh Lokasi, Promosi Dan Persepsi Harga Terhadap Keputusan Pembelian Konsumen Pada Perumahan Kawanua Emerald City Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 7(1). <https://doi.org/10.35794/emba.v7i1.22916>

- Widyanto, H. A., & Irfanur, M. K. (2019). Faith-Based Marketing: Antecedents of Purchase Intention for Halal-Certified Personal Care Products. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 3(2), 421. <https://doi.org/10.24912/jmieb.v3i2.7338>
- Yusuf, D. M., & Zulfitri, . (2021). Effect of Attitude Mediating Subjective Norm, Perceived Behaviour Control, and Perceived Ease of Use on Online Purchase Intention Fashion Product Category. *European Journal of Business and Management Research*, 6(6), 266–270. <https://doi.org/10.24018/ejbmr.2021.6.6.1135>