

## Trends in Sustainable Consumption: Adoption of Halal Packaged Food Among Millennial

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### ABSTRAK

Studi ini bertujuan mengeksplorasi hubungan antara niat, persepsi kontrol perilaku, dan dampak substantif niat dalam mengadopsi makanan kemasan halal di kalangan generasi Millennial. Penelitian ini mengaplikasikan kerangka Teori *Planned Behavior*. Metode penelitian deskriptif kuantitatif digunakan dengan pengumpulan data melalui kuesioner kepada dua ratus responden yang dipilih secara acak sederhana pada Juli-Agustus 2023. Hasil analisis menunjukkan bahwa niat dan persepsi kontrol perilaku memiliki peran kunci dalam mengadopsi makanan kemasan halal. Faktor-faktor seperti kepatuhan syariah, sikap terhadap makanan halal, norma subjektif, dan persepsi kontrol perilaku secara signifikan mempengaruhi pembentukan niat. Kebaruan penelitian ini terletak pada pengujian integratif dari berbagai faktor yang mempengaruhi niat mengadopsi makanan kemasan halal dalam konteks masyarakat Indonesia, memberikan wawasan baru tentang interaksi faktor psikologis dan religius. Implikasi temuan ini menunjukkan pentingnya peningkatan literasi halal di kalangan konsumen untuk memperkuat sikap positif terhadap makanan halal dan kepatuhan syariah. Dukungan lingkungan sosial dan penguatan kontrol perilaku juga dapat meningkatkan niat mengadopsi makanan kemasan halal. Rekomendasi bagi pemangku kepentingan meliputi penyediaan informasi yang jelas dan edukatif tentang manfaat dan pentingnya makanan halal, serta pengembangan strategi pemasaran yang menekankan aspek-aspek ini untuk mendorong adopsi yang lebih luas di masyarakat.

**Kata kunci:** Niat; Adopsi makanan kemasan halal; Generasi Milenial

### ABSTRACT

*This study aims to explore the relationship between intention, perceived behavioral control, and the substantive impact of intention in adopting halal packaged foods among the millennials. This study applied the Theory of Planned Behavior framework. A quantitative descriptive research method was employed, with data collected through questionnaires from two hundred respondents selected via simple random sampling in July-August 2023. The results showed that intention and perceived behavioral control play key roles in adopting halal packaged foods. Factors such as sharia compliance, attitude toward halal food, subjective norms, and perceived behavioral control significantly influence the formation of intention. The novelty of this research lies in the integrative examination of various factors influencing the intention to adopt halal packaged foods within the context of Indonesian society, providing new insights into the interaction between psychological and religious factors. The implications of these findings highlight the importance of enhancing halal literacy among consumers to strengthen positive attitudes toward halal food and sharia compliance. Social environmental support and strengthening behavioral control can also increase the intention to adopt halal packaged foods. Recommendations for stakeholders include providing clear and educational information about the benefits and importance of halal food, as well as developing marketing strategies that emphasize these aspects to encourage broader adoption within the community.*

**Keywords:** *Intention; Adoption of halal packaged food; Millennial generation*

## INTRODUCTION

Halal packaged foods are highly popular among millennials, which can be explained through three main aspects: halal consumption, safety, and affordability. The global market for halal packaged food is indeed growing rapidly and gaining popularity. In 2023, the halal food market was valued at approximately USD 1.91 trillion and is expected to grow at a compound annual growth rate (CAGR) of around 16.5% from 2024 to 2032. This growth is projected to result in a market value of about USD 7.54 trillion by 2032 (expertmarketresearch, 2023), the first aspect, halal consumption, underscores the importance of ensuring that products come from animals deemed halal by Muslims. Information from LPPOM MUI indicates that various animal parts can be used in everyday products (Zakiah, 2019). The second aspect, focus on food safety underscores the critical role of high-quality packaging in safeguarding food from damage. Quality packaging prevents contamination, maintains freshness, and extends product shelf life, providing optimal protection against risks like physical damage, temperature fluctuations, and microbial exposure. Thus, ensuring good packaging quality is essential to uphold the safety, quality, and compliance of consumed food with established food safety standards. (ihatec, 2022). Lastly, ease of access is demonstrated through platforms like Shopee Barokah Indonesia, which offers a dedicated search feature for halal products. This initiative makes it easier for millennials to find and consume products that align with their halal principles (Putri, 2022).

This study adopts the Theory of Planned Behavior (TPB) to investigate the adoption of halal packaged food for sustainable consumption among millennials. The Theory of Planned Behavior (TPB) (Ajzen, 1991) indeed acknowledges subjective norms as one of its components. TPB assumes that individuals are generally rational in their decision-making, but it also recognizes the influence of social pressures (subjective norms) on intentions and behavior. Although TPB is based on the assumption of rationality, economists have criticized it by arguing that human behavior is often influenced by emotions and cognitive biases, which challenge this assumption of rationality. (Ajzen, 1991). However, TPB has been challenged by economists who argue that humans are subjective and not always rational (Herbert, 2004); (Simon, 1956). Utilizing these assumptions, this research identifies attitudes, subjective norms, and perceived behavioral control as predictors of the adoption of halal packaged food. Additionally, this study includes sharia compliance as an additional predictor variable (Heykal, 2021). Including Sharia compliance as an additional predictor variable in this study can be justified for several important reasons. First, Sharia compliance ensures that products meet Islamic law requirements, which is crucial for building and maintaining consumer trust in the halal market. Second, Sharia compliance serves as a distinguishing factor in a competitive market, attracting consumers who seek products that align more closely with their religious principles. Third, this variable helps in understanding the regulatory and certification standards within the halal industry and encompasses ethical considerations such as fair trade and humane treatment of animals, which can also appeal to non-Muslim consumers who value ethical consumption.

This study addresses a gap in the literature by applying the TPB to the context of halal packaged food adoption among millennials. This study fills a gap in the literature by applying the TPB to the adoption of halal packaged food among millennials. Previous research has addressed consumption awareness, consumption patterns, and halal labeling, but has often focused on isolated variables and specific demographic segments without comprehensive integration within the TPB framework. Additionally, previous studies have tended to be limited to specific variables, such as income or halal labeling, without considering the interaction of these factors in influencing intentions and behaviors. Previous research has highlighted three main aspects: consumption awareness, consumption patterns, and halal labeling. Regarding consumption awareness, public awareness of halal food promotes the Halal Value Chain (Pratiwi, 2019), and both halal awareness and food ingredients influence purchase intentions (Izzuddin, 2018). In terms of consumption patterns, income positively affects purchase decisions (Nurhayati, 2022), with income having a significant positive impact while academic qualifications do not (Ristiana et al., 2021). Concerning halal labeling, factors such as halal labeling and halal awareness influence preferences and purchase decisions (Mujiono, 2018). Additionally, there is a positive and significant impact of packaging variables on the purchase decisions of packaged products (Azizah, Saila, Azizah, 2021).

Overall, this study aims to advance existing research by addressing sustainable consumption trends among millennials, particularly regarding halal packaged foods. Previous studies have often overlooked Sharia compliance as a crucial determinant of consumption behavior in this demographic. Including Sharia compliance is essential because it ensures that products meet Islamic law requirements, which is fundamental for maintaining consumer trust and authenticity in the halal market. Neglecting to study this factor risks overlooking a significant aspect of consumer behavior, potentially leading to ineffective strategies for promoting sustainable consumption among millennials interested in halal products. By integrating Sharia compliance into the Theory of Planned Behavior framework, this research seeks to provide a comprehensive understanding of how religious considerations, alongside attitude, subjective norms, and perceived behavioral control, influence millennials' intentions and behaviors towards halal packaged foods. This approach aims to inform more targeted strategies that align with consumer values and beliefs, thereby supporting sustainable consumption practices and fostering growth in the halal packaged food industry.

The TPB is an extension of the Theory of Reasoned Action, which argues that the intention to engage in a behavior is influenced by subjective norms and attitudes toward that behavior. Ajzen later incorporated the factor of perceived behavioral control into the TPB. TPB posits that attitudes toward the behavior, subjective norms, and perceptions of behavioral control predict behavior, underscoring the importance of assessing attitudes toward subjective norms and measuring perceived behavioral control (Ajzen, 1991).

Within the framework of Islamic economics, the TPB has been adapted to incorporate sharia compliance as an additional variable. This study uses TPB while keeping the original variables of attitude, subjective norms, and perceived behavioral control, and adds sharia compliance as a predictor for adopting halal packaged food. Thus, the four predictors sharia compliance (KSY), attitude (Si), subjective norms (NS), and perceived behavioral control (PKP) are expected to influence the intention to adopt halal packaged food.

Halal products are those that have been certified as permissible for consumption or use according to Islamic law. This certification ensures that the products meet the standards and requirements established by Islamic sharia. Law No. 33 of 2014 on Halal Product Assurance in Indonesia regulates how a product can be declared halal (UU, 2014). Halal food encompasses all types of food allowed in Islam, including animals, fruits, vegetables, and other plants, unless prohibited by hadith or the Quran. Such prohibitions usually occur because the food is deemed harmful or dangerous. Examples of prohibited items include meat from animals not slaughtered according to Sharia, pork, and alcohol. The halal principle also involves the entire production and storage process to prevent contamination with haram substances. Understanding and following halal guidelines is crucial for Muslims as it affects their daily food choices, ensures cleanliness and purity, and helps them avoid harmful consumption. (Friend, 2022).

Sustainable Consumption is a consumption pattern that considers the impacts on the environment, social welfare, and the economy. This entails consciously and responsibly choosing goods and services with the aim of reducing environmental impact, promoting social equity, and supporting sustainable economic development (Siregar, 2023). Sustainable consumer behavior involves making thoughtful choices to meet personal needs while safeguarding the environment and resources for future generations. This means opting for products and services that minimize environmental impact, such as those made from renewable resources or with reduced packaging. It also entails practicing resource efficiency through recycling, reusing items, and reducing overall consumption to lessen waste. Ethical considerations are crucial, supporting businesses that adhere to fair trade practices and provide safe working conditions. Sustainable consumers consider the long-term consequences of their choices, aiming to reduce carbon footprints and promote sustainable practices across various aspects of life. By making informed decisions and prioritizing products that align with these values, individuals play a pivotal role in addressing environmental challenges and fostering a more sustainable future for all (Atha & Rini, 2022).

The intention and adoption of halal packaged food in the context of the TPB can be analyzed through three key dimensions: attitude, subjective norms, and perceived behavioral control (Ajzen, 1991). Consumer attitudes toward halal packaged food encompass evaluations of quality, safety, and halal certification (Fitri et al., 2022). Subjective norms refer to individuals' perceptions of approval or disapproval from their social environment, including family, friends, or religious figures (Ajzen,

1991). Perceived behavioral control includes individuals' perceptions of their ability to adopt specific behaviors (Ajzen, 1991), such as the availability, accessibility, and financial capability related to halal packaged food (Rachmawati, 2016). There is a significant positive influence of Subjective Norms, Religiosity, Product Quality, and Attitude on Purchase Intention. (Putra & Fang, 2020). Therefore, a strong intention to adopt halal packaged food can be a significant predictor of actual consumption behavior. Based on this explanation, the following hypothesis can be proposed:

H<sub>1</sub>: Intention positively influences the adoption of halal packaged food.

Perceived behavioral control, in the context of the TPB, refers to an individual's perception of their ability to control or perform a certain behavior (Ajzen, 1991). This involves the individual's belief in their capacity to make decisions and manage their actions in various situations (Ajzen, 1991). If someone values the halal status of food and prioritizes self-control in their decision-making process, they are inclined to select halal packaged food. This choice reflects their commitment to consuming products that adhere to Islamic dietary laws, ensuring that the food meets religious standards and aligns with their personal values of discipline and adherence to religious guidelines. (Pasla, 2023). Perceived behavioral control has a positive and significant influence on purchase intention (Ningtyas et al., 2021). Therefore, understanding self-control and personal values can be crucial factors in an individual's decision to adopt halal packaged food products. Based on this explanation, the following hypothesis can be proposed:

H<sub>2</sub>: Perceived behavioral control positively influences the adoption of halal packaged food.

Sharia compliance involves understanding and applying Islamic principles in everyday life. This includes religious practices such as prayer and fasting, as well as social, economic, and legal aspects like modest dressing, consuming halal food, and adhering to ethical values in Islam. For Muslims, Sharia compliance serves as a primary guideline reflecting their commitment to religious teachings in various daily activities and decisions (Elisa, 2022). Individuals who adhere to Sharia principles tend to consider religious values when making plans and decisions. Their adherence to Sharia influences how they plan and decide on actions and goals. They follow Sharia guidelines to ensure that their intentions align with Islamic moral and ethical teachings, demonstrating their commitment to adhering to religious principles in daily decision-making. Consequently, their behavior and decisions are often driven by a determination to uphold religious values and fulfill religious obligations according to Sharia teachings. (Utama et al., 2023). Belief in the truth and justice of religious teachings can significantly influence an individual's intention to engage in or avoid certain behaviors (Aprilianda, 2019). There is an influence of subjective norms, religiosity, and income on the intention to invest in Sharia stocks. (Rahmani et al., 2023). Therefore, sharia compliance can play an important role in shaping an individual's intentions, particularly if the individual holds strong beliefs in religious values and Islamic principles. Based on this explanation, the following hypothesis can be proposed:

H<sub>3</sub>: Sharia compliance positively influences intention.

Attitude and intention are two key elements in understanding consumer behavior, especially concerning purchasing decisions of products or services. Attitude reflects an individual's evaluation of an object or action (Ajzen, 1991), while intention reflects an individual's willingness or readiness to perform a specific action (Ajzen, 1991). A favorable attitude towards a product enhances the likelihood that consumers will purchase or use it. When consumers hold a positive evaluation of a product, they are more likely to be interested in buying it because they trust that the product will fulfill their needs or deliver the desired value. (Putriansari, 2019). The research results show that attitude significantly influences the intention to buy local halal-labeled cosmetics (Nisa & Ridlwan, 2022). Attitude plays a crucial role in shaping intention. If someone holds a positive attitude towards a behavior, they are more likely to intend to perform that behavior. Based on this explanation, the following hypothesis can be proposed:

H<sub>4</sub>: Attitude positively influences intention.

In the context of the TPB regarding the adoption of halal packaged foods, subjective norm and intention play pivotal roles in shaping consumer behavior. Subjective norm reflects individuals' perceptions of approval or disapproval from significant others in their lives, such as family, friends, or religious figures (Ajzen, 1991). Subjective norm interacts with individuals' attitudes towards the behavior and perceived behavioral control (Saeroji et al., 2018). When a positive subjective norm, indicating the support or approval from people around us for a behavior, aligns with a favorable attitude towards that behavior and a strong belief in personal behavioral control, it enhances the

intention to engage in that behavior. In this context, the social influence of a positive subjective norm can boost individuals' confidence in effectively managing their own behavior, thereby reinforcing their motivation to perform desired or expected actions. (Alifia, 2019). It was found that the obtained significance value is greater than the established significance level. This indicates that the Subjective Norms variable does not have a significant influence on Purchase Intention, thus the research hypothesis is accepted (Aditya & Muzakar, 2023). Based on this explanation, it can be hypothesized:

H<sub>5</sub>: Subjective norm positively influences intention.

Perceived behavioral control, within the context of the TPB, refers to an individual's perception of their ability to control or carry out a specific behavior (Ajzen, 1991). If someone perceives high control over the intended behavior (high perceived control), this tends to enhance their intention to perform that behavior (Saeroji et al., 2018). It shows that perceived behavioral control positively influences the intention to perform an action, including traveling. (Saputra & Nasution, 2022). Conversely, if someone perceives low control (low perceived control), their intention to perform the behavior may decrease. Therefore, the higher an individual's perceived behavioral control over a behavior, the more likely they are to have a high intention to perform it. Based on this explanation, the following hypothesis can be proposed:

H<sub>6</sub>: Perceived behavioral control positively influences intention.

Intention plays a pivotal role as a mediator that links these psychological factors to actual behavior (Ajzen, 1991) in the adoption of halal packaged foods. In this context, intention reflects the desire and willingness of individuals to actively choose and consume halal packaged foods. Intention mediates the influence of attitude, subjective norms, and perceived behavioral control on actual consumer behavior (Ajzen, 1991). Consumer attitudes towards halal packaged foods, subjective norms encompassing social environment views (Ajzen, 1991), and perceived behavioral control over the ability to adopt halal consumption behavior can shape the intention to select such products (Mu'arrafah et al., 2020). Intention, as a result of subjective evaluation and social norms, then becomes a strong predictor of actual actions, such as purchasing and consuming halal packaged foods. Based on this explanation, the following hypotheses can be proposed:

H<sub>7</sub>(a-d): Intention mediates the relationship between:

- a. Sharia Compliance and the adoption of halal packaged foods
- b. Attitude and the adoption of halal packaged foods
- c. Subjective Norms and the adoption of halal packaged foods
- d. Perceived Behavioral Control and the adoption of halal packaged foods

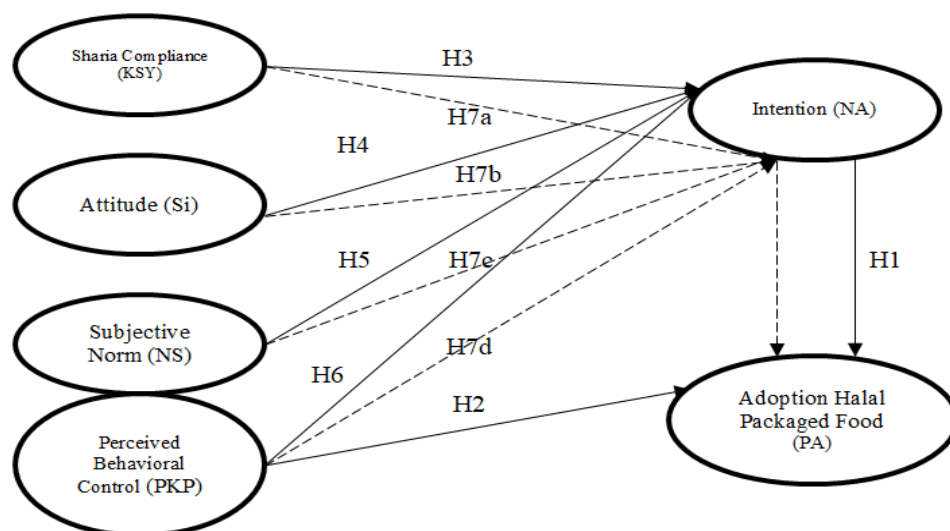
## METHOD

Figure 1 depicts three main types of study variables. Firstly, exogenous latent variables (KSY, Si, NS and PKP). Secondly, there is one endogenous variable (PA) and one intervening variable (NA). Solid arrows represent direct relationships, consisting of three parts: (1) direct relationships between KSY, Si, NS and PKP with NA, and the impact of PKP on PA. Dashed arrows indicate indirect relationships between KSY, Si, NS and PKP with PA through the mediation of NA. Additionally, the model incorporates the sustainable consumption aspect, emphasizing how sustainable practices and behaviors are integrated into the relationships between these variables.

The data collection period was in July 2023 and August 2023. We conducted detailed data collection using Simple Random Sampling, targeting students from IAIN Bone. The sampling frame was obtained from the official list of students enrolled for the 2023 academic year, which included names and contact information. Each student was assigned a unique number, and 200 students were selected using a random number generator. To contact the selected students, we used WhatsApp to send a message explaining the purpose of the study, along with a link to the Google Forms questionnaire and instructions for completion. Reminders were sent to those who had not yet responded to ensure a high response rate.

The Simple Random Sampling method ensured that every student had an equal opportunity to be selected, reflecting the possible variations within the overall population. Using Google Forms allowed for efficient data gathering and easy accessibility, while WhatsApp facilitated active participation. In determining the sample size, a 95% confidence level and a 5% margin of error were chosen, resulting in a final sample size of 200 respondents. This data collection approach is expected to provide deeper

insights into various relevant aspects concerning the students of IAIN Bone, aligning with the research objectives.



**Figure 1. Conceptual Model of the Study**

This study employs a questionnaire divided into two sections to verify its conceptual model. The first section outlines the study's objectives, provides participant instructions, and collects socio-demographic data including gender, age, study program, year of enrollment at IAIN BONE (ranging from 2019 to 2023), and monthly income or allowance. The second section utilizes a 5-point Likert scale (from 'Strongly Disagree' (1) to 'Strongly Agree' (5)) to construct the model, comprising 20 questions distributed across six variables: Adoption of Halal Packaged Food (PA), Intention (NA), Sharia Compliance (KSY), Attitude (Si), Subjective Norm (NS), and Perceived Behavioral Control (PKP). To ensure respondents meet the study's criteria, screening questions are included, specifically asking if they are current students at IAIN BONE and specifying their study program and year of enrollment within the designated period. These measures ensure that data collected aligns with the targeted demographic of students from the Faculty of Islamic Economics and Business at IAIN BONE, enrolled between 2019 and 2023.

Using this approach, the study not only collects data to assess the key variables in the conceptual model but also enables a thorough analysis of the relationships between these variables and validates the previously proposed hypotheses. The questionnaire method is designed to produce substantial and reliable data, which is then analyzed to achieve a deeper understanding of the adoption behavior of halal packaged food among the respondents.

The analysis was conducted using the Professional version of SmartPLS software, which applied the Partial Least Squares Structural Equation Modeling technique (PLS-SEM) (Edeh et al., 2023). The SEM-PLS analysis begins with a two-step approach, focusing first on the measurement model to evaluate validity and reliability. Convergent validity is established when factor loadings, composite reliability, and average variance extracted (AVE) each exceed 0.7. (Hair et al., 2019). Discriminant validity is evaluated using cross-loading and the Fornell-Larcker Criterion (Sihotang & Murdiawati, 2022). Reliability is measured using Cronbach's alpha, with values above 0.6 indicating reliability (Amalia et al., 2022). Adherence to measurement conditions is ensured before hypothesis testing. Structural model analysis involves examining R-Square values (0.75 strong, 0.50 moderate, 0.25 weak, 0.90 very weak) and significant P-Values (0.05). An Adjusted R-Square value above 0.25 and 0.50 indicates significant prediction capability (Hwang et al., 2020; Sarstedt et al., 2022). The operational variables are as Table 1.

**Table 1. Operational Variables**

No.	Variable	Indicator	Symbol	Scale
1	Adoption of Halal Packaged Foods) (PA)	1. Always consume 2. Consume due to knowledge 3. Consume due to experience 4. Consume due to observation 5. Consume due to recommendation	PA.1 PA.2 PA.3 PA.4 PA.5	<i>Likert</i>
2	Intention (NA)	1. Plan 2. Try 3. Strive 4. Consider 5. Intend	NA.1 NA.2 NA.3 NA.4 NA.5	<i>Likert</i>
3	Sharia Compliance (KSY)	1. Compliant 2. Obedient 3. Implement 4. Based on Islam 5. Conscious	KSY.1 KSY.2 KSY.3 KSY.4 KSY.5	<i>Likert</i>
4	Attitude (Si)	1. Like 2. Dislike 3. Belief 4. Attribute 5. Benefit	Si.1 Si.2 Si.3 Si.4 Si.5	<i>Likert</i>
5	Subjective Norm (NS)	1. Family/relative recommendation 2. College friend recommendation 3. Lecturer recommendation 4. Religious leader recommendation 5. Social media information	NS.1 NS.2 NS.3 NS.4 NS.5	<i>Likert</i>
6	Perceived Behavioral Control (PKP)	1. Important 2. Easily found 3. Hard to find 4. Able to distinguish 5. Clear content information	PKP.1 PKP.2 PKP.3 PKP.4 PKP.5	<i>Likert</i>

## RESULTS AND DISCUSSION

### Results

#### *Respondents Demographic Profile*

Table 2 provides a comprehensive demographic overview, including, gender, age, study program, year of enrollment, and monthly income/allowance. Female respondents dominate (71%), with the majority aged 21-25 (59%), studying in the program (65.5%), enrolled in 2020 (64%). In terms of educational attainment, 55.3% hold a bachelor' degree, while 28.5% report a monthly income of Rp. 500,000 to Rp. 1,000,000.

#### *Assessment of Research Instruments*

The assessment of the SEM-PLS model involves several key steps, including factor loadings, Cronbach's alpha, composite reliability, AVE (Average Variance Extracted), and discriminant validity. All measured values exceed the recommended thresholds, indicating that the measurements are robust and consistent with the guidelines established by (Hair et al., 2011). This research has passed both validity and reliability tests, ensuring the accuracy and consistency of the measurement instruments.

The AVE values exceed 0.50, demonstrating strong convergent validity. According to the Fornell and Larcker criterion, the square root of the AVE is greater than the correlations between constructs. The bold diagonal elements indicate that the square root of the AVE surpasses the inter-construct correlations, highlighting strong discriminant validity, as emphasized by (Hair et al., 2011). This research has successfully passed the validity and reliability tests.

#### *Structural Model Assessment*

Using Smart PLS 4, the structural model evaluates the direct and indirect effects according to the research objectives in Figure 1. The hypotheses in Table 3 and Figure 2 are confirmed ( $P < 0.05$  or  $T > 1.96$ ): (Sharia compliance and subjective norms weaken intention), (subjective norms, perceived

behavioral control, and attitude weaken the adoption of halal packaged food), (Sharia compliance and intention influence the adoption of halal packaged food), and perceived behavioral control and attitude strengthen intention.

**Table 2. Respondents Demographic Profile**

Criteria/Categories	Frequency	Percentage
<b>Students of FEBI IAIN Bone</b>	<b>200</b>	<b>100%</b>
Gender		
Male	58	29 %
Female	142	71 %
<b>Total</b>	<b>200</b>	<b>100 %</b>
Age		
15-20 years	82	41 %
21-25 years	118	59 %
26-30 years	0	0 %
Above 30 years	0	0 %
<b>Total</b>	<b>200</b>	<b>100%</b>
Study Program		
Islamic Accounting	29	14.5 %
Islamic Economics	131	65.5 %
Islamic banking	40	20 %
<b>Total</b>	<b>200</b>	<b>100%</b>
Year of Enrollment		
2019	13	6.5 %
2020	128	64 %
2021	24	12 %
2022	21	10.5 %
2023	14	7 %
<b>Total</b>	<b>200</b>	<b>100%</b>
Monthly Income		
Below Rp. 500,000	122	61%
Rp.500,000 – Rp.1,000,000	57	28.5%
Rp.1,000,000- Rp. 3,000,000	20	10%
Rp. 3,000,000-Rp.5,000,000	1	0.5 %
Above Rp. 5,000,000	0	0 %
<b>Total</b>	<b>200</b>	<b>100%</b>

Source: Primary data (questionnaire) processed (2023)

**Table 3. Assessment of Structural Model (Direct Effects and Findings)**

Causal relationships	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV)	p-values	Findings
(NA) -> (PA)	0.303	0.304	0.092	3,304	0.001	H <sub>1</sub> Accepted
(PKP) -> (PA)	-0.094	-0.089	0.082	1,151	0.250	H <sub>2</sub> Rejected
(KSY) -> (NA)	0.064	0.064	0.080	0.802	0.423	H <sub>3</sub> Rejected
(Si) -> (NA)	0.387	0.385	0.082	4,727	0.000	H <sub>4</sub> Accepted
(NS) -> (NA)	0.001	0.002	0.050	0.010	0.992	H <sub>5</sub> Rejected
(PKP) -> (NA)	0.328	0.337	0.080	4,081	0.000	H <sub>6</sub> Accepted

Source: PLS Result (2023)

The indirect effects were evaluated using bootstrap PLS-SEM, in accordance with (Hair et al., 2011). Table 4 and Figure 2 present the results, confirming that the hypotheses for Sharia compliance and subjective norms ( $P > 0.05$  or  $T < 1.96$ ) were rejected, while those for perceived behavioral control and attitude ( $P < 0.05$  or  $T > 1.96$ ) were accepted. Intention serves as the exclusive mediator in the relationship among perceived behavioral control, attitude, and the adoption of halal packaged food among the millennial generation.



**Table 4. Assessment of Structural Model (Indirect Effects and Findings)**

Causal relationships	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV)	p-values	Findings
(KSY) -> (NA) -> (PA)	0.019	0.019	0.025	0.768	0.443	Rejected
(NS) -> (NA)-> (PA)	0.000	0.001	0.016	0.010	0.992	Rejected
(Si) -> (NA) -> (PA)	0.117	0.118	0.046	2,555	0.011	Accepted
(PKP) -> (NA) -> (PA)	0.099	0.102	0.040	2,499	0.012	Accepted

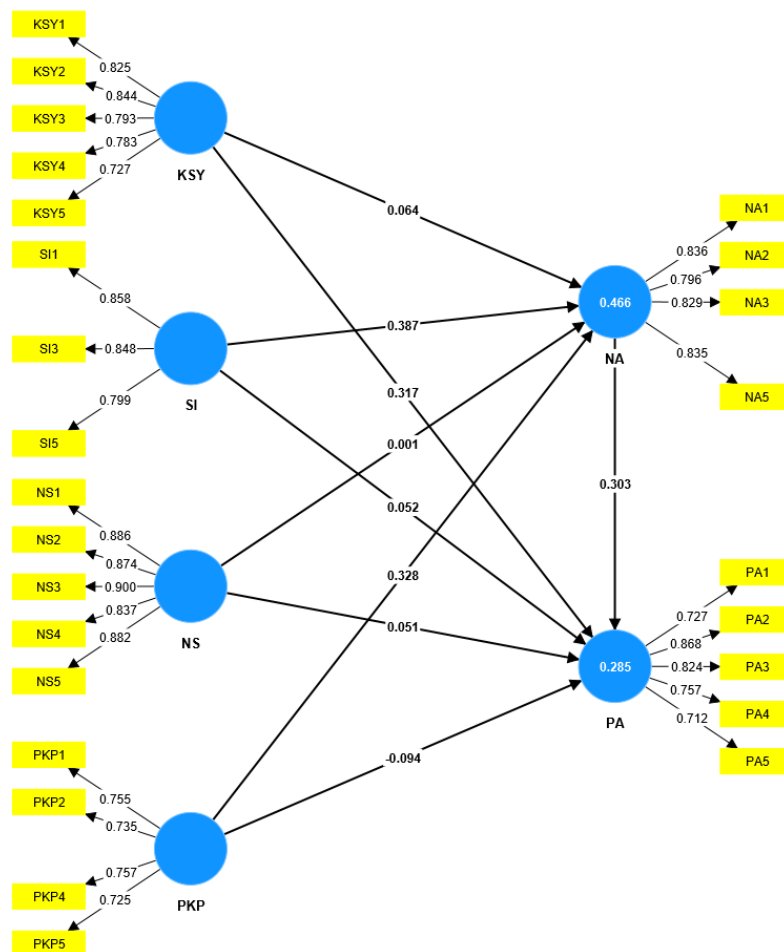
Source: PLS Result (2023)

Table 5 reports the R-Square and Balanced R-Square values, showing the effect of diverse factors on the subordinate factors. Sharia compliance, demeanor, subjective standards, and seen behavioral control together clarify 46.6% of the fluctuation in purposeful. Moreover, these factors, alongside deliberate, account for 28.5% of the fluctuation within the selection of halal bundled nourishment. The Balanced R-Square esteem (>0.50) implies a tall level of prescient exactness.

**Table 5. Results of Model Testing (R-Square)**

Variable	R-Square	R-Square Adjusted
Intention (NA)	0.466	0.455
Adoption of Halal Packaged Food (PA)	0.285	0.267

Source: Primary data (questionnaire) processed (2023)



**Figure 2. Results of Smart-PLS Analysis**

## Discussion

Table 4 presents critical values such as T-Values (3.304, 1.151) and P Values (0.001, -0.250) for deliberate and seen behavioral control with respect to the selection of halal bundled nourishment (H1, H2). These discoveries are reliable with past considers conducted by Darmawati, (2019), Iskandar & Saragih, (2018) dan Derizal et al., (2023). This underscores the significance of the relationship between purposeful, seen behavioral control, and the concrete results of those eagerly. Deliberate, as the objective or want to act, plays a significant part in forming an individual's behavior. In the meantime, seen behavioral control reflects an individuals' certainty in their capacity to oversee their activities. "Concrete results of purposeful" allude to the substance or quality of the genuine comes about stemming from that purposeful. In this setting, the clarity of purposeful and the strength of seen behavioral control essentially contribute to accomplishing concrete results that adjust with individuals' desires. In this way, these variables highlight how clear eagerly and solid self-control are vital in realizing craved comes about. This suggests that clarity of intention and strong self-control are crucial in realizing desired outcomes, particularly among students at IAIN Bone who adhere to Islamic principles.

Furthermore, Table 4 also presents values such as T-Values (0.802, 4.727, 0.010, 4.081) and P Values (0.423, 0,000, 0,992, 0,000) for Sharia compliance, attitude, subjective norm, and perceived behavioral control concerning the substantive impact of intention (H3, H4, H5, H6). These findings align with studies conducted by Devi & (Devi & Ratna, 2021), (Saputra & Nasution, 2022) and (Damayanti et al., 2023). In a life guided by Islamic principles, Sharia compliance, attitudes, subjective norms, and perceived behavioral control are pivotal factors shaping individual behavior. Sharia compliance signifies adherence to Islamic law, while attitudes and subjective norms assess and respond to religious guidance. Perceived behavioral control influences individuals' capacity to regulate their actions according to religious teachings. Collectively, these factors illustrate how individuals manage their behavior within the framework of Islamic principles. Sharia compliance, attitudes toward religious practices, subjective norms, and self-control play critical roles in guiding their actions and decisions. These factors collectively influence how students at IAIN Bone approach their decisions regarding halal packaged food, emphasizing their adherence to religious guidelines and social expectations.

Furthermore, Table 5 illustrates the mediating effect of intention between Sharia compliance, subjective norm, perceived behavioral control, and attitude towards the adoption of halal packaged food (T-Values: 0.768, 0.010, 2.499, 2.555; P Values: 0,443, 0,992, 0,012 and 0,011). This finding is consistent with studies conducted by (Auladina, 2019), (Hakim & Rubiyanti, 2019), (Giantari, 2021). illustrating the complex psychological processes involved in halal food adoption among students at IAIN Bone. In the dynamics of halal packaged food adoption, there is a complex psychological journey that can be elucidated through the mediating effect of intention. Sharia compliance provides a moral foundation for individuals to consume halal packaged food, subjective norm shapes intention based on social expectations and pressures, perceived behavioral control affects individuals' ability to control their actions, and individuals' attitudes towards halal packaged food shape their intention through subjective evaluations of the product's quality and value. Thus, intention serves as a mediator linking the complexities of Sharia compliance, subjective norms, perceived behavioral control, and attitudes, ultimately leading to a significant impact on the adoption of halal packaged food in daily consumption patterns.

This study found that the relationship between Sharia compliance and the intention to adopt halal packaged foods did not demonstrate sufficient statistical significance, with P value 0,423 and a t-value of 0.802. This indicates that there is not enough evidence to support that Sharia compliance directly influences individuals' intentions to choose halal packaged foods. The hypothesis proposing this relationship was therefore rejected, suggesting that other factors may play a more dominant role in influencing consumer preferences for halal foods. Additionally, the relationship between Subjective Norm and the intention to adopt halal packaged foods also did not show statistical significance, with a P value of 0.992 and a t-value of 0.010. This indicates that the initial assumption linking subjective

norms to consumers' intentions to choose halal foods was not supported in this study's context, leading to the rejection of the related hypothesis. These findings highlight the complexity in the dynamics influencing consumer behavior regarding preferences for halal packaged foods, underscoring the need for further research to understand the more influential factors in consumers' decision-making processes related to halal packaged foods.

Overall, these findings underscore the multifaceted nature of decision-making among students at IAIN Bone regarding the adoption of halal packaged food. The integration of Islamic principles, social norms, individual attitudes, and self-control significantly influences their intentions and behaviors, highlighting the importance of these factors in understanding consumer choices within the contexts of religious belief and cultural practices.

In the context of sustainable consumption, it is noteworthy that preferences for halal food also reflect concerns for ethical and environmental aspects. While this study primarily focuses on religious and social dimensions, incorporating principles of sustainability into product development strategies and policies can add value in meeting the increasing demand for sustainable practices. This underscores the need for a holistic integration of religious, social, and environmental values in developing comprehensive solutions to promote sustainable adoption of halal packaged food among students and the public.

## CONCLUSION

Intention positively influences the decision to adopt halal food. Among the four examined direct effect factors such as sharia compliance, attitude toward halal food, subjective norms, and perceived behavioral control, two factors, the attitude and the perceived behavior control influence the intention. However, when those factors are as indirect effect, for the intention as the direct effect to adopt halal food, attitude and perceived behavioral control positively influence the decisions to adopt halal food. Sharia compliance serves as a foundational factor guiding these choices, reflecting adherence to Islamic dietary laws. Attitudes towards halal food encompass considerations of health benefits, safety, and alignment with religious principles, while subjective norms reflect the influence of social environments on food preferences and consumption behaviors. And perceived behavioral control is the individual's belief in their capacity to make decisions and manage their actions in consuming halal products.

Intention acts as a crucial mediator linking these complex factors to exert a significant influence on the adoption of halal packaged food in daily consumption patterns among IAIN Bone students. The research not only explores the psychological and social dimensions shaping the adoption of halal food but also explains the intricate interactions within communities that prioritize halal consumption. In the context of Islam, adherence to Sharia principles and considerations of attitudes and social in terms of food choices are crucial, reflecting individuals' religious identities and guiding ethical consumption behaviors.

The findings of this study hold important implications for various stakeholders, including businesses, policymakers, and the public, particularly within the academic environment of IAIN Bone. They provide valuable guidance for developing more effective marketing strategies, making informed policy decisions, and increasing awareness of preferences and values associated with halal food consumption among students. By understanding these dynamics, stakeholders can better meet the needs of students and promote products that align with religious and ethical considerations in the market.

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**Attached Instrument**

<b>No.</b>	<b>Variable</b>	<b>Respondent Statements</b>	<b>Scale</b>
1	Adoption of Halal Packaged Food (PA)	<ol style="list-style-type: none"> <li>1. I will always consume halal packaged foods.</li> <li>2. I will always consume halal packaged foods because I have knowledge.</li> <li>3. I will always consume halal packaged foods because I have experience.</li> <li>4. I will always consume halal packaged foods because of observation results.</li> <li>5. I will always consume halal packaged foods due to recommendations.</li> </ol>	<i>Likert</i>
2	Intention (NA)	<ol style="list-style-type: none"> <li>1. I plan to consume halal packaged foods.</li> <li>2. I want to try consuming halal packaged foods.</li> <li>3. I will continue to strive to consume halal packaged foods.</li> <li>4. I will consider consuming halal packaged foods.</li> <li>5. I intend to continue consuming halal packaged foods.</li> </ol>	<i>Likert</i>
3	Sharia Compliance (KSY)	<ol style="list-style-type: none"> <li>1. I comply with consuming halal packaged foods.</li> <li>2. I adhere to consuming halal packaged foods.</li> <li>3. I practice adopting halal packaged foods.</li> <li>4. I adhere to Islamic principles in consuming halal packaged foods.</li> <li>5. I am aware that consuming halal packaged foods is a necessity.</li> </ol>	<i>Likert</i>
4	Attitude (Si)	<ol style="list-style-type: none"> <li>1. I like consuming halal packaged foods.</li> <li>2. I dislike consuming halal packaged foods.</li> <li>3. I believe in continuing to consume halal packaged foods.</li> <li>4. I consume halal packaged foods because they have halal labels.</li> <li>5. I am confident that there are benefits to consuming halal packaged foods.</li> </ol>	<i>Likert</i>
5	Subjective Norm (NS)	<ol style="list-style-type: none"> <li>1. I consume halal packaged foods because of recommendations from family or relatives.</li> <li>2. I consume halal packaged foods because of recommendations from college friends.</li> <li>3. I consume halal packaged foods because of recommendations from professors.</li> <li>4. I consume halal packaged foods because of recommendations from scholars/clerics.</li> <li>5. I consume halal packaged foods because of information from social media.</li> </ol>	<i>Likert</i>
6	Perceived Behavioral Control (PKP)	<ol style="list-style-type: none"> <li>1. I believe it is important to consume halal packaged foods.</li> <li>2. I believe it is easy to find halal packaged foods.</li> <li>3. I believe it is difficult to find halal packaged foods.</li> <li>4. I can distinguish between halal and non-halal packaged foods.</li> <li>5. It is clear the information about the content of ingredients in halal packaged foods.</li> </ol>	<i>Likert</i>