Modeling the Mediating Role of Taqwa in Halal Food Purchasing Behavior Using the BDI Framework

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ARTICLE INFO	ABSTRACT
	Introduction/Main Objectives: Halal packaged food is a growing market segment, particularly among middle-class consumers who value religious and ethical considerations. This study examines the role of *taqwa* (spiritual consciousness) in influencing purchasing decisions for halal packaged food and its mediating role between intention and behavior. **Methodology:** Using the BDI (Belief, Desire, Intention) model, this study identifies how *taqwa* impacts purchasing decisions. A quantitative survey was conducted with 152 middle-class respondents, and structural analysis was used to examine the relationships between variables. **Findings:** The results show that *taqwa* significantly influences halal packaged food purchasing decisions. Belief and desire shape purchase intentions, with *taqwa* acting as a mediator. These findings highlight the importance of *taqwa* in shaping consumer behavior and suggest that spirituality plays a crucial role in halal product decisions. **Conclusion:** The study emphasizes the need for producers and marketers to address spiritual values in halal product marketing. By aligning their strategies with consumers' spiritual and functional needs, businesses can build stronger trust and engagement, enhancing their position in the halal market.

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1. INTRODUCTION

Taqwa plays a fundamental role in guiding individuals to uphold moral and ethical values across all aspects of life, including the selection of halal packaged food in adherence to religious teachings. The adoption of a halal lifestyle is not merely an expression of spiritual commitment but also a deliberate endeavor to align one's life with Islamic principles (Aliyanti, 2018). As a crucial element for attaining success both in this world and the hereafter, taqwa fosters behaviors characterized by honesty and responsibility, encompassing both intrinsic aspects tied to spiritual values and extrinsic manifestations through religious observances (Sutejo, 2016). Moreover, halal consumption serves to safeguard social ethics and morality by emphasizing principles of permissibility, accountability, balance, and prioritization (Didin Hafidhuddin, 2023). It also bolsters local economic sustainability by reinforcing community economies through support for local farmers and producers (Muhamad Takhim & Lia Sari, 2022). Thus, the integration of taqwa in halal consumption extends beyond individual spiritual expression, making a significant contribution to broader social and environmental well-being.

This study utilizes the BDI (Belief, Desire, Intention) model to analyze the influence of spiritual awareness, as represented by the concept of taqwa, on the decision-making process for purchasing halal packaged food within the middle class (Azarkasyi, 2024). The BDI model, conceptualized by Michael Bratman in 1987, comprises three integral components: Belief, which involves an individual's cognitive assessment of environmental conditions, personal objectives, and both their own and others' capabilities (Yi & Jai, 2020). Desire, which relates to the individual's aspirations or the outcomes they aim to achieve (Siabdelhadi et al., 2023) and Intention, which denotes the deliberate planning or decision to act based on these beliefs and desires (Mascardi et al., 2017) (Ujjwal & Chodorowski, 2019). This theoretical framework enables a systematic analysis of how individuals process information, assess their goals and aspirations, and make decisions that align with their spiritual and ethical values. Therefore, this study aims to investigate the effect of taqwa on halal consumption decisions and to understand how the integration of belief, desire, and intention shapes consumption practices within both social and economic dimensions.

Research into the influence of spiritual awareness, particularly as expressed through the concept of taqwa, on purchasing decisions for halal packaged food among the middle class remains relatively underdeveloped. However, existing studies have identified three predominant factors affecting these decisions: halal labeling, religiosity, and brand image. Octaviana & Anwar (2023) highlight that pricing, halal certification, and consumer knowledge are integral determinants in the decision-making process for halal products. Imamuddin et al. (2020) Their research suggests that elevated levels of religiosity intensify the scrutiny of a product's halal status, thereby influencing purchasing choices. Furthermore, Muizzudin & Kisty (2020) find that a strong and positive brand image significantly enhances consumer trust and perceptions of quality. Despite the limited focus on taqwa specifically, these studies underscore the importance of halal labeling, religiosity, and brand image in shaping consumer behavior regarding halal products.

This study endeavors to fill a critical void in scholarly research by systematically exploring the impact of spiritual consciousness, particularly as embodied in the concept of taqwa, on the decision-making processes surrounding the purchase of halal packaged food among the middle class. As the first study to rigorously analyze taqwa's role within this specific context, it focuses on how taqwa operates as a mediating factor in consumer decision-making. By refining and extending the BDI (Belief, Desire, Intention) model, this research provides a thorough examination of how taqwa influences the

alignment of religious beliefs, desires, and intentions in the selection of halal products. The study is expected to make a substantial contribution to the academic understanding of halal consumption dynamics among the middle class and to offer a novel theoretical lens through which the intersection of spirituality and consumer behavior can be better comprehended.

This study utilizes the BDI (Belief, Desire, Intention) model to examine spiritual consciousness, expressed through the concept of taqwa, in halal packaged food purchasing decisions among the middle class. The BDI framework offers a comprehensive approach to understanding the cognitive and emotional processes that drive consumer behavior (Humaira et al., 2023). In the Belief stage, individuals develop perceptions based on their understanding of a product's halal certification, cleanliness, and moral or health benefits (Mascardi et al., 2017). The Desire stage involves the assessment of motivations shaped by religious values, health priorities, and social or cultural influences (Azarkasyi, 2024). The Intention stage reflects the commitment to act on these beliefs and desires, leading to concrete purchasing decisions (Siabdelhadi et al., 2023). By analyzing the interaction between belief, desire, and intention, this study provides insights that can inform more effective marketing strategies and product development, ensuring greater alignment with consumer preferences and spiritual principles.

Halal food refers to food permitted under Islamic law, free from prohibited substances such as pork and alcohol, and processed according to specific guidelines, including proper animal slaughter (Cohen et al., 2002). For middle-class Muslims, particularly those with better economic access, consuming halal food is not only a religious obligation but also a symbol of spiritual, moral, and health-conscious identity (Razak et al., 2023). In addition to ensuring the food is halal, they are attentive to quality, cleanliness, and ethical, health-oriented lifestyles. Middle-class Muslims tend to be more selective, opting for certified halal products that meet high standards of hygiene and wellness (Razak, 2024) . This lifestyle reflects their need for products that align not only with religious requirements but also with broader health and environmental trends (Razak, 2019). As a result, producers must respond by offering high-quality halal products that cater to the modern, religious, and health-conscious preferences of these consumers.

1. **RESEARCH METHODS**
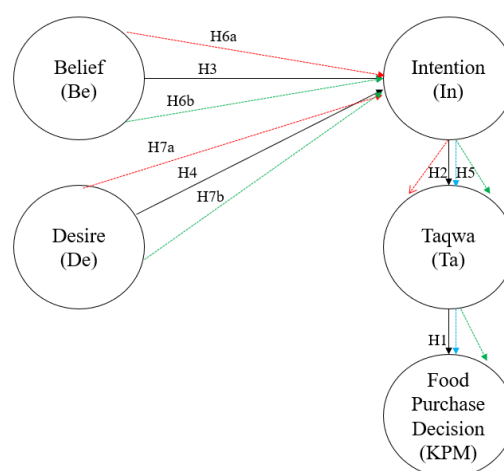
Conceptual Model of Study

Figure 1. Conceptual Model of Study

The conceptual framework of the study, as presented in Figure 1, is designed to address the research questions formulated and to provide significant contributions both theoretically and practically. By understanding these factors, this study aims to offer deeper insights into the behavior of

halal packaged food purchases, assist consumers in making more informed purchasing decisions, and raise awareness about halal packaged food products.

Research Design

This study used Structural Equation Modeling (SEM) with a Partial Least Squares (PLS) approach to investigate the mediation of taqwa in the BDI (Belief, Desire, Intention) model on halal packaged food purchases among the middle-class society. The use of SEM-PLS was chosen due to its ability to comprehensively assess the relationships between variables while accounting for both direct and indirect influences among them. This approach enables the creation of path models that provide greater explanatory power regarding the interconnections among the variables under investigation.

Measurement

To confirm the conceptual model proposed in this study, the questionnaire was structured into two main sections. The first section provides a brief overview of the study's objectives, instructions for completing the questionnaire, and its connection to socio-demographic data, including age, marital status, occupation, education, and income. The second section, designed to build the model's framework, uses a multiple-choice item scale based on a five-point Likert scale, ranging from 'Strongly Disagree' (1) to 'Strongly Agree' (5). This section comprises 15 questions: 3 addressing Belief (Be), 3 covering Desire (De), 3 focused on Intention (In), 3 exploring the Decision to Purchase Halal Packaged Food (KPM), and 3 assessing Taqwa (Ta). Details on the measurement of these constructs are provided in Table 1.

Table 1 : Measurement of Constructs

Constructs	Operational Definitions	Indicators	Codes
Belief (Be)	Belief refers to the conviction held by middle-class Muslims regarding the attributes or characteristics of halal packaged food that influence their purchasing decisions (Tuomela, 2000). This belief encompasses the positive perceptions middle-class Muslims have about halal packaged food (Adinata & Yasa, 2018) , such as confidence in its high quality, assurance of food safety, and halal certification that supports spiritual awareness (Mutiara & Wibowo, 2020).	Available halal food and beverages Quality of packaged food Certification supporting spiritual aspects	Be1 Be2 Be3
Desire (De)	Desire represents the strong intention or enthusiasm of middle-class Muslims to purchase halal packaged food (Setiadi, 2013, Muzdalifah & Almuin, 2023). This reflects the level of interest and eagerness they hold for halal packaged food, driven by the appeal and anticipated satisfaction derived from buying the product (Umayyah & Zulfa, 2021).	Product Quality and Safety Reputation and Trustworthiness Spiritual Supportive Certification	De1 De2 De3

Intention (In)	Intention signifies a defined and quantifiable commitment among middle-class Muslims toward the purchase of halal packaged foods (Islamy, 2016). It embodies their preparedness and resolute commitment to engage in actions that are deeply aligned with their religious convictions and personal aspirations (Isnaini, 2020, Mukorobin et al., 2020).	Purpose in Food Selection Willingness to Spend More Fulfilling Family Needs	In1 In2 In3
Food Purchase Decision (KPM)	The decision to purchase halal packaged food is the concrete action taken by middle-class Muslims to buy packaged products that provide halal certification as a guarantee of compliance with Islamic principles (Fadilah et al., 2022, Putri et al., 2022). This decision involves the frequency of purchases, preferences, and the reasons behind choosing to buy such packaged food (Pramintasari & Fatmawati, 2020).	Frequency of Food Purchases Main Reasons for Purchasing Food Spiritual Fulfillment	KPM1 KPM2 KPM3
Taqwa (Ta)	Taqwa is the spiritual consciousness and sense of responsibility toward Allah felt by middle-class Muslims when purchasing halal packaged food (Az-zahid & Agustyanis, 2022). It reflects the awareness, peace, and sincerity that arise from making choices aligned with the Islamic values and principles that these individuals uphold (Ummah et al., 2023, Fachrurrozie et al., 2023).	Religious Devotion Avoidance of Wrongdoing Noble Character	Ta1 Ta2 Ta3

Source: Compiled and processed from various sources, 2024

Data Collection, Population, and Sample

The data collection for this study took place over the past month, beginning in June 2024, using a convenience sampling method. Questionnaires were distributed to Muslim respondents in South Sulawesi, Indonesia, via an online platform Google Forms and shared through WhatsApp. A total of 152 complete responses were recorded, defining the sample size for this study. This represents the participation of 152 middle-class Muslim respondents from South Sulawesi. As per the guidelines by Hair et al., (2010) , the minimum sample size for multivariate analysis should be ten times the number of research variables. This study successfully meets that requirement (Kyriazos & Stalikas, 2018, Schermelleh-Engel et al., 2003).

SEM-PLS Analysis

The analysis applied Structural Equation Modeling (SEM) using a Partial Least Squares (PLS) approach, executed via Smart PLS software version 4.0.8.9 (Ringle et al., 2022). The procedure was divided into two key stages. In the first stage, the measurement model was assessed for validity and reliability. Convergent validity required factor loadings greater than 0.7, Composite Reliability (CR) above 0.7, and Average Variance Extracted (AVE) exceeding 0.5 (Gottems et al., 2018). Discriminant

validity was evaluated using cross-loadings and the Fornell-Larcker criterion. Reliability was measured using Cronbach's alpha, with values above 0.6 considered acceptable (Bertoli et al., 2020).

The second stage involved structural model analysis, requiring statistically significant P-values < 0.05 and R-Square values indicating model strength: 0.75 (strong), 0.50 (moderate), 0.25 (weak), and 0.90 (overfit). Adjusted R-Square values above 0.25 and 0.50 demonstrated the predictive relevance of small, medium, and large effects, respectively (Hair et al., 2018,Sarstedt & Cheah, 2019). The f2 effect sizes were interpreted as 0.02 (small), 0.15 (medium), and 0.35 (large) (J. F. Hair et al., 2014).

The model equations are outlined as follows:

Direct effect model equations:

$KPM = \beta 0 + \beta Ta + \epsilon$ ... (1)

$Ta = \beta 0 + \beta In + \epsilon$ ... (2)

$In = \beta 9 + \beta Be + \beta De + \epsilon$ ... (3)

Indirect effect model equations:

$KPM = \beta 0 + \beta 1Ta + \epsilon$ ... (1)

$Ta = \beta 0 + \beta 2In + \epsilon$ ... (2)

$In = \beta 0 + \beta 3Be + \beta 4De + \epsilon$ ... (3)

Where:

KPM, Ta, and In are endogenous variables, while Be, De, In, and Ta are exogenous variables. Ta and In also serve as mediating variables. The symbol β represents the structural coefficients, while ϵ accounts for model error. Together, these elements form the structural equation model, analyzing both direct and indirect effects between variables.

2. FINDINGS AND DISCUSSION

3.1 Findings

Demographic profile of the respondents

Table 2. Demographic Profile of the Respondents

Criteria/Category		Frequency	Percentage
Sex			
Male		60	39,5%
Female		92	60,5%
	Total	152	100%
Age			
20-29		102	67,1%
30-39		30	19,7%
40-39		14	9,2%
50-59		5	3,3%
60-69		1	0,7%
70-79			
	Total	152	100%
Marital Status			
Single		93	61,2%
Married		59	38,8%
	Total	152	100%

Occupation			
Lecturer		1	0,7%
Teacher		7	4,6%
Civil Servant		2	1,3%
Private Employee		13	8,6%
Employee		24	15,8%
Military/Police		3	2,0%
Entrepreneur/Businessperson		8	5,3%
Retiree			
Farmer		3	2,0%
Others		91	59,9%
	Total	152	100%
Highest Education			
Elementary School/Equivalent		1	0,7%
Middle School/Equivalent		5	3,3%
High School/Vocational		91	59,9%
School/Equivalent		13	8,6%
Diploma: D.I/ D.II/ D.III/D.IV		38	25%
Bachelor's (S1)		4	2,6%
Master's (S2)			
Doctorate (S3)			
	Total	152	100%

Source:Compiled and processed from various sources, 2024

Demographic data from 152 respondents. The majority are female (60.5%) and predominantly aged 20-29 (67.1%). Most respondents are unmarried (61.2%) and primarily engaged in agricultural occupations (59.9%). In terms of education, the highest proportion have completed high school or an equivalent qualification (59.9%), followed by 25% holding a bachelor's degree. Additionally, a significant majority (92.1%) report earning less than IDR 5 million per month.

**Measurement model assessment**

The table 3 summarizes latent variable measurements. Belief (Be) shows outer loadings between 0.852 and 0.899, with a Cronbach's alpha of 0.840 and an AVE of 0.757. Desire (De) has outer loadings from 0.863 to 0.896, a Cronbach's alpha of 0.854, and an AVE of 0.775. Intention (In) ranges from 0.747 to 0.888 in loadings, with a Cronbach's alpha of 0.762 and an AVE of 0.678. KPM features loadings up to 0.920, a Cronbach's alpha of 0.881, and an AVE of 0.807. Taqwa (Ta) shows loadings from 0.836 to 0.888, with a Cronbach's alpha of 0.836 and an AVE of 0.753.

Tabel 3. Validity and Reliability for Constructs

Latent Variable	Indicator	Outer Loadings	Cronbach's alpha	Composite reliability	AVE
Belief (Be)	Be1	0,859	0.840	0.847	0.757
	Be2	0,852			
	Be3	0,899			
Desire (De)	De1	0,896	0.854	0.855	0.775
	De2	0,863			

	De3	0,881			
Intention (In)	In1	0,828	0.762	0.786	0.678
	In2	0,747			
	In3	0,888			
Food Purchase Decision (KPM)	KPM1	0,892	0.881	0.883	0.807
	KPM2	0,883			
	KPM3	0,920			
Taqwa (Ta)	Ta1	0,879	0.836	0.839	0.753
	Ta2	0,836			
	Ta3	0,888			

Source: Primary Data (survey) processed, 2024
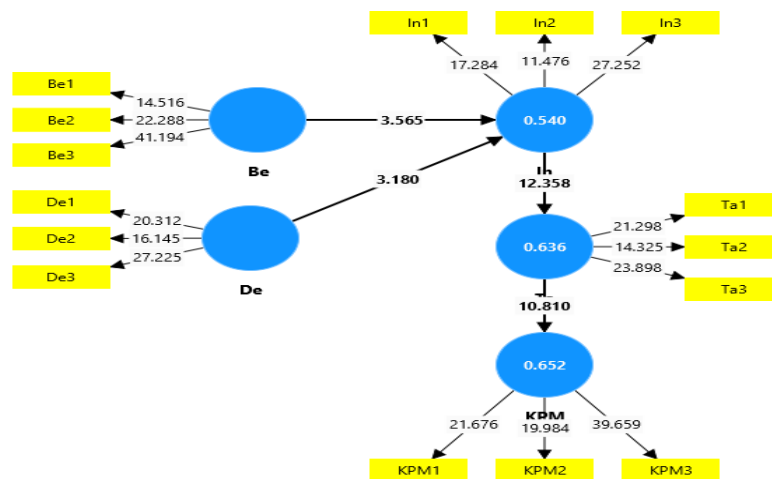
Figure 2. Smart-PLS Analysis Result
Source: Smart PLS.4, 2024 (processed).

Table 4 displays the following correlations. Belief (Be) strongly correlates with Desire (De) (0.768) and Taqwa (Ta) (0.795), and moderately with Intention (In) (0.696) and KPM (0.719). Desire (De) has the highest correlation with Taqwa (Ta) (0.750). Intention (In) is strongly correlated with Taqwa (Ta) (0.797). KPM correlates most strongly with Taqwa (Ta) (0.808). Taqwa (Ta) shows the highest correlations overall.

Table 4. Results of Forner-Larcker Criterion Test

Variable	Be	De	In	KPM	Ta
Be	0.870				
De	0.768	0.880			
In	0.696	0.686	0.823		
KPM	0.719	0.739	0.755	0.898	
Ta	0.795	0.750	0.797	0.808	0.868

Source: Primary Data (survey) processed, 2024

Table 5 compares the fit of the saturated model and the estimated model. The SRMR for the saturated model (0.069) is better than that of the estimated model (0.131). The d_ULS and d_G values

are lower for the saturated model, indicating a better fit. The Chi-square is higher for the estimated model (461.285), showing more deviation from the data. The NFI is also higher for the saturated model (0.780) compared to the estimated model (0.745), indicating that the saturated model fits the data better.

Structural model assessment

Table 5. Model Fit Test Results

Indeks	Saturated model	Estimated model
SRMR	0.069	0.131
d_ULS	0.579	2.051
d_G	0.463	0.612
Chi-square	396.969	461.285
NFI	0.780	0.745

Source: Primary Data (survey) processed, 2024

Table 6 presents the results of the hypothesis testing for the structural model. Hypothesis H1 (Ta -> KPM) is accepted with a coefficient of 0.808 and a p-value of 0.000. Hypothesis H2 (In -> Ta) is also accepted, showing a coefficient of 0.797 and a p-value of 0.000. Hypothesis H3 (Be -> In) has a coefficient of 0.412 and a p-value of 0.000, while Hypothesis H4 (De -> In) has a coefficient of 0.370 and a p-value of 0.002. All hypotheses are significant, as their p-values are below 0.05, confirming the significance of the relationships tested in the structural model.

Table 6. Structural Model Assessment (Direct Effect Result and Decision)

Hypothesis	Hubungan kausalitas	Koefisien Parameter	Standard deviation	T statistics	P values	Decision
H1	Ta -> KPM	0.808	0.075	10.810	0.000	Accepted
H2	In -> Ta	0.797	0.065	12.358	0.000	Accepted
H3	Be -> In	0.412	0.116	3.565	0.000	Accepted
H4	De -> In	0.370	0.116	3.180	0.002	Accepted

Source: Primary Data (survey) processed, 2024

The table 7 presents the results of testing five hypotheses about the relationships between variables. In H5, intention (In) influences taqwa (Ta) and purchase decisions for food (KPM) with a coefficient of 0.265, significant at a p-value of 0.005. H6a shows that belief (Be) affects taqwa through intention with a coefficient of 0.328, significant at a p-value of 0.001. H6b states that desire (De) influences taqwa through intention with a coefficient of 0.238, significant at a p-value of 0.008. H7a and H7b conclude that both belief and desire impact purchase decisions through intention and taqwa, both significant at p-values of 0.004 and 0.000, respectively. All hypotheses are accepted.

Table 7. Structural Model Assessment (Direct Effect Result and Decision)

Hypothesis	Relationship	Parameter Coefficient	Standard deviation	T statistics	P values	Decision
H5	In -> Ta -> KPM	0.265	0.094	2.819	0.005	Accepted

H6a	Be -> In -> Ta	0.328	0.101	3.249	0.001	Accepted
H6b	De -> In -> Ta	0.238	0.088	2.704	0.008	Accepted
H7a	Be -> In -> Ta -> KPM	0.295	0.100	2.959	0.004	Accepted
H7b	De -> In -> Ta -> KPM	0.644	0.102	6.296	0.000	Accepted

Source: Primary Data (survey) processed, 2024

The data in table 8 indicates that the R-square value for Intention is 0.540, meaning the model accounts for 54% of the variance in intention. For Food Purchase Decision (KPM), the R-square is 0.652, showing that the model explains 65.2% of the variance in purchase decisions. The R-square for Taqwa is 0.636, indicating that 63.6% of the variance in taqwa is explained by the model. The adjusted R-square values are slightly lower 0.534, 0.650, and 0.633 but still demonstrate that the model effectively explains a significant portion of the variance in these variables.

Table 8. R-Square and Adjusted R-Square Values

Variables	R-square	R-square adjusted
Intention	0.540	0.534
Food Purchase Decision (KPM)	0.652	0.650
Taqwa	0.636	0.633

Source: Primary Data (survey) processed, 2024

3.2 Discussion

Table 6 presents significant findings regarding the direct effects of the variables examined. Specifically, spiritual consciousness (taqwa) has a statistically significant impact on the commitment to purchasing halal packaged foods, with T-Values of 10.810 and a parameter coefficient (β) of 0.808, confirming a positive and significant influence and supporting hypothesis H1. This result aligns with the study conducted by Muslim et al. (2020). Furthermore, purchase intention exhibits a significant direct effect on spiritual consciousness, with T-Values of 12.358 and a β-value of 0.797, supporting hypothesis H2, consistent with Affandy's (2020) findings. Additionally, belief (β = 0.412; T = 3.565) and drive (β = 0.370; T = 3.180) also demonstrate significant direct effects on purchase intention, supporting hypotheses H3 and H4. These results indicate that belief and drive exert a substantial positive influence on consumer purchase intentions. These findings are further corroborated by previous studies conducted by Arifin et al., 2023, Elgammal et al., 2023, and Rohmana, 2022.

The relationship between Taqwa (Ta) and the Decision to Purchase Halal Packaged Food (KPM) shows that higher levels of spiritual consciousness significantly influence the decision to buy halal products (Edison & Lestari, 2020). Within the BDI framework (Belief, Desire, Intention), Taqwa reflects belief, desire, and intention, which drive halal consumption behavior. Belief refers to understanding the importance of consuming halal products, Desire represents the motivation to follow religious teachings, and Intention is the decision to act based on these beliefs (Herianingrum, 2019). The study results show that Taqwa's influence on KPM is consistent across various samples. Additionally, this relationship is highly statistically significant, indicating that Taqwa's impact on the decision to

purchase halal packaged food is real and reliable. Islamic economic principles also emphasize the importance of Taqwa in consumption decisions, particularly when choosing products that align with religious guidelines.

Table 7 reveals significant findings regarding the mediating roles of intention and attitude in the decision to purchase halal packaged food (KPM). The mediation effect of intention is evident in the relationship between attitude and KPM, with a parameter coefficient of 0.265, a T-statistic of 2.819, and a p-value of 0.005, supporting H5. This indicates that intention serves as a significant mediator. Additionally, attitude mediates the relationships between belief (Be), desire (De), and intention (In), with parameter coefficients of 0.328 and 0.238, T-statistics of 3.249 and 2.704, and significant p-values, validating H6a and H6b. Furthermore, both attitude and intention mediate the relationship between belief and desire and KPM, with parameter coefficients of 0.295 and 0.644, and T-statistics of 2.959 and 6.296, supporting H7a and H7b. These findings underscore the crucial roles of intention and attitude in influencing purchase decisions.

The analysis reveals that the relationship between Intention (In) and the decision to purchase halal packaged food (KPM) is significantly mediated by Taqwa (Ta). The results confirm that higher levels of Taqwa strengthen the influence of Intention on KPM, indicating that a strong intention to buy halal food is reinforced by a deep spiritual commitment (Z. Muzakki, 2023). Belief (Be) and Desire (De) also significantly affect Taqwa through Intention, with the results showing strong significance. Additionally, Desire has a significant impact on KPM through Intention and Taqwa. These findings highlight that beliefs and desires based on Islamic principles enhance purchasing decisions, underscoring the critical role of spiritual commitment in shaping consumer behavior in alignment with Islamic economic principles.

Taqwa, representing a deep spiritual awareness and devotion to Allah, significantly influences individual decision-making in food consumption (Dwinanda et al., 2023). Conceptually, Taqwa plays a multifaceted role in guiding halal food choices. Firstly, it provides spiritual guidance, ensuring that individuals align their consumption practices with Islamic teachings. Those with high Taqwa are more likely to scrutinize the halal status of their food products (Saad & Ramli, 2018). Secondly, Taqwa enhances awareness of halal requirements, leading individuals to carefully read labels and confirm compliance with halal standards (Rektiansyah & Ilmiawan Auwalin, 2022). Thirdly, Taqwa involves self-control and moral integrity, prompting individuals to act honestly and avoid deceitful practices in their purchasing decisions (Haryono & Handayani, 2018). Thus, Taqwa mediates the relationship between spiritual values, religious adherence, and halal food choices, underscoring its critical role in shaping the behavior of Muslim consumers who prioritize halal and spiritual awareness in their consumption practices.

3. CONCLUSION

Taqwa plays a significant role in influencing the decision to purchase halal packaged food. Individuals with a high level of taqwa are more selective in choosing products that align with religious teachings, indicating that spiritual awareness impacts consumption decisions. Intention, or the commitment to adhere to religious principles, is closely related to taqwa, thereby strengthening an individual's commitment to Islamic principles in food purchasing. Additionally, belief in the halal status of products and the desire to obtain halal items significantly affect intention. This suggests that strong consumer beliefs and desires, driven by a solid intention, can reinforce decisions to purchase halal products.

Strategies to enhance halal food purchases include strengthening education on taqwa, developing promotions focused on religious adherence, and ensuring transparency in halal product information. Educating the public about taqwa and halal status can improve consumer awareness and increase purchase decisions. Furthermore, collaboration with producers and halal certification bodies, along with innovation in halal products, can support the provision of high-quality products and facilitate consumer access.

This study highlights that a deep understanding of taqwa, belief, and desire is crucial in shaping consumption behavior aligned with religious principles. Implementing value-based strategies in marketing and product development can enhance awareness and purchasing decisions for halal packaged foods, creating a broader positive impact on society.

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