

# Consumption Value Theory on Purchasing Decisions for Online Halal Food

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## ABSTRACT

Therefore, halal branding is used to reduce cognitive dissonance in Muslim consumers. The consumption market for halal products mostly consists of Asian (63 percent), Middle Eastern (23.6 percent) and European (10.5 percent) markets it is important for the halal product industry to understand consumer purchasing behavior so that this knowledge can be used to increase halal product consumption and market performance in the future because halal products include products that are acceptable and have positive feedback so it is possible for Indonesians to buy halal products. Suggests consumption value as a variable of consumption behavior (purchase decisions, etc.), pre-consumption behavior (such as intention, search, etc.) and post-consumption behavior (such as satisfaction, repurchase, adoption, switching, and engagement). To identify the moderating effect of halal awareness on the effect of consumption value on online halal food purchase decisions. In this study there are 11 hypotheses with. Hypotheses will be tested using PLS-SEM by determining the structural model used by the statistical program. Estimation of the structural model is done by looking at the coefficient of determination ( $R^2$ ), predictive relevance ( $Q^2$ ), the size and significance of the path coefficient, and the effect size  $f^2$ . All tests were conducted using PLS-SEM with WarpPLS 8 as the testing software. This study has 11 hypotheses with 7 hypotheses supported and 4 not supported. The existence of time limitations is less widespread so that it can allow this to cause many hypotheses that are not supported, therefore future research can be given a longer time frame and spread more widely. For the future, it can be carried out in different halal contexts such as halal tourism, Islamic-based retail, and lodging that uses the concept of sharia using consumption value theory.

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## 1. INTRODUCTION

Halal products encourage Muslims to use products that are promoted as safe to use. Halal products provide benefits by demonstrating a product's adherence to strict standards of cleanliness and harmlessness that can facilitate the buying process (Rizkitysha & Hananto, 2022). The word halal refers to everything that is allowed according to Islam and the code of ethics (Garg & Joshi, 2018) where it becomes a basic obligation that must be obeyed by Muslims in the form of food and goods consumed in everyday life. In addition to complying with Sharia, Muslims choose halal food for health reasons and food quality, as recommended by the Sustainable Development Goals (Sidek et al., 2022). Therefore, halal branding is used to reduce cognitive dissonance in Muslim consumers (Tuhin et al., 2022).

The consumption market for halal products mostly consists of Asian (63 percent), Middle Eastern (23.6 percent) and European (10.5 percent) markets (Muhammed et al., 2019), it is important for the halal product industry to understand consumer purchasing behavior so that this knowledge can be used to increase halal product consumption and market performance in the future because halal products include products that are acceptable and have positive feedback so it is possible for Indonesians to buy halal products. Research on halal food consumer behavior has been widely conducted, with studies from Malaysia, Indonesia, Pakistan, China, and Thailand being the most common in Asia (Fachrurrozie et al., 2023). Buying halal food is an act of planning, especially for a Muslim (Fachrurrozie et al., 2023). The demand for halal products currently has added value, especially in food products. Products that have added value show a sign of the superiority of a product which then leads consumers to purchase. Another phenomenon shows that consumers currently care about the quality of products and services purchased (Fauzi, 2023).

(Tanrikulu, 2021) suggests consumption value as a variable of consumption behavior (purchase decisions, etc.), pre-consumption behavior (such as intention, search, etc.) and post-consumption behavior (such as satisfaction, repurchase, adoption, switching, and engagement). (Tanrikulu, 2021), states that consumption value theory shows the practical context of the theory on individual decision making and this theory offers an opportunity to explain and enrich understanding of various consumption on goods and services such as food, clothing, cigarettes, education, tourism, and others.

However, this research will focus on online food where there are currently changes in people's shopping styles such as the use of food delivery applications which are currently often used considering the practical use so that. The presence of food delivery applications has an impact on the development of the culinary business where all food menus, both halal and non-halal, can be obtained easily. Therefore, the research to be conducted uses the theory of (Sheth et al., 1991) related to consumption value by exploring the consumption value perceived and considered by consumers when purchasing food through online food focusing on Muslim consumers in emerging markets. (Sheth et al., 1991) developed the consumption value theory by combining various components of the consumer value model based on the assumption that consumers are influenced by five different consumption values, namely, functional, emotional, social, epistemic, and conditional values.

In addition to consumption value that can influence purchasing decisions, halal awareness shows the importance for consumers to choose what they will consume because there are still many consumers who do not pay attention to the halalness of the food they buy, especially when ordering food through the application and do not check whether the place also sells non-halal food or not. Halal awareness and aggressive halal marketing will positively influence the intention to buy halal food (Purwanto et al., 2021). Understanding of halal plays a key role in influencing consumer decisions, particularly among muslims. Consumers, especially those who are muslim are more inclines to chose and buy products that are labeled halal (Hanifasari et al., 2024). Therefore, purchases are not only influenced by religion, but also awareness of the importance of halal products. Based on the above, halal awareness needs to be studied as an important factor in shaping the purchasing behavior of the Muslim community regarding food delivery in Indonesia and these actions are a sign that halal awareness can moderate strongly, shaping consumer choices when choosing and consuming products.

This research contributes to theory by consolidating the use of consumption value theory to explain food delivery purchase behavior, presenting new results that help clarify not only the individual role of consumption value but also its linkage to predict the purchase behavior of halal products and showing that the consumption value that explains for other products is not necessarily the same for halal products. Based on the above and on the growing phenomenon of halal products in Indonesian society, this research will contribute to advancing the understanding of Muslim consumers on the consumption value dimension and identifying halal awareness motives that allow marketers of halal products to understand how to market halal products more effectively with the element of consumption value. Therefore, this study uses consumption value theory to identify the moderating effect of halal awareness on the effect of consumption value on purchasing decisions for halal products.

Related to this, this research tries to fill the gap in previous research. Previous research related to consumption value is still little to be applied in Islamic marketing research including halal products. According to (Shin et al., 2021) consumption value theory has been applied to different product and service categories such as, apparel, green products, adventure tourism, and others. Consumption value theory itself has been adapted in many studies related to consumer choice behavior, including streaming applications (Oyedele & Simpson, 2018), online games (Tan & Chiu, 2024), and green products (Sivapalan et al., 2021) but there are still few who apply the theory in Islamic marketing, especially in halal products where halal research generally uses theory of reasoned action (TRA) or theory planned behavior (TPB).

Through this research, halal awareness helps in knowing the basics of Islamic marketing along with consumption value. This is in accordance with (Tanrikulu, 2021), which reviews peer-reviewed journal articles that use the theory from 1991 to 2020 with a total of 71 articles reviewed, showing the lack of the theory being applied to Islamic marketing including halal products. According to (Tanrikulu, 2021), one of the research areas where consumption value is most widely used is in the green marketing area. The following is data from the topic of consumption value theory developed in several journal articles where there is no Islamic marketing in it.

**Figure 1. The use of consumption value theory in various consumer research contexts in 1991-2020)**

Research context	Variable type	Value types				
		Functional	Social	Epistemic	Emotional	Conditional
Digital marketing	Independent	16	17	10	15	8
	Mediator	-	1	-	-	-
	Moderator	-	-	-	-	-
	Dependent	3	3	3	4	2
Green/Sustainable marketing	Independent	17	13	16	14	12
	Mediator	1	-	-	1	-
	Moderator	-	-	-	1	-
	Dependent	1	1	1	1	1
Tourism marketing	Independent	10	11	9	10	7
	Mediator	-	-	-	-	-
	Moderator	-	-	-	-	-
	Dependent	-	-	-	-	-
Higher education	Independent	3	3	3	3	3
	Mediator	-	-	-	-	-
	Moderator	-	-	-	-	-
	Dependent	-	-	-	-	-
Social marketing	Independent	3	3	3	3	3
	Mediator	-	-	-	-	-
	Moderator	-	-	-	-	-
	Dependent	-	-	-	-	-

**Source:** (Tanrikulu, 2021)

## 1. LITERATURE REVIEW

Consumption value theory was developed by (Sheth et al., 1991) to determine whether consumption value affects customer purchases about product types and brands and consumers' choices are the use of several consumption values and contribute differentially to the choice situation including functional value, social value, emotional value, epistemic value, and conditional value.

### a. Functional Value

Functional value is a factor that is the main trigger for consumer choice and is linked to practical and physical factors in the perceived utility of a product or service to achieve utilitarian and physical performance resulting from prominent product attributes such as durability, reliability, stability, and product price.

### b. Social Value

Social value is the perceived utility of a product or service provided because of its affiliation to one or more of certain social, cultural, and socioeconomic groups and the social value of a product derives from its ability to connect consumers with relevant social groups.

### c. Emotional Value

Emotional value is a perceived utility derived from the capacity of alternatives that evoke feelings and affective states and the power of products to cause consumer emotions and change emotional status.

### d. Epistemic Value

Epistemic value is a person's perceived utility derived from alternatives to arouse curiosity, provide novelty or satisfy the desire for knowledge.

### e. Conditional Value

Conditional value is the perceived utility or benefit of alternatives as a result of what a person achieves in the circumstances of a particular situation or situation faced by the decision maker.

From the previous explanation from the background to the literature review, the following hypothesis is obtained:

### 1. Functional value affects purchasing decisions

Consumers intend to make repeat purchases if consumers feel they get functional benefits after consuming halal homecare products. In research conducted by (Tanrikulu, 2021) there is purchasing research which states that functional value is always a significant predictor. consumers' impression of the functionality of online food helps them make future food purchases online. Therefore, it is concluded that halal is perceived to have high functional value, which can lead to strong purchasing behavior towards these online foods so there is a possibility that the functional value associated with halal food has an influence on purchases.

### 2. Social value affects purchasing decisions

The more consumers feel that purchase and use help them to show their image and win praise, the more social value is perceived (Y. Zhang et al., 2020). In the context of food, the consumption of superfoods brings social value in terms of self-enhancement and prestige, presenting a healthy lifestyle among others and the value embedded in superfoods is expected to drive consumers' behavioral responses to these foods (de Regt et al., 2020). Likewise, halal food on online applications carries social value in terms of self-improvement among others which encourages consumer behavior in purchasing halal food online. Therefore, it is concluded that halal brands have a high social value. This causes strong purchasing behavior towards halal food online, so there is a possibility that the social value associated with halal food online has an influence on purchasing decisions.

### 3. Emotional value affects purchasing decisions

(Kushwah et al., 2019) stated that buyers are influenced by emotional value. When consumers experience positive feelings while using a product or service in some way, it will create a positive emotional value. This response is based on the emotional value that arises from consumers which then becomes another factor that influences consumers to purchase a product. Therefore, emotional value can be an important thing that encourages consumers to make purchases. The results of (Muhammed et al., 2019) reveal the main driver of halal consumption value, namely, the positive influence of emotional value on choice behavior towards halal purchases. Therefore, it can be concluded that online purchases of halal food have high emotional value. This can lead to strong purchasing behavior towards these online halal foods so there is a possibility that the emotional value associated with online halal food has an effect on purchasing decisions.

### 4. Epistemic value affects purchasing decisions

Epistemic value is something that provides knowledge or satisfies one's curiosity obtained from goods or services (T. C. Zhang et al., 2019). A study using all types of consumption value shows that epistemic value is the most influential of the behaviors that show the effect of encouraging higher curiosity and knowledge seeking in consumption (Kushwah et al., 2019), so epistemic value can affect the intention to consume (Qasim et al., 2019). The results of (Muhammed et al., 2019) reveal the main drivers of the value of halal food consumption, namely the positive influence of epistemic value and halal concern on choice behavior towards purchasing halal food supplies. Based on this, it can be concluded that online purchases of halal food also have high epistemic value. This causes strong purchasing behavior towards these halal foods so there is a possibility that the epistemic value associated with online halal food has a positive relationship with purchasing decisions

### 5. Conditional value affects purchasing decisions

Using specific interventions to increase the visibility of products or services, businesses can use several conditional elements to encourage consumer purchases and establish preferences for product consumption (Tandon, 2021). Based on this, it can be concluded that online halal food has a high conditional value. This causes strong purchasing behavior towards these online halal foods so that the conditional value associated with online halal food has an influence on purchasing decisions.

### 6. Halal awareness affects purchasing decisions

Halal awareness shows the importance for consumers to choose what they will consume because there are still many consumers who do not pay attention to the halalness of the food they buy, especially when ordering food through the application and do not check whether the place also sells non-halal food or not. Understanding of halal plays a key role in influencing consumer decisions, particularly among muslims. Consumers, especially those who are muslim are more inclined to choose and buy products that are labeled halal (Hanifasari et al., 2024). Halal awareness influences purchase decisions as it provides a reference for ensuring that the product aligns with islamic principles (Rifiana Dewi et al., n.d.).

### 7. Halal awareness moderates functional value on purchasing decisions

The definition of functional value is the perceived utility of a product based on its utilitarian capabilities (Mutum et al., 2021). Consumers intend to make repeat purchases based on the functional benefits of the product after consumption, such as when buying halal homecare products, the purchase is based on the quality of the halal product. This can be interpreted that halal products can represent a meaning that has functional value, which provides benefits by showing a product's compliance with strict standards in cleanliness and harmlessness which can facilitate the buying process (Rizkitysha & Hananto, 2022). According to (Tuhin et al., 2022) consumers believe that according to their religious guidance, halal products are good for

consumption. Religious consumers may buy goods for quality and functional purposes (Zakaria et al., 2021).

8. Halal awareness moderates social value on purchasing decisions  
In purchasing halal products, Muslim consumers are influenced by social factors, personal factors, and also the halal logo (Purwanto et al., 2021). Self-awareness approach that influences shoppers' choices, encourages consumers to seek out goods and services that are not only legal but also in line with broader principles such as fairness, compassion, and social responsibility (Sari et al., 2024). In research conducted by (Fatmasari et al., 2024) for Muslims in Toba Regency to build a social environment, halal awareness and halal lifestyle, especially in halal food products.
9. Halal awareness moderates emotional value on purchasing decisions  
Based on the research conducted on Muslim-friendly tourism in Bali, several key findings emerge regarding the influences of Islamic attributes, destination image, emotional value, and halal awareness on tourists' intention to engage (Rasyid et al., 2024). Additionally, halal awareness plays a significant role for Muslim consumers, particularly in their repurchase intentions, as it strengthens emotional attachment to products adhering to halal standards (Nada Kamilah et al., 2024). The influential marketing aspect of halal awareness and emotional marketing has been empirically examined towards purchase behaviour (Hartani et al., n.d.).
10. Halal awareness moderates epistemic value on purchasing decisions  
Epistemic value where complete product information such as raw material sources, recognized certifications, and environmental benefits drive consumer purchasing decisions. This also applies to online halal food. As a brand that contains religious elements, according to (Alserhan, 2010) halal brands have a significant influence as the main key to consumption for Muslims and for consumers who know, are aware, and understand health.
11. Halal awareness moderates conditional value on purchasing decisions  
People who are in a good religious condition and moral mindset have higher purchase and perceived morality. Under these conditions, awareness of halal products emerges as a guideline for individuals, for groups, and for society. This is due to the condition that if a consumer has a high level of faith, they automatically realize the importance of a halal product that they will consume (Handriana et al., 2020).

## 2. METHODS

This research uses quantitative methods where the data obtained is in the form of numbers collected through several statements or structured questions (Neuman, 2014). The population of this study are Indonesian citizens who are Muslim and over 17 years old who have made online food purchases in the last 1 month. The population cannot be known, so sampling uses a purposive type nonprobability sampling method. In the nonprobability method according to Cooper and Schindler (2014), each member of the population does not have the same opportunity to become a respondent. Purposive sample selection respondents are selected according to predetermined criteria as needed (Cooper and Schindler, 2014). The consumers in question can become respondents in this study, namely Muslim consumers who have purchased halal homecare products. This is done because considering the research objectives that identify purchasing decisions and the variables in this study are specifically developed to identify Muslim consumer behavior.

This research uses primary data taken from sources directly without interpretation and filtering from a second party (Cooper and Schindler, 2014). Research instruments in the form of questionnaires will be distributed to respondents. This research data collection was conducted cross-sectionally. Cross-sectional is the collection of data at a certain time to answer the statements provided in the questionnaire with the aim of taking a picture of the phenomenon at that time (Cooper and Schindler, 2014: 128). The data collection method uses a survey by asking questions to respondents and collecting their responses (Cooper and Schindler, 2014: 218-219). The questionnaire was distributed online. The

online survey was conducted with the help of the Google forms facility because it can reach a wider range of respondents quickly. The questionnaire will be carried out using a Likert scale where the Likert scale has a larger volume of data compared to other scales (Cooper and Schindler, 2014).

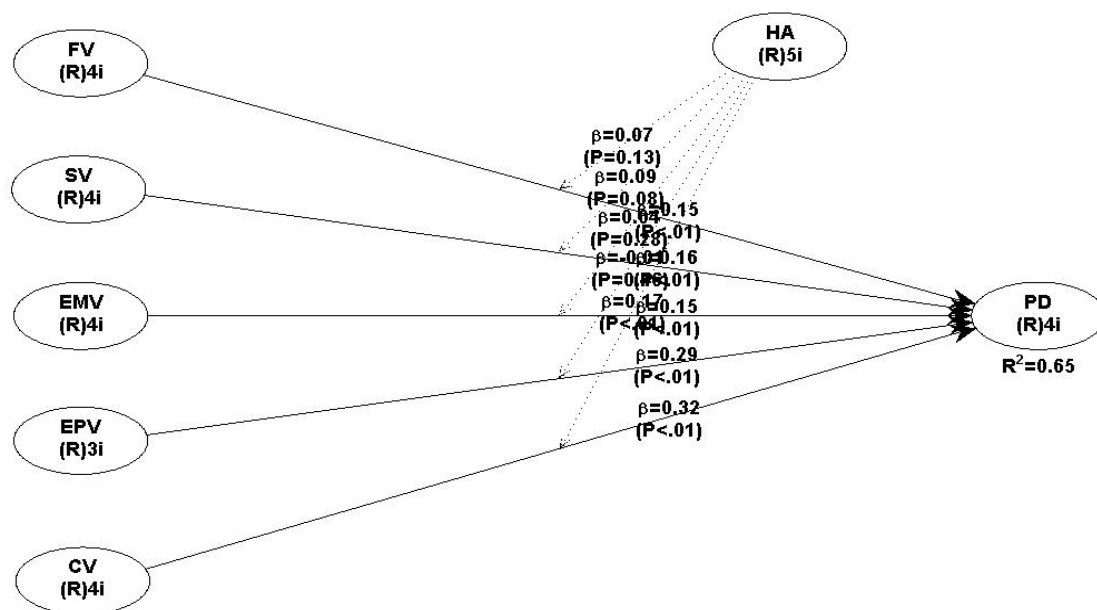
The number of respondents is determined by the absolute size of the dataset method (J. F. Hair et al., 2014) which states that researchers generally will not analyze sample factors of less than 50 observations and preferably a sample size of 100 or more. Furthermore, to avoid the possibility of invalid data, researchers set a sample size of 200 while exceeding the minimum number of respondents required. For this study, 231 respondents were obtained

In this study there are 11 hypotheses with. Hypotheses will be tested using PLS-SEM by determining the structural model used by the statistical program. Estimation of the structural model is done by looking at the coefficient of determination ( $R^2$ ), predictive relevance ( $Q^2$ ), the size and significance of the path coefficient, and the effect size  $f^2$  (J. Hair et al., 2017). All tests were conducted using PLS-SEM with WarpPLS 8 as the testing software.

### 3. FINDINGS AND DISCUSSION

The relationship between the independent variable and the dependent variable can be described in the theoretical framework as follows:

Figure 2. Research Design



Source: Primary Data Processed, 2025.

#### 2.1. Results

##### 1. Convergent Validity Test

Measurement of factor loading is used to consider and evaluate the value of construct validity. The results of a greater validity value indicate that the variable indicators are closely related to other constructs. The standard magnitude of the factor loading assessment is 0.7. However, the research explains that the value of 0.6 is enough to prove that the factor loading assessment can be trusted.

**Table 1. Factor Loading**

Variable	Indicator	Convergent Validity Test	
		Factor Loading	AVE
Functional Value	FV1	0.780	0.530
	FV2	0.692	
	FV3	0.663	
	FV4	0.769	
Social Value	SV1	0.735	0.567
	SV2	0.783	
	SV3	0.748	
	SV4	0.746	
Emotional Value	EMV1	0.837	0.558
	EMV2	0.661	
	EMV3	0.694	
	EMV4	0.782	
Epistemic Value	EPV1	0.770	0.630
	EPV2	0.808	
	EPV3	0.803	
Conditional Value	CV1	0.684	0.531
	CV2	0.725	
	CV3	0.749	
	CV4	0.754	
Halal Awareness	HA1	0.773	0.532
	HA2	0.711	
	HA3	0.776	
	HA4	0.650	
	HA5	0.728	
Purchase Decision	PD1	0.825	0.731
	PD2	0.899	
	PD3	0.866	
	PD4	0.827	

Source: Primary Data Processed, 2025.

Based on the table above, it can be seen that each indicator of the research variable has a lot of outer loading  $>0.60$ , meaning that it can be concluded that the statement above is feasible or valid for research use and can be used for further analysis. The AVE calculation in this study has a functional value of 0.530, the social value variable is 0.567, the emotional value variable is 0.558, the epistemic value variable is 0.630, the conditional value variable is 0.531, the halal awareness variable is 0.532 and the purchasing decision variable is 0.731. It can be seen that the value of the seven variables is above 0.5. The value of 0.5 itself is the minimum number allowed and must exceed this minimum value for AVE calculations. The test results with the AVE value show that all constructs have the potential for further testing.



## 2. Discriminant Validity Test

Discriminant validity between variables can be seen from the Fornell Larcker value. The Fornell Larcker calculation presented in table 4 shows a value that is greater than the other numbers for each variable. This means that the discriminant validity between variables is worth meeting the requirements.

**Table 2. Discriminant Validity Test Results**

Construct	FV	SV	EMV	EPV	CV	HA	PD
<b>FV</b>	<b>0.728</b>	0.275	0.222	0.184	0.436	0.281	0.483
<b>SV</b>	0.275	<b>0.753</b>	0.154	0.261	0.365	0.160	0.412
<b>EMV</b>	0.222	0.154	<b>0.747</b>	0.218	0.243	0.179	0.404
<b>EPV</b>	0.184	0.261	0.218	<b>0.794</b>	0.218	0.223	0.513
<b>CV</b>	0.436	0.365	0.243	0.218	<b>0.729</b>	0.338	0.515
<b>HA</b>	0.281	0.160	0.179	0.223	0.338	<b>0.729</b>	0.375
<b>PD</b>	0.483	0.412	0.404	0.513	0.515	0.375	<b>0.855</b>

Source: Primary Data Processed, 2025.

## 3. Reliability Test Results

To find out whether these variables meet the research requirements, it can be seen from the results of the Cronbach's alpha and composite reliability values. In this study, the Cronbach's alpha value of the functional value variable was 0.702, the social value variable was 0.746, the emotional value variable was 0.732, the epistemic value variable was 0.706, the conditional value variable was 0.705, the halal awareness variable was 0.779 and the purchasing decision variable was 0.877. These three variables have a value above 0.7 so that this research is qualified when viewed based on the Cronbach's alpha value.

The Composite Reliability value of the functional value variable is 0.818, the social value variable is 0.840, the emotional value variable is 0.833, the epistemic value variable is 0.836, the conditional value variable is 0.819, the halal awareness variable is 0.850 and the purchasing decision variable is 0.916. Where the value of 0.7 is the drinking limit obtained on the variable which means that it has met the requirements when viewed based on the composite reliability value.

**Table 3. Cronbach Alpha dan Composite Reliability**

Variable	Cronbach's Alpha	Composite Reliability
<b>FV</b>	0.702	0.818
<b>SV</b>	0.746	0.840
<b>EMV</b>	0.732	0.833
<b>EPV</b>	0.706	0.836
<b>CV</b>	0.705	0.819
<b>HA</b>	0.779	0.850
<b>PD</b>	0.877	0.916

Source: Primary Data Processed, 2025.

#### 4. Structural Model Analysis

Model fit analysis is carried out before hypothesis testing. A measuring tool to determine how well a model can produce a covariance matrix between indicators of each research construct is illustrated in the model fit analysis (J. F. Hair et al., 2019). Model fit analysis can be seen from the APC, ARS, AARS, AVIF, AFVIF, and GoF (Kock & Hadaya, 2018). The following are the results obtained for model fit. Table 6 shows that the model fit indicator has been accepted.

**Tabel 4. Model Suitability Indicator**

Indicator	Score	Criteria	Results
Average path coefficient (APC)	P=0.007	Accepted if significant	Accepted
Average R-squared (ARS)	P<0.001	Accepted if significant	Accepted
Average adjusted R-squared (AARS)	P<0.001	Accepted if significant	Accepted
Average block VIF (AVIF)	1.409	Accepted if $\leq 5$ , Ideal $\leq 3,3$	Ideal
Average full collinearity VIF (AFVIF)	1.478	Accepted if $\leq 5$ , ideal $\leq 3,4$	Ideal
Tenenhaus GoF (GoF)	0.710	Small $\geq 0,1$ , Medium $\geq 0,25$ , Strong $\geq 0,36$	Strong
Sympson's paradox ratio (SPR)	1	Accepted if $\geq 0,7$ , ideal = 1	Ideal
R-squared contribution ratio (RSCR)	1	Accepted if $\geq 0,9$ , ideal = 1	Ideal
Statistical suppression ratio (SSR)	1	Accepted if $\geq 0,7$	Accepted

Source: Primary Data Processed, 2025.

Next is the multicollinearity test. Collinearity occurs when the VIF value is more than 3,30 (Kock & Hadaya, 2018). If the VIF result is 3,30 or less, it indicates that the model is free from bias. The following is a table for the multicollinearity test:

**Tabel 5. Multicollinearity Test**

FV	SV	EMV	EPV	CV	HA	PD
1.475	1.326	1.214	1.392	1.572	1.346	2.414

Source: Primary Data Processed, 2025.

Based on Table 5 it can be seen that all indicators have good values and are in accordance with the provisions and no multicollinearity problems are found because all variables have VIF values below 3.30.

#### 5. Testing The Structural Model

The calculation of the inner or structural model is by looking at the R square or coefficient of determination, whose values range from 0 to 1. This analysis is carried out to determine the influence of the independent variable on the dependent variable. Presented in table 6 the value of the coefficient of determination of this study. Table 6 shows that the result of the coefficient of determination (R<sup>2</sup>) is

0,667 or 67%. This can be interpreted that the consumer trust variable has a contribution to this study of 67%. The other 33% is influenced by other variables not examined by the researcher.

**Table 6. Hypothesis Test**

H	Direct Effect						Results
	Variable	Beta	P Value	R2	Q2	f2	
H1	FV	0.127	0.009	0,667	0,629	0.064	Accepted
H2	SV	0.159	0.005			0.070	Accepted
H3	EMV	0.138	0.015			0.060	Accepted
H4	EPV	0.278	<0.001			0.150	Accepted
H5	CV	0.284	<0.001			0.169	Accepted
H6	HA	0.137	0.008			0.053	Accepted

Source: Primary Data Processed, 2025.

**Table 7. Hypothesis Test**

H	Moderation of Halal Awareness Test					
	Influences	Beta	P Value	Signification	f2	Results
H7	FV → PD	0.094	0.073	Insignificant	0.031	Not accepted
H8	SV → PD	0.105	0.053	Insignificant	0.013	Not accepted
H9	EMV → PD	0.046	0.242	Insignificant	0.009	Not accepted
H10	EPV → PD	0.004	0.477	Insignificant	0.001	Not accepted
H11	CV → PD	0.176	0.003	Significant	0.047	Accepted

Source: Primary Data Processed, 2025.

In this study there are 11 hypotheses with hypotheses tested using SEM PLS structural model estimation is carried out by looking at the coefficient of determination ( $r^2$ ), predictive relevance ( $q^2$ ), size and significance of the path coefficient (J. F. Hair et al., 2019). Furthermore, the value and direction of the path to show whether or not the proposed hypothesis is supported. If the path coefficient is positive, it indicates that the exogenous construct is positively related to the endogenous construct and vice versa. For p values below 0.05, it indicates that the hypothesis is proven. All tests were conducted using SEM PLS with Warp PLS 8.0 as testing software. Based on table 6 it shows that all hypotheses are accepted but for table 7 only H11 is accepted.

## 2.2. Discussion

Based on the results of the research that has been done, the hypothesis can be concluded as follows. The results of the hypothesis test which can be seen in table 6 show that all variable effects of consumption value on purchasing decisions are positive and all have a significance level smaller than 0.05. Therefore, it is concluded that the entire effect of consumption value on purchasing decisions is positive and significant, so H1-H5 is supported. This means that the higher the consumption value is

able to increase purchasing decisions on online halal food. In addition, it can also be seen in the halal awareness variable which also shows that there is a positive and significant relationship between halal awareness and purchasing decisions.

This finding suggests that for Muslim consumers, a potential reason for buying halal food online is the desire to increase its functional value—such as getting a quality product at a reasonable price along with the associated benefits (Rahnama & Rajabpour, 2017). The desire to influence peers and obtain social acceptance and backing plays a significant role in enhancing consumers' willingness to buy food (Akbar et al., 2019) one of which is buying halal food online. This implies that emotions (positive or negative) are a key factor for increasing purchase attitudes. (Muhammed et al., 2019) revealed the main driver of the consumption value of halal products, namely, the positive influence of emotional value on halal purchases. This suggests that emotional responses—whether positive or negative—play a crucial role in shaping purchase attitudes. A positive food experience enhances consumers' emotions, which in turn boosts their willingness to buy, whereas a negative experience has the opposite effect (Tahir, 2021). The materials used in the products and the sustainable impact, which contributes to their epistemic value (Wan-Shean Liew & Karia, 2023). Epistemic value is something that provides knowledge or satisfies one's curiosity obtained from goods or services (T. C. Zhang et al., 2019). A study using all types of consumption value shows that epistemic value is the most influential of the behaviors that show the effect of encouraging higher curiosity and knowledge seeking in consumption (Kushwah et al., 2019). The results of (Muhammed et al., 2019) revealed the main driver of halal consumption value, namely, the positive effect of epistemic value on choice behavior towards halal purchases. Using specific interventions to increase product visibility can use several conditional elements to encourage consumer purchases and establish preferences for product consumption (Tandon et al., 2021).

This reflects the growing halal awareness among Muslims, with many actively seeking information to ensure the safety and compliance of products. In the context of halal, awareness refers to how well an individual comprehends and interprets the concept of halal. However, the awareness here of the concept of halal in Islam certainly refers to the Qur'an and hadith. While related to the significant moderation relationship is only H11. Based on the moderation results above, Halal awareness cannot moderate the independent variables to a significant dependent on purchasing decisions. Consumers tend to prioritize factors such as price and product quality, aka conditional value, over others. For other values, halal awareness does not moderate Consumer purchasing decisions are not only influenced by because online food has halal but also by trust and suitability of food products in online storefronts with their needs and preferences.

#### 4. CONCLUSION

This study examines the effect of consumption value on purchasing decisions with halal awareness as a moderating variable. respondents of the study consisted of 231 Indonesians who had made online food purchases during the last 1 month. Data collection uses an online survey with Structural Equation Modeling as the analysis method and WarpPLS 8 as the analysis tool. This study has 11 hypotheses with 7 hypotheses supported and 4 not supported. Given the development and magnitude of business potential in the halal field, business practitioners in the halal field need to have goals to create the right marketing strategy, such as paying attention to the consumption value of halal products above their competitors.

The existence of time limitations is less widespread so that it can allow this to cause many hypotheses that are not supported, therefore future research can be given a longer time frame and spread more widely. For the future, it can be carried out in different halal contexts such as halal tourism, Islamic-based retail, and lodging that uses the concept of sharia using consumption value theory. Future research can also compare the purchasing experience of products claimed to be halal with ordinary ones. Future research can consider a larger sample size and is expected to provide better

results and other variables can be integrated into the theoretical framework to increase the completeness of the model to test the strength of repurchase behavior and can develop other concepts of Muslim consumer behavior such as trust, satisfaction, knowledge, experience, and consumer loyalty.

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