

The Role of Halal Culinary Information on Social Media in Encouraging Purchase Intention of Pandeglang Regency Residents through the PLS-SEM Approach through Perceived Credibility

Rokhman¹, M. Sulaeman Jajuli²

¹²³⁴⁵ UIN Sulthan Maulana Hasanudin Banten, Indonesia

Email: 242641213.rohkman@uinbanten.ac.id, sulaeman.jajuli@uinbanten.ac.id

Keywords:

Halal Culinary Information;
Social Media; Perceived
Credibility; Purchase Intention;
PLS-SEM

Abstract

The development of social media has changed the way consumers obtain and evaluate halal culinary information, particularly in the context of food purchasing decision-making in Pandeglang Regency. This study aims to analyze the influence of halal culinary information on social media on perceived credibility and purchase intention, and to examine the role of perceived credibility in driving purchase intention for halal culinary in Pandeglang Regency. This study uses a quantitative approach with the Structural Equation Modeling–Partial Least Squares (PLS-SEM) method. Data were collected through a survey of 142 respondents who are social media users and have experience accessing halal culinary information. The analysis results show that halal culinary information on social media has a positive and significant effect on perceived credibility and purchase intention for people in Pandeglang Regency. In addition, perceived credibility is also proven to have a positive and significant effect on purchase intention. These findings confirm that information credibility is an important mechanism that bridges halal culinary information on social media with consumer purchase intention in Pandeglang Regency. This study provides theoretical contributions to the development of halal marketing literature and practical implications for halal culinary entrepreneurs in designing credible and effective communication strategies through social media.

INTRODUCTION

The development of the halal industry, particularly in the food and beverage sector, shows significant growth along with the increasing awareness of Muslim consumers regarding the importance of sharia compliance in daily consumption. (Fatema et al., 2018; Juliana et al., 2025) Halal culinary is not only understood as fulfilling religious aspects, but also as a symbol of quality, safety, and ethical value of the products consumed. (Ali et al., 2018) In the purchasing decision-making process, Muslim consumers tend to consider not only the functional characteristics of the product, but also the clarity of information regarding halal certification, raw material sources, and food processing processes that comply with sharia principles. (Muhamad et al., 2017; Tao et al., 2023).

With the advancement of digital technology, social media has become a primary source of information for consumers seeking and evaluating halal culinary products. Halal culinary information on social media includes a variety of content related to halal certification, food production and serving practices, as well as consumer reviews and experiences with halal products in Pandeglang Regency (Kamarulzaman et al., 2016; Yusoff et al., 2016) The existence of this information allows consumers to reduce information asymmetry and uncertainty regarding a product's halal compliance, especially when consumption takes place outside conventional channels. (Yusoff et al., 2016). In addition, social media also functions as an interactive space that brings together religious values, market dynamics, and consumption practices, so that the meaning

of halal culinary is formed and negotiated collectively within the digital community.(Kamarulzaman et al., 2016).

However, the rapid flow of halal culinary information on social media requires consumers to assess the trustworthiness of such information. In this context, perceived credibility is a crucial factor in determining consumers' evaluation of the accuracy, reliability, and trustworthiness of the information they receive.(Rouner, 2008; Voogt et al., 2017)Perceived credibility is influenced by message quality, information source characteristics, and social support reflected through user interactions and electronic word-of-mouth.(Bazi et al., 2025; Mostafa, 2020; Seo and Lee, 2014)High credibility of information has been proven to build consumer trust in halal claims and product quality, which ultimately contributes to forming positive attitudes and increasing the intention to purchase halal culinary products.(Bahjam et al., 2022; Tazlia et al., 2023).

Based on the description, this study aims to analyze the influence of halal culinary information on social media on perceived credibility, the influence of halal culinary information on social media on purchasing intentions, and the influence of perceived credibility on purchasing intentions of halal culinary.in Pandeglang RegencyTo achieve these objectives, this study employed a quantitative approach using the Structural Equation Modeling–Partial Least Squares (PLS-SEM) method. Data were collected through a survey of 142 respondents who were social media users and experienced in accessing halal culinary information.in Pandeglang RegencyThe PLS-SEM approach was chosen because it is capable of testing predictive relationships between latent variables simultaneously and is suitable for complex research models that are oriented towards theory development.

Literature review

Halal culinary information on social media and perceived credibility

Halal culinary information on social media refers to various content related to halal culinary that is disseminated and exchanged through social media platforms, including information about halal certification, raw material sources, food production and processing processes, serving practices, as well as consumer reviews and experiences of halal culinary products.(Kamarulzaman et al., 2016; Yusoff et al., 2016)This information enables Muslim consumers to actively seek, verify, and evaluate the halal compliance of culinary products outside of conventional channels, thereby reducing information asymmetry and limited access to credible halal assurance of culinary products.(Yusoff et al., 2016)At the same time, social media serves as an interactive space that brings together religious values, culinary market dynamics, and consumption practices, so that the meaning and standards of halal culinary can be constructed and negotiated collectively within the digital community.(Kamarulzaman et al., 2016).

Perceived credibility refers to the extent to which information is subjectively assessed as accurate, trustworthy, reliable, and convincing to the audience based on the quality of the message and the characteristics of the information source.(Rouner, 2008; Voogt et al., 2017)Halal culinary information on social media can increase perceived credibility when delivered by trusted and expert sources, such as halal culinary influencers or opinion leaders who have religious legitimacy and culinary experience, thereby strengthening user trust in the halal nature and quality of the information delivered.(Dam et al., 2024; Mostafa, 2021; Seo and Lee, 2014)Perceived credibility is also strengthened through community-based validation mechanisms, where user interactions, reviews, and shared experiences regarding halal culinary create social proof and collective support for the information being circulated.(Bazi et al., 2025; Kamarulzaman et al., 2016; Mostafa, 2020). In addition, halal culinary content that has emotional and functional value, supported by professional visual presentation and high levels of engagement, further strengthens trust and indicates the value of the information, thereby increasing perceived credibility on social media.(Bazi et al., 2025; Gutiérrez-Aguilar et al., 2026; Oyibo et al., 2018).

Hypothesis:

H1. Halal culinary information on social media has a positive influence on perceived credibility.

Halal culinary information on social media and purchase intention

Purchase intention (purchase intention) refers to a consumer's tendency or willingness to make a purchase of a particular product or service and is often used as a primary predictor of actual purchasing behavior in marketing and consumer behavior studies. (Morwitz, 2014; Newberry et al., 2003). Purchase intention is the result of a consumer's cognitive and affective evaluation process which is influenced by brand trust, attitudes, perceived value, and previous experience with the product or service offered. (Ni, 2013; Santoso et al., 2019) In the context of halal consumption, purchasing intentions are also greatly influenced by halal awareness, belief in sharia compliance, and the consumer's religious identity, which shape preferences and purchasing decisions for halal products in Pandeglang Regency. (Fatema et al., 2018; Juliana et al., 2025).

Halal culinary information on social media can encourage purchase intentions by increasing consumer awareness and knowledge regarding halal certification, product traceability, and religious compliance of food products, thereby reducing uncertainty and perceived risk in purchasing decision making. (Azizah, 2021; Hamzah et al., 2020; Tobing et al., 2024) Interactive social media content, such as consumer reviews, testimonials, and two-way communication between brands and users, plays a role in shaping positive attitudes and increasing trust in halal culinary brands, which ultimately strengthens consumers' purchasing intentions. (Shahnia et al., 2024; Tobing et al., 2024). In addition, social media highlights the value and quality of halal culinary products through visualizations, narratives of consumption experiences, and user recommendations, thereby strengthening the perception of value that drives purchase intentions. (Azman et al., 2025; Hasim et al., 2025) For Muslim consumers, social media also serves as a means of strengthening religious identity and the ethical values of halal consumption, which creates a moral and emotional attachment to halal products and increases purchase intentions. (Juliana et al., 2025; Kholilah et al., 2024). In addition, electronic word-of-mouth and recommendations from friends and influencers on social media create positive social norms regarding halal culinary consumption, thereby increasing the likelihood of consumers making purchases. (Azman et al., 2025; Hamzah et al., 2020). Hypothesis:

H2: Halal culinary information on social media has a positive influence on purchasing intentions.

Perceived credibility and Purchase Intention

Perceived credibility plays an important role in driving the intention to purchase halal culinary because it determines the extent to which consumers trust the authenticity of information, halal claims, and sharia compliance inherent in food products. (Ashraf, 2019; Tao et al., 2023) When halal information and certification are perceived as credible, consumers tend to feel confident that the halal culinary offerings truly meet religious standards, thereby increasing their sense of security and trust in the product, ultimately leading to stronger purchase intentions. (Ali et al., 2018; Aslan, 2023). The trust formed from Perceived Credibility has been shown to be a key psychological mechanism linking halal attributes to purchase intentions, especially in markets where consumers rely heavily on halal symbols such as logos and certification labels as cues of quality and Sharia compliance. (Muhamad et al., 2017; Tao et al., 2023).

In addition, Perceived credibility of halal culinary is further strengthened by the credibility of information sources, whether from influencers, electronic word-of-mouth (eWOM), or halal certification institutions, which significantly influence consumer evaluations and purchasing decisions. (Ibrahim et al., 2024; Tazlia et al., 2023) High source credibility reduces consumer skepticism, increases acceptance of halal messages, and strengthens confidence in the quality and ethical value of halal food, thus encouraging stronger purchase intentions. (Bahjam et al., 2022; Ismail, 2025) This impact is further strengthened when consumers have halal awareness, positive attitudes, supportive subjective norms, and high perceived behavioral control, because these factors increase the influence of Perceived Credibility on purchase intentions and actual purchasing behavior of halal culinary products. (Aslan, 2023; Pradana et al., 2019; Sahir et al., 2021). Hypothesis:

H3: Perceived credibility has a positive effect on purchase intention.

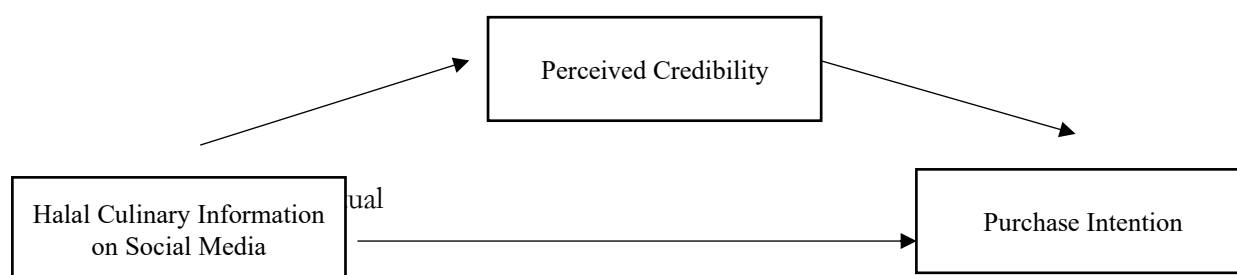


Figure 1: Conceptual Framework

METHODS

This study uses a quantitative approach with the Structural Equation Modeling–Partial Least Squares (PLS-SEM) analysis method to examine the structural relationship between halal culinary information on social media, perceived credibility, and purchase intention. The PLS-SEM approach was chosen because it is considered most suitable for research oriented towards testing predictive relationships between latent variables, has a relatively complex structural model, and is able to accommodate medium sample sizes without requiring strict normal data distribution. (Hair et al., 2024).

Data collection was conducted through a survey using a structured questionnaire distributed to 142 respondents. Respondents in this study were individuals who actively use social media and have experience accessing information related to halal culinary. This sample size meets the minimum requirements for PLS-SEM analysis, particularly considering the number of constructs and indicators used in the research model, and is therefore deemed sufficient to produce stable and reliable parameter estimates.

The research instrument was developed based on indicators used and validated in previous research, then adapted to the context of halal culinary on social media. All indicators were measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

Data analysis was conducted in two main stages. The first stage was the evaluation of the measurement model (outer model) which aimed to assess the validity and reliability of the latent constructs through testing factor loading, Cronbach's Alpha, Composite Reliability, Average Variance Extracted (AVE), and discriminant validity using the Heterotrait–Monotrait Ratio (HTMT). The second stage was the evaluation of the structural model (inner model) which focused on testing the model's feasibility, explanatory power (R-square), and testing the significance of the relationship between variables and research hypotheses through path analysis..

RESULTS AND DISCUSSION

Evaluation of Measurement Model (Outer Model)

The results of the measurement model evaluation indicate that all indicators in this study have met the required validity and reliability criteria. Based on Table 1, the factor loading values for all indicators are above the minimum limit of 0.70, indicating that each indicator is able to represent the measured latent construct strongly and consistently. The Halal Culinary Information on Social Media variable has a factor loading value between 0.761 and 0.921, the Perceived Credibility variable has a value between 0.765 and 0.917, while the Purchase Intention variable shows a factor loading value between 0.816 and 0.927.

In addition, the results of construct reliability testing indicate that all variables have Cronbach's Alpha (CA) and Composite Reliability (CR) values that exceed the threshold of 0.70 as shown in Table 1. This finding indicates that each construct has a very good level of internal consistency. The Average Variance Extracted (AVE) value for all variables is also above 0.50, which indicates that the latent construct is able to explain more than 50% of the variance of its indicators. Thus, the convergent validity in the measurement model is declared to be adequately fulfilled.

Table 1 :Factor Loading

Variables	Factor Loading	CA	CR	AVE
Halal Culinary Information on Social Media		0.910	0.933	0.737
IKH1	0.830			
IKH2	0.896			
IKH3	0.873			
IKH4	0.921			
IKH5	0.761			
Percieved Credibility		0.924	0.943	0.769
PC1	0.765			
PC2	0.874			
PC3	0.885			
PC4	0.917			
PC5	0.804			
Purchase Intention		0.903	0.929	0.724
NM1	0.872			
NM2	0.927			
NM3	0.907			
NM4	0.859			
NM5	0.816			

Table 2 : HTML

	Halal Culinary Information on Social Media	Purchase Intention	Percieved Credibility
Halal Culinary Information on Social Media			
Purchase Intention	0.855		
Percieved Credibility	0.840	0.880	

Discriminant validity testing was conducted using the Heterotrait–Monotrait Ratio (HTMT) approach as presented in Table 2. The analysis results show that all HTMT values between variables are below the maximum limit of 0.90. This indicates that each construct in the research

model has a clear level of conceptual distinction and there are no overlapping problems between latent variables. With the fulfillment of convergent and discriminant validity, the measurement model is deemed suitable to proceed to the structural model evaluation stage.

Table 3: SRMR and R Square

SRMR	0.076
R2 Purchase Intention	0.853
R2 Perceived Credibility	0.737

The overall feasibility of the structural model was evaluated using the Standardized Root Mean Square Residual (SRMR) value. Based on Table 3, the SRMR value of 0.076 indicates that the model has a good level of fit between the empirical data and the theoretical model, as it is below the recommended maximum limit of 0.08.

Next, the model's explanatory power was evaluated using the R-square (R^2) value. Based on Table 3, the R^2 value for the Perceived Credibility variable was 0.737, indicating that Halal Culinary Information on Social Media was able to explain 73.7% of the variation in Perceived Credibility. This value is categorized as strong, indicating that halal culinary information on social media plays a very significant role in shaping consumers' perceptions of credibility.

Meanwhile, the R^2 value for the Purchase Intention variable was 0.853, as shown in Table 3. This value indicates that the combined influence of Halal Culinary Information on Social Media and Perceived Credibility was able to explain 85.3% of the variation in Purchase Intention. This high R^2 value indicates that the research model has very strong explanatory power in explaining the factors influencing the intention to purchase halal culinary.

Structural Model Evaluation (Inner Model)

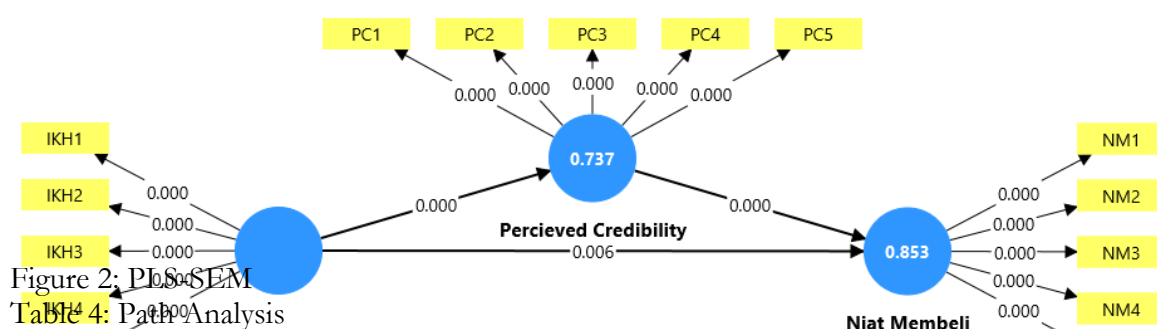


Figure 2: Path SEM

Table 4: Path Analysis

Hypothesis	Path	T statistics	P values
H1	Halal Culinary Information on Social Media -> Perceived Credibility	21,51	0,000
H2	Halal Food Information on Social Media -> Purchase Intention	2,737	0,006
H3	Perceived Credibility -> Purchase Intention	3,573	0,000

The overall feasibility of the structural model was evaluated using the Standardized Root Mean Square Residual (SRMR) value. Based on Table 3, the SRMR value of 0.076 indicates that the model has a good level of fit between the empirical data and the theoretical model, as it is below the recommended maximum limit of 0.08.

Next, the model's explanatory power was evaluated using the R-square (R^2) value. Based on Table 3, the R^2 value for the Perceived Credibility variable was 0.737, indicating that Halal Culinary Information on Social Media was able to explain 73.7% of the variation in Perceived Credibility. This value is categorized as strong, indicating that halal culinary information on social media plays a very significant role in shaping consumers' perceptions of credibility.

Meanwhile, the R^2 value for the Purchase Intention variable was 0.853, as shown in Table 3. This value indicates that the combined influence of Halal Culinary Information on Social Media and Perceived Credibility was able to explain 85.3% of the variation in Purchase Intention. This high R^2 value indicates that the research model has very strong explanatory power in explaining the factors influencing the intention to purchase halal culinary.

Discussion

The Influence of Halal Culinary Information on Social Media on Perceived Credibility

Halal culinary information disseminated through social media has a strategic role in forming perceived credibility because social media functions as the main space for consumers to search for, compare, and validate information before making consumption decisions.(Anwar, 2025). Exposure to halal culinary content that displays product visuals, processing narratives, and explanations regarding compliance with halal principles allows consumers to assess the consistency and authenticity of the information more deeply.(Bazi et al., 2025)In the halal context, the credibility of information becomes a crucial aspect because consumers do not only consider the quality of taste or price, but also adherence to the religious values they believe in.(Ahmad et al., 2025)Therefore, the more complete and transparent the halal culinary information conveyed on social media, the higher the level of credibility perceived by consumers in Pandeglang Regency.(Anwar, 2025).

Apart from the substance of the information, the credibility of the source of halal culinary information on social media also strengthens consumers' perceived credibility.(Ahmad et al., 2025)When information is delivered by a source perceived to have expertise, experience, or a positive reputation, consumers tend to rate the information as more credible.(Bazi et al., 2025)This is in line with the concept of source credibility which emphasizes that trust and expertise are the main foundations in forming information evaluations.(Ahmad et al., 2025)In the context of halal culinary, sources that demonstrate a deep understanding of halal standards and sharia practices will further strengthen perceived credibility in the eyes of consumers.(Anwar, 2025). Thus, the interaction between content quality and source credibility makes social media an effective channel in building the perceived credibility of halal culinary information.(Bazi et al., 2025).

The Influence of Halal Culinary Information on Social Media on Purchase Intention

Halal culinary information on social media influences purchase intention because this information forms consumers' initial beliefs regarding the quality, safety, and halalness of the product before the purchase is made.(Anwar, 2025). Social media provides quick access to various reviews, recommendations, and experiences of other consumers that serve as references in the alternative evaluation process.(Osman et al., 2024)When consumers receive clear and consistent information about halal culinary, the level of uncertainty and perceived risk in purchasing decisions is reduced.(Ahmad et al., 2025)This condition encourages consumers to be more confident in making choices, thereby increasing their intention to purchase the halal products offered.(Anwar, 2025). Furthermore, halal culinary information conveyed persuasively on social media can increase the perception of value and satisfaction expected by consumers.(Hariani et al., 2026)Information that emphasizes functional benefits, service quality, and compliance with religious values can build the perception that halal products have higher value than other alternatives.(Osman et al., 2024)Social media also serves as an educational tool that explains the advantages of halal products in a narrative and visual way, thereby strengthening the emotional appeal of consumers.(Bazi et al., 2025)Therefore, the more positive and convincing information about halal culinary arts that consumers receive on social media, the greater their tendency to show purchase intention.(Anwar, 2025).

The Influence of Perceived Credibility on Purchase Intention

Perceived credibility has a direct influence on purchase intention because the credibility of information helps consumers reduce the uncertainty and risks inherent in the decision to purchase halal

products.(Farhan and Sutikno, 2024)When consumers perceive information as trustworthy, they are more confident that the products offered actually meet the halal standards and expected quality.(Tazlia et al., 2023). The credibility of information also contributes to forming a positive attitude towards the product, which then becomes the basis for the emergence of purchasing intentions.(Ahmad et al., 2025)In this context, perceived credibility functions as a cognitive mechanism that bridges information with the purchasing behavior of the people in Pandeglang Regency.(Farhan and Sutikno, 2024).

Apart from the direct influence, the relationship between perceived credibility and purchase intention is also strengthened by the role of trust as a psychological mechanism.(Tazlia et al., 2023)Credible information builds consumer trust in products and brands, thereby increasing their readiness to make purchases in Pandeglang Regency.(Ahmad et al., 2025)In the context of halal, trust has rational and normative dimensions because it is related to the consumer's religious beliefs and moral values.(Farhan and Sutikno, 2024)Therefore, the higher the level of perceived credibility that consumers feel towards halal culinary information, the greater the likelihood that they will have a strong purchase intention towards that halal product.(Tazlia et al., 2023)..

CONCLUSION

This study shows that halal culinary information on social media plays a crucial role in shaping consumers' perceived credibility and purchase intentions in Pandeglang Regency. The analysis demonstrates that the quality and clarity of halal culinary information delivered through social media significantly enhances consumers' perceived credibility, which in turn contributes to strengthening their purchase intentions. In addition to its direct influence, halal culinary information on social media has also been shown to significantly influence purchase intentions, confirming that social media functions not only as a means of disseminating information but also as a strategic instrument in influencing halal consumption behavior. Furthermore, perceived credibility serves as a key factor bridging information with purchase intentions, as information credibility can reduce uncertainty and increase consumer confidence in sharia compliance and product quality. Overall, these findings underscore the importance of managing credible and trustworthy halal culinary information on social media as an effort to encourage consumer purchase intentions and strengthen the sustainable development of the halal culinary industry

REFERENCE

- Ahmad, K., Gharde, YR, More, MN, Nikalje, V. and Kumar, V. (2025), "The role of social media influencers in building trust for halal hotels and their impact on Muslim tourist satisfaction", *Journal of Islamic Marketing*, doi: 10.1108/JIMA-04-2025-0236.
- Ali, A., Xiaoling, G., Sherwani, M. and Ali, A. (2018), "Antecedents of consumers' Halal brand purchase intention: an integrated approach", *Management Decision*, Vol. 56 No. 4, pp. 715–735, doi: 10.1108/MD-11-2016-0785.
- Anwar, MM (2025), "Connecting halal culinary content and tourist intentions: a framework of image, trust and behavioral drivers", *Journal of Islamic Marketing*, pp. 1–31, doi: 10.1108/JIMA-01-2025-0071.
- Ashraf, MA (2019), "Islamic marketing and consumer behavior toward halal food purchase in Bangladesh: An analysis using SEM", *Journal of Islamic Marketing*, Vol. 10 No. 3, pp. 893–910, doi: 10.1108/JIMA-03-2018-0051.
- Aslan, H. (2023), "The influence of halal awareness, halal certificate, subjective norms, perceived behavioral control, attitude and trust on purchase intention of culinary products among Muslim customers in Turkey", *International Journal of Gastronomy and Food Science*, Vol. 32, doi: 10.1016/j.ijgfs.2023.100726.

- Azizah, SN (2021), "Online Traceability of Halal Food Information to Protect Muslim Consumers in the Cyber Era", *International Journal of Cyber Criminology*, Vol. 15 No. 2, pp. 1–17, doi: 10.5281/zenodo.4766544.
- Azman, AB, Majid, MAA, Zainozaman, MS, Zulkifly, MI and Mahusain, MA (2025), "Scroll, Click, Buy: The Impact of Social Media Attributes on Purchase Intentions among Young Adults", *Journal of Information Technology Management*, Vol. 17 No. 1, pp. 99–118, doi: 10.22059/jitm.2025.99926.
- Bahjam, Z., Ariffin, SK and Wahid, NA (2022), "Consuming Halal Products The Dynamics of Trustworthiness, Self-Efficacy and Purchase Intention", *Global Journal Al-Thaqafah*, No. Special Issue, pp. 121–134.
- Bazi, S., Khmaiseh, H. and Hajawi, D. (2025), "Cognitive and social pathways of influence: Examining social media content, information helpfulness, and dietary changes", *Acta Psychologica*, Vol. 261, doi: 10.1016/j.actpsy.2025.105978.
- Dam, L., Borsari, A.M.B. and Burroughs, B. (2024), "(Over)Eating with Our Eyes: An Examination of Mukbang Influencer Marketing and Consumer Engagement with Food Brands", *Journal of Promotion Management*, Vol. 30 No. 2, pp. 227–251, doi: 10.1080/10496491.2023.2253244.
- Farhan, F. and Sutikno, B. (2024), "The Acceptance of Halal Food Products Among Non-Muslim Consumers in Indonesia", *Journal of International Food and Agribusiness Marketing*, Vol. 36 No. 2, pp. 125–146, doi: 10.1080/08974438.2022.2067281.
- Fatema, M., Islam, M.A. and Bakar, R. (2018), "Halal purchase intention- a study on Islamic banks of Bangladesh", *Journal of Social Sciences Research*, Vol. 4 No. 12, pp. 402–412, doi: 10.32861/jssr.412.402.412.
- Gutiérrez-Aguilar, O., Montesinos-Valencia, L., Leon-Lucano, J., Montesinos-Valencia, P. and Chicana-Huanca, S. (2026), "The Mediating Role of Credibility in Purchase Intention in Social Networks. A Study with University Students", *Smart Innovation, Systems and Technologies*, Vol. 458 SIST, pp. 294–303, doi: 10.1007/978-3-032-09911-2_30.
- Hair, J.F., Sarstedt, M., Ringle, C.M., Sharma, P.N. and Liengaard, B.D. (2024), "Going beyond the untold facts in PLS–SEM and moving forward", *European Journal of Marketing*, Emerald Publishing Limited, Vol. 58 No. 13, pp. 81–106, doi: 10.1108/EJM-08-2023-0645.
- Hamzah, MI, Othman, AK, Rashid, WEW and Ngah, NMA (2020), "The relationship between halal factors and purchase intention of food products as moderated by word-of-mouth communications", *International Journal of Business and Society*, Vol. 21 No. 2, pp. 865–882.
- Hariani, D., Hanafiah, MH, Anuar, NAM and Ahmad, KN (2026), "Promoting halal tourism in sharia-compliant destinations: Insights on Aceh competitiveness and tourist perceived value and behavior", *Tourism and Hospitality Research*, Vol. 26 No. 1, pp. 159–175, doi: 10.1177/14673584241283902.
- Hasim, MA, Harun, A., Ibrahim, F., Hassan, S. and Ishak, MF (2025), "Digital Marketing Strategies and Consumer Behavior: Insights into Online Purchase Intention for Halal Cosmetics in Malaysia", *Paper Asia*, Vol. 41 No. 1, pp. 93–105, doi: 10.59953/paperasia.v41i1b.359.
- Ibrahim, K., Sarfo, C. and Burnett, M. (2024), "Effect of source credibility and consumer ethnocentrism on halal purchase intentions in the UK: an elaboration likelihood model approach", *British Food Journal*, Vol. 126 No. 7, pp. 2875–2894, doi: 10.1108/BFJ-09-2023-0823.
- Ismail, IJ (2025), "Halal brand quality and halal food purchasing intention among university students: The moderating effect of customer-employee interactions", *Social Sciences and Humanities Open*, Vol. 11, doi: 10.1016/j.ssaho.2025.101352.
- Juliana, J., Limayurid, AS, Adirestuty, F., Ridlwan, AA, Rusmita, SA and Ismail, S. (2025), "Intention to buy halal food through the ShopeeFood application on Generation Z Muslims", *Journal of Islamic Accounting and Business Research*, Vol. 16 No. 8, pp. 1349–1369, doi: 10.1108/JIABR-04-2023-0120.

- Kamarulzaman, Y., Veeck, A., Mumuni, AG, Luqmani, M. and Quraeshi, ZA (2016), "Religion, Markets, and Digital Media: Seeking Halal Food in the US", *Journal of Macromarketing*, Vol. 36 No. 4, pp. 400–411, doi: 10.1177/0276146715622243.
- Kholilah, S., Maminirina Fenitra, R., Hati, SRH and Thurasamy, R. (2024), "Food for the soul: religious identity and ethical halal labeling in sharing economy apps", *Identities*, doi: 10.1080/1070289X.2024.2444105.
- Morwitz, V. (2014), "Consumers' purchase intentions and their behavior", *Foundations and Trends in Marketing*, Vol. 7 No. 3, pp. 181–230, doi: 10.1561/17000000036.
- Mostafa, MM (2020), "Global halal food discourse on social media: a text mining approach", *Journal of International Communication*, Vol. 26 No. 2, pp. 211–237, doi: 10.1080/13216597.2020.1795702.
- Mostafa, MM (2021), "Information Diffusion in Halal Food Social Media: A Social Network Approach", *Journal of International Consumer Marketing*, Vol. 33 No. 4, pp. 471–491, doi: 10.1080/08961530.2020.1818158.
- Muhamad, N., Leong, VS and Md Isa, N. (2017), "Does the country of origin of a halal logo matter? The case of packaged food purchases", *Review of International Business and Strategy*, Vol. 27 No. 4, pp. 484–500, doi: 10.1108/RIBS-06-2017-0049.
- Newberry, C.R., Klemz, B.R. and Boshoff, C. (2003), "Managerial implications of predicting purchase behavior from purchase intentions: A retail patronage case study", *Journal of Services Marketing*, Vol. 17 No. 6, pp. 609–620, doi: 10.1108/08876040310495636.
- Ni, H. (2013), "Online Purchase Intention in B2C E-Commerce: An Empirical Study", 12th Wuhan International Conference on E-Business, WHICEB 2013, pp. 482–489.
- Osman, I., Omar, EN, Ratnasari, RT, Furqon, C. and Sultan, MA (2024), "Perceived service quality and risks towards satisfaction of online halal food delivery system: from the Malaysian perspective", *Journal of Islamic Marketing*, Vol. 15 No. 9, pp. 2198–2228, doi: 10.1108/JIMA-06-2023-0176.
- Oyibo, K., Adaji, I., Orji, R. and Vassileva, J. (2018), "What drives the perceived credibility of mobile websites: classical or expressive aesthetics?", *Lecture Notes in Computer Science (Including Subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics)*, Vol. 10902 LNCS, pp. 576–594, doi: 10.1007/978-3-319-91244-8_45.
- Pradana, M., Syarifuddin, S., Hafid, H., Gilang, A. and Diandri, M. (2019), "Purchase intention determinants of halal food in secular countries", *International Journal of Supply Chain Management*, Vol. 8 No. 4, pp. 83–89.
- Rouner, D. (2008), "Credibility of Content", *The International Encyclopedia of Communication*, doi: 10.1002/9781405186407.wbiecc152.
- Sahir, SH, Fahlevi, M. and Sutia, S. (2021), "Effect of halal food management system certification on purchasing interest of Indonesian consumer goods", *Uncertain Supply Chain Management*, Vol. 9 No. 3, pp. 731–738, doi: 10.5267/j.uscm.2021.4.005.
- Santoso, AB, Oktafien, S. and Saudi, MHM (2019), "Review of consumer purchase intention for Nokia smartphones and Nokia 3310 feature phone", *Journal of Advanced Research in Dynamical and Control Systems*, Vol. 11 No. 3 Special Issue, pp. 258–261.
- Seo, D. and Lee, J. (2014), "Experts versus friends: To whom do I listen more? The factors that affect credibility of online information", *Lecture Notes in Computer Science (Including Subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics)*, Vol. 8527 LNCS, pp. 245–256, doi: 10.1007/978-3-319-07293-7_24.
- Shahnia, C., Permana, D., Harini, S., Endri, E. and Wahyuningsih, M. (2024), "The Effect of Halal Awareness, Halal Certification, and Social Service Cafe on Purchase Intention in Indonesia: The Mediating Role of Attitude", *International Review of Management and Marketing*, Vol. 14 No. 3, pp. 97–104, doi: 10.32479/irmm.16186.
- Tao, M., Zhuoqun, P. and Alam, F. (2023), "Halal food purchase intention: the mediating role of trust in the Chinese consumer market", *International Journal of Services, Technology and*

- Management, Vol. 28 No. 5–6, pp. 343–359, doi: 10.1504/IJSTM.2023.135069.
- Tazlia, I., Nurfadilah, D. and Pratama, S. (2023), "PURCHASE INTENTION OF HALAL LOCAL BEAUTY BRAND DURING COVID-19: THE ROLE OF INFLUENCERS' CREDIBILITY AND HALAL AWARENESS", *Journal of Islamic Monetary Economics and Finance*, Vol. 9 No. 3, pp. 397–418, doi: 10.21098/jimf.v9i3.1623.
- Tobing, F., Rahman Lubis, A., Maruf, JJ and Chan, S. (2024), "Will Interactive Social Media Influence Customers' Intention to Purchase Halal Cosmetics?", *International Journal of Sustainable Development and Planning*, Vol. 19 No. 12, pp. 4851–4861, doi: 10.18280/ijstdp.191232.
- Voogt, A., Klettke, B. and Thomson, D. (2017), "The Development of a Conceptual Model of Perceived Victim Credibility in Child Sexual Assault Cases", *Psychiatry, Psychology and Law*, Vol. 24 No. 5, pp. 760–769, doi: 10.1080/13218719.2017.1315764.
- Yusoff, SZ, Mohamad, N., Ghazali, MF, Abdullah, NH and Syed Azmy, SNM (2016), "The usage of social media as an information seeking tool of Halal food products", *International Journal of Applied Linguistics and English Literature*, Vol. 5 No. 6, pp. 245–248, doi: 10.7575/aiac.ijalel.v.5n.6p.245.