



Do Islamic Attributes, Scepticism, Halal Awareness, and Attitude Affect the Purchase Intention of Halal Food Products in Tana Toraja, Indonesia?

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Article Info	Abstract
<p>Keywords: <i>Islamic Attributes, Scepticism, Halal Awareness, Attitude, Purchase Intention, and Halal Food Products.</i></p> <p>Paper type: <i>Research Paper</i></p> <p><i>Received: 19 September 2025</i> <i>Revised: 27 September 2025</i> <i>Accepted: 1 October 2025</i> <i>Available online: 1 October 2025</i></p> <p>*Corresponding author: sukran-2022@feb.unair.ac.id</p>	<p>This study explores the factors influencing purchase intention for halal products in Tana Toraja, focusing on Islamic attributes, scepticism, and halal awareness. The Partial Least Squares Structural Equation Modelling (PLS-SEM) analysis method was used to test the relationship between variables. The results show that Islamic attributes contribute positively to consumer scepticism, while scepticism does not significantly affect purchase intention. Halal awareness, on the other hand, has a favorable impact on customer attitudes, which in turn influences halal product purchasing intentions. Consumer attitudes were also shown to be an important mediator in the link between halal awareness and purchase intent. The consequence is that raising consumer knowledge and comprehension of halal goods will reinforce positive consumer attitudes, boost halal food purchase intentions, and promote the expansion of the halal business in Tana Toraja, Indonesia.</p>
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INTRODUCTION

In recent years, the tourist attractions of Tana Toraja have attracted worldwide attention with their rich culture and stunning natural beauty. The presence of tourists, both domestic and international, is increasing in this area. The number of Indonesian tourists visiting was 420,631 in 2022. This number increased by 480,631 people or around 514.89% from the previous year. The number of tourists is expected to increase in 2023 (*Badan Pusat Statistik Kabupaten Tana Toraja*, 2023). Amidst the rapid growth of the tourism industry, interest in halal products is also increasing, especially among Muslim tourists who prioritise the fulfilment of religious principles in their activities. However, along with increasing interest, several problems and challenges arise, such as what variables impact the desire to purchase halal items in Tana Toraja tourist spots.

Islamic qualities in halal items have a significant impact on customer perceptions and buying intentions (Akbari et al., 2018; Eid & El-Gohary, 2015; Rizkitysha & Hananto, 2022; Sobari et al., 2022). How these attributes influence purchase intention for halal products amidst the tourism experience in Tana Toraja is a question that requires further exploration. In addition, the emergence of consumer scepticism towards the authenticity and suitability of halal products is also a relevant factor. Consumer scepticism will result in a decrease in purchases of products due to the provision of products/services that are questioned by consumers (Aji, 2017; Rostiani et al., 2022). Consumers often doubt claims of product halalness and question the integrity and compliance of products with halal principles in situations such as tourism in new places.

In multicultural societies and Muslim-minority societies such as Tana Toraja, religious considerations in food selection are a complex aspect. Halal certification, for example, can affect customers' intentions to buy halal food items (Azmi et al., 2020). However, Tana Toraja's many cultures and social customs may influence how the notion of halal is perceived and implemented.

In addition, halal awareness owned by tourists is also an important element in this dynamic. Travelers who have a higher level of awareness of halalness have better knowledge about halal products (Kurniawati & Savitri, 2020; Mannaa, 2020; Muslichah et al., 2020). As a result, it will influence their decision to purchase halal items.

This study intends to analyze the complex dynamics of Islamic qualities, scepticism, halal awareness, and purchasing intention of halal items in Tana Toraja tourist attractions within this context. We will conduct an empirical analysis by collecting data from tourists visiting Tana Toraja to identify the extent to which Islamic attributes in products influence their purchase intention. We will also assess the current degree of scepticism and examine how halal awareness modifies the link between Islamic traits, scepticism, and purchase intent. This study aims to give deeper insights into the elements that impact the purchase intention of halal items in Tana Toraja tourist sites by employing meticulous quantitative approaches. The consequences of this study might help to understand consumer behavior and assist stakeholders in the tourist sector and halal goods enterprises in this region.

Tana Toraja's resources, both in the form of stunning nature and rich culture, have great potential to support the local economy. Increased interest in halal products can be a driving factor in the development of sustainable tourism in this area. As a result, a deeper knowledge of the

factors that drive halal product purchasing intentions in Tana Toraja is critical to optimizing the economic benefits of this fast-increasing tourism business.

Involving tourists as research subjects, we hope to gain a closer insight into their experience in choosing and purchasing halal products in Tana Toraja. The data obtained from this study will hopefully help industry players to better understand consumer preferences and develop more effective strategies in marketing halal products in this area. In addition, this study can also contribute to scientific knowledge about the factors that influence consumer behavior in the context of halal products and tourism, with the hope that it can become a foundation for further research in this field.

This comprehensive approach offers a deeper and contextualized view of how psychological, religious, and cultural elements combine to shape consumer decisions regarding halal food. Furthermore, this research is projected to make a significant contribution to the development of the Tana Toraja local economy through more effective advertising of halal products and a better knowledge of customer requirements and expectations.

The existing research gap shows that the understanding of how Islamic attributes and consumer scepticism influence the intention to purchase halal food products is still limited, especially in regions where Muslims form a minority group, such as Tana Toraja. Based on this gap, the present study proposes several core research questions, namely how Islamic attributes shape consumer scepticism, whether scepticism affects the intention to purchase halal products, how scepticism acts as a mediator between Islamic attributes and purchase intention, how halal awareness influences consumer attitudes, and how attitudes mediate the relationship between halal awareness and purchase intention. The purpose of this study is to examine the interactions among these variables to develop a deeper understanding of the psychological and religious factors that drive consumer choices regarding halal products. The originality of this research lies in combining two analytical frameworks, specifically the Islamic attributes and scepticism model with the halal awareness and attitude model, into a single approach that is applied in a heterogeneous society where Muslims are a minority, thereby offering new insights into how halal purchasing decisions are formed in non-Muslim majority areas.

METHOD

To investigate the effect of latent variables, this study used quantitative approaches such as structural equation models with partial least squares (SEM-PLS). Non-probability sampling, namely the purposive sample approach, was used to collect data. The sample approach was chosen since the research population was unknown, and the researcher had established numerous criteria. This survey included 137 Muslims who had visited Tana Toraja for tourism purposes. The respondents' descriptive data are shown below.

Table 1. Descriptive Statistics

Characteristics	Category	Frequency	Percentage
Gender	Male	75	54.7%
	Female	62	45.3%
Age	17-25 Years	47	34.3%
	26-35 Years	48	35%

	36-45 Years	23	16.8%
	46-55 Years	19	13.9%
Jobs	State Civil Apparatus (SCA)	23	16.8%
	Private Employees	10	7.3%
	Farmers	2	1.5%
	Students	51	37.2%
	Others	51	37.2%
	S3	4	2.9%
Last Education	S2	27	19.7%
	S1	71	51.8%
	D3	1	0.7%
	SMA	34	24.8%

Source: Processed by the authors (2025)

From the above table, it can be seen that the respondents mainly consist of a relatively balanced population of males and females. The majority of them are within the age range of 17-35 years, with a large majority being in the 26-35 years range. While a large majority of the respondents were university students, there were also a small number from various occupational backgrounds, including State Civil Apparatus and Private Employees. This shows the tendency that this study aims to understand consumer behavior related to the purchase intention of halal food products in Tana Toraja. In terms of education, the majority of respondents have a higher education background, especially the S1 level, followed by high school graduates. Therefore, respondents are considered consumers who can distinguish between halal and non-halal food products.

This research variable consists of Islamic attributes, halal awareness, scepticism, attitude, and purchase intention. The measurement of Islamic characteristics variables consists of four research-related items (Rostiani et al., 2023). Halal awareness comprises five components adapted from (Aziz & Chok, 2013; Datucali & A. Sali, 2020). Scepticism comprises five components adapted from (Rostiani et al., 2023). Attitudes are made up of five things drawn from (Irfany et al., 2023). Purchase intention is comprised of five components derived from (Aslan, 2023; Irfany et al., 2023). The measurement items of this research variable are in the following table.

Table 2. Variable Measurement Items

Variable	Indicator	Source
Islamic Attributes	1 I tend to choose products that have a clear and valid halal certificate	(Rostiani et al., 2023)
	2 Product compliance with Sharia principles is what influences my intention to buy halal products	
	3 Information about halal ingredients and production processes greatly influences my choice in choosing products.	

	4	Recommendations from religious leaders or scholars have a big impact on my decision to buy halal products	
Scepticism	1	I feel sceptical/doubtful about claims of halal products that are not accompanied by valid halal certificates.	(Rostiani et al., 2023)
	2	I feel the need to investigate further before deciding to buy a product that claims to be halal.	
	3	I tend not to trust products that only rely on the halal label without clear information.	
	4	I am sceptical of products that only use the term "halal" as a marketing strategy.	
	5	I feel sceptical/doubtful about halal products that do not have the support of official halal supervisory institutions	
Halal Awareness	1	I will only purchase a product if it adheres to Islamic principles	(Aziz & Chok, 2013; Datucali & A. Sali, 2020)
	2	I comprehend what is halal and haram based on the Qur'an and the Prophet's Sunnah.	
	3	I often look for information about the halalness of products before buying them.	
	4	I realize that halal is safe and healthful	
	5	I am aware that halal is permissible under Islamic law	
Attitudes	1	In Toraja, I like to buy halal food	(Irfany et al., 2023)
	2	I pay attention to the halal label when using or consuming halal products	
	3	Halal products have a higher value and are important to me	
	4	I tend to choose halal products even though the price is slightly higher	
	5	I feel that halal products in Toraja are a better choice for my health and morals.	
Purchase Intention	1	I will ensure that food has a strong intention to buy halal products.	(Aslan, 2023; Irfany et al., 2023)
	2	I prefer products from brands that have halal certificates	
	3	I am willing to pay extra for halal-certified items	
	4	In the future, I intend to buy halal items regularly	
	5	I will satisfy my need to purchase halal food goods	

RESULTS AND DISCUSSION

To assess the data, this study used Partial Least Squares with Structural Equation Model (PLS-SEM) utilizing SmartPLS 3.0 software. The technique used in PLS-SEM analysis is determined by data characteristics and mediation analysis. PLS-SEM data analysis can anticipate the influence of independent factors on the dependent variable and is ideal for predicting a collection of equations and generating correlations between variables in the proposed research model (Udin et al., 2023).

Table 3. Coefficients of the measurement model Variables

<i>Variables</i>	<i>Items</i>	<i>Loadings</i>	<i>Cronbach's Alpha</i>	<i>CR</i>	<i>AVE</i>
<i>Islamic Attributes</i>	IA2	0.859	0.857	0.904	0.704
	IA3	0.87			
	IA4	0.892			
	IA5	0.734			
<i>Halal Awareness</i>	HA1	0.733	0.814	0.871	0.574
	HA2	0.755			
	HA3	0.763			
	HA4	0.8			
	HA5	0.734			
<i>Scepticism</i>	SC1	0.782	0.884	0.915	0.684
	SC2	0.865			
	SC3	0.865			
	SC4	0.839			
	SC5	0.782			
<i>Attitude</i>	AT1	0.542	0.810	0.869	0.576
	AT2	0.827			
	AT3	0.725			
	AT4	0.806			
	AT5	0.853			
<i>Purchase Intention</i>	PI1	0.746	0.871	0.907	0.663
	PI2	0.703			
	PI3	0.79			
	PI4	0.972			
	PI5	0.883			

Source: Processed by the authors (2025)

The convergent validity test results in Table 3 show that the loading factor value of each item ranges from 0.542 to 0.927, which exceeds the threshold value of 0.50 (Hair et al., 2019). This indicates that all items are significant, proving the convergent validity of the measurement model. The Cronbach's α values of all variables range from 0.810 to 0.871 which is more than the minimum acceptable level of 0.60 (Hair et al., 2019). Thus, it can be stated that the measurement model has an appropriate level of internal consistency. Composite Reliability (CR) on all variables, namely Islamic Attributes, Halal awareness, Scepticism, Attitude, and Purchase Intention, each has a CR value of 0.857, 0.814, 0.884, 0.810, and 0.871, respectively. Based on Hair et al., (2019) and Sarstedt et al., (2022) that a CR value above 0.60 is acceptable, and the data is considered reliable. Furthermore, the average variance extracted (AVE) value of each variable is 0.704 for Islamic Attributes, 0.574 for Halal Awareness, 0.683 for Scepticism, 0.576 for Attitude, and Purchase Intention of 0.663. The overall AVE value has exceeded the acceptable

level of 0.40 (Hair et al., 2019). This AVE value illustrates that the items in a particular variable converge to represent the underlying constructs.

Table 4. Discriminant Validity (Fornell-Lacker's Criteria)

<i>Variable</i>	<i>Attitudes</i>	<i>Halal Awareness</i>	<i>Islamic Attributes</i>	<i>Purchase Intention</i>	<i>Scepticism</i>
<i>Attitudes</i>	0.841				
<i>Halal Awareness</i>	0.771	0.758			
<i>Islamic Attributes</i>	0.709	0.577	0.839		
<i>Purchase Intention</i>	0.759	0.721	0.679	0.814	
<i>Scepticism</i>	0.563	0.650	0.610	0.537	0.827

Source: Processed by the authors (2025)

In this work, the discriminant validity test used the Fornell-Lacker criterion to measure discriminant validity. Table 4 shows that the test results are larger than the correlation between factors. As a result, the discriminant validity in this study received legitimate approval and preference based on the Fornell-Larcker criterion (Henseler et al., 2016).

Figure 2. Research Hypothesis Model

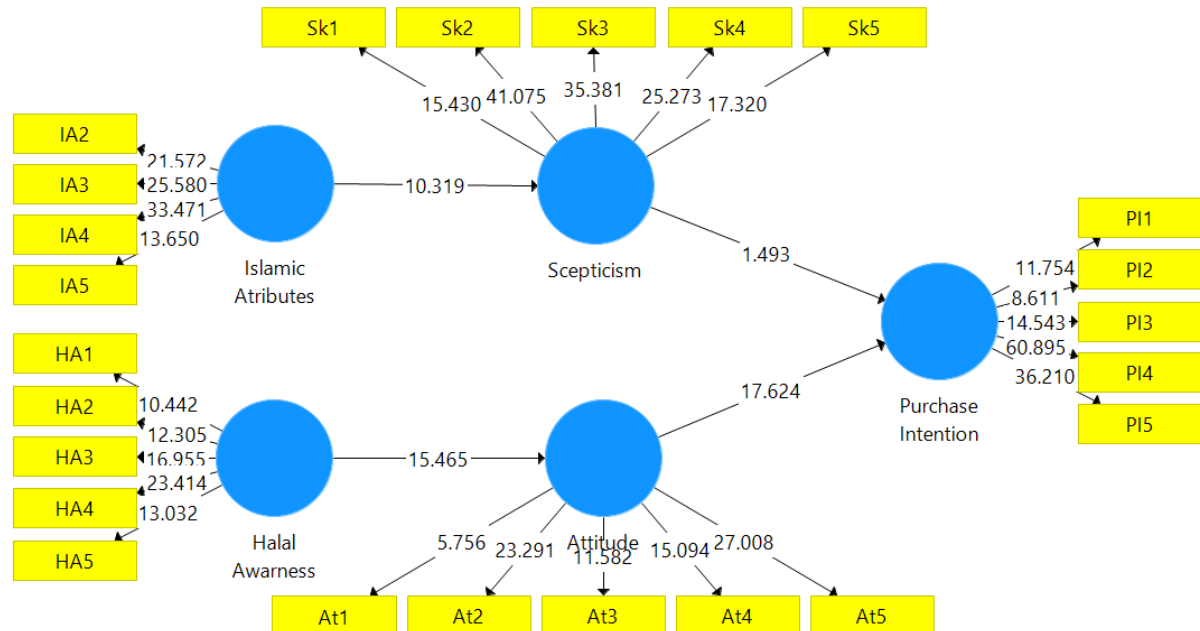


Table 5. Path Coefficient

Hipotesis	Variable	β	T Statistics	P Values	Keterangan
Direct Effect					
H1	IA -> SC	0.610	10.139	0.000	Significant
H2	SC -> PI	0.092	1.493	0.136	No Significant
H4	HA-> AT	0.771	15.465	0.000	Significant
H5	AT-> PI	0.789	17.624	0.000	Significant
Indirect Effect					
H3	IA->SC->PI	0.056	1.047	0.160	No Significant
H6	HA -> AT -> PI	0.609	10.827	0.000	Significant

Source: Processed by the authors (2025)

The findings of the PLS-SEM analysis in Figure 2 and Table 5 show that Islamic Attributes have a positive and significant effect on Scepticism ($\beta = 0.610$, $t = 10.139$, $p = <0.05$), so H1 can be accepted. Furthermore, Scepticism does not affect Purchase Intention ($\beta = 0.092$, $t = 1.493$, $p = > 0.05$) so that H2 is rejected. Then the indirect relationship between Islamic Attributes on Purchase Intention mediated by the Scepticism variable shows a positive but insignificant effect ($\beta = 0.056$, $t = 1.047$, $p = >0.05$) so H3 is rejected.

On the other hand, the relationship between Halal Awareness is confirmed to have a positive and significant effect on Attitudes with a value of $\beta = 0.711$, $t = 15.465$, $p = <0.05$. Thus, the 4th hypothesis in this study is accepted. Likewise, the relationship between Attitude has a positive and significant effect on Purchase Intention with $\beta = 0.789$, $t = 17.624$, $p = <0.05$. So that the researcher's 5th hypothesis can be accepted. Finally, the indirect relationship between Halal Awareness and Purchase Intention mediated by Attitude is confirmed to have a positive and significant effect ($\beta = 0.609$, $t = 10.827$, $p = <0.05$), meaning that Attitudes can bridge the relationship between Halal Awareness and Purchase Intention. So that the 6th hypothesis is accepted.

This study's findings indicate numerous significant discoveries concerning the link between Islamic characteristics, scepticism, and Purchase Intention in the context of purchasing halal items. The first study demonstrates that Islamic Attributes have a large and favorable impact on scepticism. This suggests that the stronger a person perceives Islamic qualities, the greater the amount of suspicion regarding them. According to a study performed by (Rostiani et al., 2023) when service providers highlight too many Islamic features, consumers with a level of halal knowledge will become more sceptical of such offers. As a result of the centrality of Islamic teachings in the context of halal products, an overemphasis on religious features may cause customer distrust regarding product offers.

However, the findings show that scepticism does not have a significant effect on purchase intention. This shows that when a person or consumer feels sceptical, it will reduce the purchase intention of a product. According to research Aji, (2017), scepticism will lead to a negative attitude towards halal products, which will result in a decrease in the purchase of these products.

Findings Rostiani et al., (2023) also found that scepticism will reduce the level of product purchases due to questionable motives between consumers and product/service providers.

Moreover, in the context of these findings, it appears that while Islamic attributes may trigger scepticism among consumers, the indirect relationship between Islamic attributes and purchase intention mediated by scepticism is not significant. This finding illustrates the importance of minimizing the level of scepticism among consumers to encourage higher purchase intentions. This confirms that when consumers have a high level of scepticism toward a particular product, it is likely that they will be reluctant to make a purchase. Conversely, if the level of scepticism can be properly managed and suppressed, then it is likely that their purchase intentions will increase, underscoring the importance of creating strong trust and confidence among consumers about the products offered. Thus, the management of halal food product service providers needs to understand how important it is to reduce the level of consumer scepticism through various marketing and education strategies that can strengthen consumer confidence in the products offered.

This finding also shows that Halal Awareness has a positive and significant effect on Attitudes. This research is strengthened by previous research conducted (Astuti & Asih, 2021), that halal awareness affects attitudes towards halal labels. This shows that awareness of the halal concept influences and shapes individual attitudes toward halal products. This significant effect underlines the importance of education and awareness of the halal concept in shaping consumer attitudes towards halal products, which can influence their purchasing decisions. Furthermore, customers are aware of the halal idea and are more concerned about their halal food intake, or they may be well educated to make an informed decision to purchase halal food items.

Furthermore, the data indicate that Attitudes have a favorable and substantial impact on Purchase Intention. This implies that people's sentiments regarding halal items have a direct impact on their purchasing intentions. A previous study (Bashir et al., 2019) has found that attitude has a substantial influence on purchasing intention. A favorable attitude toward halal cuisine fosters customer perceptions of quality and product trust. Positive attitudes regarding halal food tend to perceive these items as safer and more trustworthy alternatives since they are seen to fulfil religious and ethical consumer criteria. As a result, a favorable attitude toward halal products may enhance the possibility of consumers purchasing halal items.

Furthermore, the data demonstrate that Attitudes serve as a bridge between Halal Awareness and Purchase Intention. This demonstrates that individual attitudes regarding halal products play a key role in bridging the gap between halal product awareness and purchasing intentions. According to (Pradana et al., 2020), halal awareness has an indirect influence on purchase intention through Muslim customer sentiments toward halal labelling. In this context, a positive attitude can strengthen consumer confidence in consistency in choosing halal products, making it a key factor in shaping purchasing decisions for halal products.

Overall, the findings of this study shed light on the complexities of consumer behavior regarding the purchasing of halal items. By understanding that Islamic attributes may trigger scepticism, but do not directly affect purchase intentions. The findings also confirm the importance of awareness of the halal concept in shaping individual attitudes towards halal products, which in turn can influence purchase intentions. These findings provide a more

comprehensive view of the dynamics of consumer behavior related to halal products and highlight the important role of individual attitudes in influencing purchasing decisions. As a result, while establishing a halal marketing and promotion plan, it is critical to address the necessity of boosting customer knowledge of the halal concept as well as developing favorable attitudes toward halal products to induce increased buying intentions.

CONCLUSION

This research yields an in-depth understanding of the dynamics of purchase intention for halal food products in Tana Toraja. Although Islamic attributes may raise consumer doubts, scepticism does not prove to be a major obstacle in purchasing decisions. Instead, halal awareness and consumer attitudes play a key role in shaping purchase intentions. Therefore, increased efforts to raise public awareness of halal food products, while managing Islamic attributes wisely, can strengthen consumers' positive attitudes and ultimately drive the growth of the halal product market in Tana Toraja. The practical implications of this study include marketing strategies that focus more on education and the promotion of halal products to build positive consumer perceptions.

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