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Halal certification and Generation Z purchase intention: Lifestyle and social media influencer moderation

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ABSTRACT

The growing halal food market highlights the importance of halal certification in shaping consumer purchase intentions, particularly toward food products from micro, small, and medium-sized enterprises. This study examines the relationship between halal certification and Generation Z consumers' purchase intention in Bandung, West Java, Indonesia, considering the moderating roles of lifestyle and social media influencers. The study used a quantitative explanatory approach and purposive sampling to collect data from 197 Generation Z consumers. The findings indicate that halal certification positively influences purchase intention. Lifestyle has a positive direct relationship with purchase intention but weakens the relationship between halal certification and purchase intention. Meanwhile, social media influencers show no significant direct relationship with purchase intention but strengthen the relationship between halal certification and purchase intention. These findings highlight the importance of considering consumer characteristics and digital communication contexts when examining how halal certification relates to food purchase decisions. Theoretically, this study extends the theory of planned behavior framework by revealing the contrasting moderating effects of lifestyle and influencers on consumer behavior towards halal products. In practical terms, these findings provide managerial guidance for operators of food micro, small, and medium-sized enterprises on combining halal assurance with digital communication strategies.

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1. Introduction

Halal products are in demand not only among Muslim consumers but also among non-Muslim consumers who view them as a symbol of hygiene, quality, purity, and safety (Dewi et al., 2022; Pradana et al., 2022). According to the State of the Global Islamic Economy (SGIE) report, consumption of halal products and services increased from $1.62 trillion in 2012 to $2.43 trillion in 2023. This development highlights the strategic importance of halal food (Rachmawati et al., 2022). Indonesia has a large domestic consumer base for halal

products, accounting for about 12.3% of the global Muslim population (Irfany et al., 2025). Meanwhile, micro, small, and medium-sized enterprises (MSMEs) contribute to the distribution and production of various consumer goods, including food products (Suminah et al., 2022). However, population size and the number of businesses do not automatically result in a competitive halal industry. In fact, Indonesia has more than 64 million MSME businesses, while there are only about 3.8 million halal certifications (Styaningrum et al., 2025). Competitiveness also depends on a business's ability to meet halal certification requirements, which various factors can hinder (Fathoni et al., 2025).

Halal certification can serve as a quality assurance indicator for products, signaling compliance and reliability, and has the potential to bolster consumer confidence and promote product differentiation (Cholil et al., 2024). However, regulatory support does not necessarily ensure that business owners understand its strategic value or can complete the certification process. However, previous studies suggest that some MSME owners perceive halal certification as complicated, costly, or secondary to other business priorities (Izzah & Irfany, 2023; Hasan et al., 2026). Others may regard it primarily as an administrative requirement rather than a means of strengthening competitiveness and consumer trust (Pradana et al., 2024; Naldo & Hutagalung, 2025). Meanwhile, consumers may also consider the halal status of ingredients, preparation methods, and production processes when purchasing food.

The theory of planned behavior (TPB), proposed by Ajzen (1991), provides a conceptual framework for understanding the formation of purchase intentions for halal food. The TPB explains that intentions are influenced by attitudes toward the behavior, subjective norms, and perceived behavioral control. These three constructs are based on beliefs regarding the consequences of the behavior, the expectations of significant others, and factors that facilitate or hinder the performance of the behavior (Ajzen, 1991). In the context of halal consumption, halal certification provides information regarding a product's compliance with halal requirements, which can conceptually support a positive evaluation of the purchase.

The relevance of halal certification to purchase intent is supported by Hanifasari et al. (2024), which found that halal certification and logos, knowledge of the halal supply chain, and religious beliefs influence Indonesian millennial consumers' intention to purchase halal meat products. Another study among Indonesian Muslim consumers also identified halal awareness, religiosity, and perceptions of food safety and quality as important factors in decision-making regarding the purchase of halal food (Usman et al., 2025). This suggests that consumers may differ when evaluating and prioritizing product attributes to form purchase intentions.

Younger consumers, particularly Generation Z, base their purchasing decisions on a combination of product-related considerations, personal values, and the digital information environment (Dewantoro et al., 2025). This generation is commonly characterized as digitally exposed and value-oriented, with consumption preferences influenced not only by functional product attributes but also by lifestyle and perceived alignment with personal values (Khan & Khaled, 2026). In particular, Generation Z consumers may consider factors such as sustainability, authenticity, emotional connection, and transparency in production processes when evaluating products and brands (Prasanna & Priyanka, 2024; Putra et al., 2025).

Social media has become a space where consumers, especially Generation Z, can access product information not only from company communications but also from user reviews and content posted by social media influencers. In Indonesia, most Generation Z turns to social media platforms for information to feel confident about upcoming purchases (Huwaida et al., 2024). Lou and Yuan (2019) showed that the informational value of content

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and the credibility of influencers shape trust in branded content, which in turn is linked to purchase intent. From Ajzen's (1991) TPB perspective, information conveyed by influencers can shape consumers' beliefs about the consequences of a purchase. When consumers view an influencer as an important social reference, their recommendations may relate to normative beliefs that underlie subjective norms. Thus, in this study, influencers serve as sources of information and social references in forming purchase intentions.

Miele et al. (2024) shows that consumer concerns regarding halal products encompass product diversity, additives, genetically modified organisms, and alcohol content, and are linked to consumers' identities and social contexts. Furthermore, Miele et al. (2024) also show that halal consumption involves diverse considerations, meaning product attributes can matter differently across consumers. In addition to potentially influencing purchase intent directly, lifestyle can moderate the strength of halal certification's influence on purchase intent. Hanifasari et al. (2024) show that halal certification and logos influence the intention to purchase halal meat products. However, purchasing decisions may depend on individual consumption priorities.

Based on this discussion, this study examines the direct effects of halal certification, lifestyle, and social media influencers on Generation Z consumers' purchase intentions for MSME food products, and tests whether lifestyle and social media influencers moderate the effect of halal certification on purchase intentions. In this study, lifestyle reflects digitally oriented consumption practices, including online information searches, interest in halal food trends, attention to social media reviews, and preferences for accessibility and convenience. Bandung, West Java, Indonesia, was selected as the research setting because its culinary micro, small, and medium-sized enterprise (MSME) sector provides a relevant context for examining consumer behavior toward halal food products. Kartawinata et al. (2021), in a study of Muslim tourists who consumed culinary products from MSMEs in Bandung, found that attitudes toward halal labels influenced food purchasing decisions. This finding suggests that halal information is relevant to the marketing of culinary MSME products in Bandung.

However, their study focused on Muslim tourists and purchasing decisions, leaving room to examine consumers residing in Bandung, particularly Generation Z, and their purchase intention toward halal-certified food products offered by MSMEs. By using the TPB as a supporting conceptual framework, this study is expected to provide insight into the interrelationship between product attributes, personal orientations, and social information sources in forming purchase intentions. Practically, the findings are expected to serve as a foundation for MSMEs to communicate halal certification and design digital marketing strategies aligned with Generation Z's consumption characteristics.

2. Literature Review and Hypothesis Development

2.1. Literature Review

2.1.1. Theory of Planned Behavior

The theory of planned behavior (TPB) provides a theoretical framework for explaining how intentions form and how individuals behave. According to Ajzen (1991), three main constructs influence intentions: attitude toward the behavior, subjective norm, and perceived behavioral control. Attitude toward the behavior refers to an individual's positive or negative evaluation of engaging in a particular behavior. Subjective norm reflects the perceived social pressure to engage in or refrain from that behavior. Meanwhile, perceived behavioral control refers to an individual's perception of their ability to engage in the behavior and the ease or difficulty of doing so, including considerations of available resources and obstacles encountered (Ajzen, 1991). In general, the more positive an individual's attitude and the more supportive their subjective norms, and the higher their perceived

behavioral control, the stronger their intention to engage in that behavior. Intention is a direct antecedent of behavior, but its manifestation also depends on the extent to which the individual has actual control over executing the behavior (Ajzen, 1991).

Based on the TPB framework, this study incorporates lifestyle and social media influencers as contextual factors that can shape consumer responses to halal-certified food products from MSMEs. Previous research has extended the TPB by incorporating lifestyle-related characteristics and digital influences to explain consumer purchase intentions (Long et al., 2024; Mazhar & Zilahy, 2025). Specifically, Long et al. (2024) extended the TPB by incorporating social media influencers as an exogenous factor, showing that influencer-related factors can be integrated into a TPB-based framework without altering its core structure.

2.1.2. Purchase Intention

Purchase intention is a behavior that arises in response to an object, indicating a consumer's desire to purchase in the future (Kotler & Keller, 2022). Customers' willingness to buy usually arises from several factors, such as a preference for the product being offered, which then sparks interest in purchasing that product. A customer's willingness to buy usually stems from several factors, such as a preference for the product being offered, which then sparks an interest in purchasing that product (Diallo et al., 2013). Tazlia et al. (2023) argue that a person's purchasing interest cannot be separated from the accompanying feelings and emotions. When consumers feel happy and satisfied while making a purchase, that positive experience will strengthen their interest in making repeat purchases in the future. Conversely, if the experience is unsatisfactory, consumer interest will diminish or even disappear entirely. This demonstrates that emotional factors play a role just as important as rational considerations in the purchasing decision-making process.

2.1.3. Halal Certification

Halal certification refers to formal assurance that a product has fulfilled applicable halal requirements based on an assessment of its ingredients, production processes, and other relevant aspects (Darmalaksana, 2025). In Indonesia, halal certification is implemented within the national halal product assurance framework. Therefore, it should be understood not merely as a visual logo but as an institutional mechanism for communicating a product's halal status to consumers. As an assurance that a product complies with halal requirements throughout its production process, halal certification has become one of the factors that consumers may consider when evaluating products (Putri & Sjabadhyni, 2025). The availability of halal certification can increase consumer confidence and encourage positive perceptions that influence purchase intention (Lubis & Nawawi, 2026).

2.1.4. Lifestyle

Lifestyle is described as a set of behaviors that hold meaning for individuals and others at a specific time and place (Delia et al., 2024). These behaviors include social relationships, consumption patterns, leisure activities, and personal appearance. Lifestyle reflects an individual's activities, interests, and opinions, including financial expenditure and time management (Delia et al., 2024). The lifestyle examined in this study reflects digitally oriented consumption practices, including online information searches, interest in halal food trends, attention to social media reviews, and a preference for accessibility and convenience. Digital

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transformation, e-commerce, and social media have contributed to more dynamic, value-oriented consumption patterns, including how consumers obtain information about food, health, trends, and halal practices (Boen et al., 2025; Parks et al., 2025; Zhang & Traiwannakij, 2025). Therefore, consumers can evaluate products not only by functional attributes but also by alignment with daily routines, personal values, and consumption priorities.

2.1.5. Social Media Influencer

In this context, influencers are individuals with large followings and strong connections with their audience on social media platforms (Mileros et al., 2025). Influence on others' views or decisions occurs through various activities such as creating and sharing content, interacting with followers, and appearing personally on digital platforms (Mileros et al., 2025). Personal experiences communicated through photos, videos, and activities shape an influencer's identity. For businesses, specifically those targeting younger generations, messages delivered by social media influencers are often perceived as more reliable and engaging due to influencer credibility, trustworthiness, and knowledge, alongside an ability to build relationships with customers (Abdulla & Saberi, 2025; Li, 2025). Ao et al. (2023) explain that influencers commonly interact with followers in a relatively bilateral manner and may disclose personal information, which can contribute to perceptions of relational closeness. Promotional content that appears naturally integrated into everyday stories may also attract attention and increase message engagement (Munap et al., 2025).

2.2. Hypothesis Development

2.2.1. Halal Certification and Purchase Intention

Halal certification is expected to positively affect Generation Z's purchase intentions because it provides information about a product's compliance with halal requirements. Among younger consumers, particularly Generation Z, consumption decisions are shaped by product-related considerations, personal values, and the digital information environment (Dewantoro et al., 2025). When consumers cannot directly assess all ingredients and production processes, certification can serve as a basis for choosing a product (Putri & Sjabadhyni, 2025). Hanifasari et al. (2024) found that halal certification and logos influence the purchase intent for halal meat products among Indonesian millennial consumers. In this study, halal certification is also expected to provide an evaluation basis that supports Generation Z consumers' purchase intentions, particularly regarding food products from MSMEs.

The TPB by Ajzen (1991) explains that attitudes toward behavior are formed from beliefs about the consequences of that behavior and evaluations of those consequences. Halal certification information can reinforce the belief that purchasing a product allows consumers to obtain food that complies with halal requirements. If consumers perceive such compliance as important and desirable, this belief is expected to foster a more positive attitude toward purchasing and, in turn, strengthen purchase intention. Septiani and Ridlwan (2022) and Aslan (2023) found that halal certification positively affects the intention to purchase halal food. **H_1: Halal Certification Has a Positive Effect on Purchase Intention.**

2.2.2. Lifestyle and Purchase Intention

Lifestyle is one of the factors that can influence how consumers perceive a product's attributes, particularly among Generation Z. Changes in lifestyle, driven by

the rapid adoption of technology and marked by increasing health awareness, contemporary food trends, and a preference for products considered high-quality and offering added value, such as halal certification, have helped shape more dynamic consumption patterns (Zhang & Traiwannakij, 2025). High exposure to technology, marked by a tendency to use digital platforms such as social media and e-commerce, has made consumers more proactive in selecting products and more confident in choosing halal products. From a TPB perspective, beliefs about benefits underlie behavioral intentions (Ajzen, 1991). In this study, products perceived as aligned with preferences and easily accessible may receive more positive purchase evaluations, thereby driving purchase intention. Several previous studies, such as those by Aziz et al. (2021) and Suhendri and Indra (2023), show that lifestyle directly and significantly influences consumers' purchase interest in halal-certified products. Attention to trends driven by digital spaces increases the likelihood that consumers will become familiar with halal food products from MSMEs, giving them stronger reasons to consider purchasing. **H_2: Lifestyle Has a Positive Effect on Purchase Intention.**

2.2.3. The Moderating Role of Lifestyle between Halal Certification and Purchase Intention

Halal certification provides information regarding a product's compliance with halal requirements; however, consumers may respond differently to halal certification information. Miele et al. (2024) highlight the diversity of considerations in halal consumption by linking halal consumption to consumers' identity, lifestyle, and social context. As a tech-savvy generation, Generation Z's lifestyle is expected to strengthen the influence of halal certification on purchase intention by increasing consumer attention to information that supports their consumption choices (Sari & Susanti, 2025). Consumers who actively seek product information online, follow culinary trends, and consider reviews not only gain access to more product alternatives but also have a greater opportunity to recognize and evaluate the attributes of halal certification. Under these conditions, halal certification can serve as a basis for selecting MSME food products that are both appealing and meet consumption requirements (Purnomo et al., 2026). Therefore, lifestyle orientations that encourage engagement in searching for and evaluating product information are expected to increase the use of halal certification as a purchasing consideration, thereby strengthening its influence on purchase intention.

In a previous study, Aziz et al. (2021) demonstrated that lifestyle, particularly digital-related aspects, has a significant direct effect on purchase intention for halal-certified products. Conversely, Huthasuhut et al. (2022) found that lifestyle does not have a significant direct effect on consumer purchase intention. This inconsistency may indicate that lifestyle affects purchase intention differently, depending on the product category, consumer characteristics, and how these constructs are operationalized. In this study, halal certification provides information that can reinforce consumers' confidence that a purchase complies with halal requirements. At the same time, lifestyle is expected to increase attention to and use of that information. In this context, Ajzen's (1991) TPB can be used to explain this phenomenon, in which information on halal certification serves as a determinant of attitude and subjective norm, while lifestyle orientation influences perceived behavioral control; together, these factors drive consumers' purchase intention. **H_3: Lifestyle moderates the Relationship between Halal Certification and Purchase Intention.**

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2.2.4. Social Media Influencer and Purchase Intention

Social media influencers can positively affect purchase intention by providing information and consumer experiences that help consumers evaluate products before buying (Chen et al., 2024). For MSME food products, consumers may not yet have firsthand experience with the products being offered. Reviews on taste, presentation, price, halal certification, and the purchasing experience can clarify expected benefits and give consumers a clearer basis for considering a purchase (Loussaief & Haque, 2018). From the TPB perspective by Ajzen (1991), influencer recommendations relate to subjective norms; if consumers view an influencer as a social reference whose opinions or approval matter, this will influence their interest in purchasing the product. Sokolova and Kefi (2020) found that influencer credibility and parasocial interaction influence followers' purchase intentions in the context of beauty and fashion. Tazlia et al. (2023) found that influencer credibility affects perceived value and, consequently, purchase intentions. **H_4: Social Media Influencers have a Positive Effect on Purchase Intention.**

2.2.5. The Moderating Role of Social Media Influencers between Halal Certification and Purchase Intention

Generation Z consumers tend to use social media as a source of information when making purchasing decisions (Ngo et al., 2024). The impact of halal certification on purchase intention may depend on how information regarding the importance of halal certification is communicated to consumers. Certification signals a product's compliance with halal requirements, but that information may not attract attention or be understood as a factor in purchasing decisions (Jannah & Al-Banna, 2021). In this context, social media influencers can amplify certification's impact by showcasing certification status, explaining its relevance, and linking it to consumer experiences. When influencers are perceived as knowledgeable and share credible experiences, their recommendations are more likely to be accepted as part of the decision-making process (Chen et al., 2024).

From Ajzen's (1991) TPB perspective, influencer recommendations relate to subjective norms; if consumers view influencers as social references whose opinions or approval matter, this will influence their interest in purchasing the product. Rokhmah et al. (2025) found that social media influencers amplify the influence of halal awareness toward Generation Z's purchase intentions. **H_5: Social Media Influencers Moderate the Relationship between Halal Certification and Purchase Intention.**

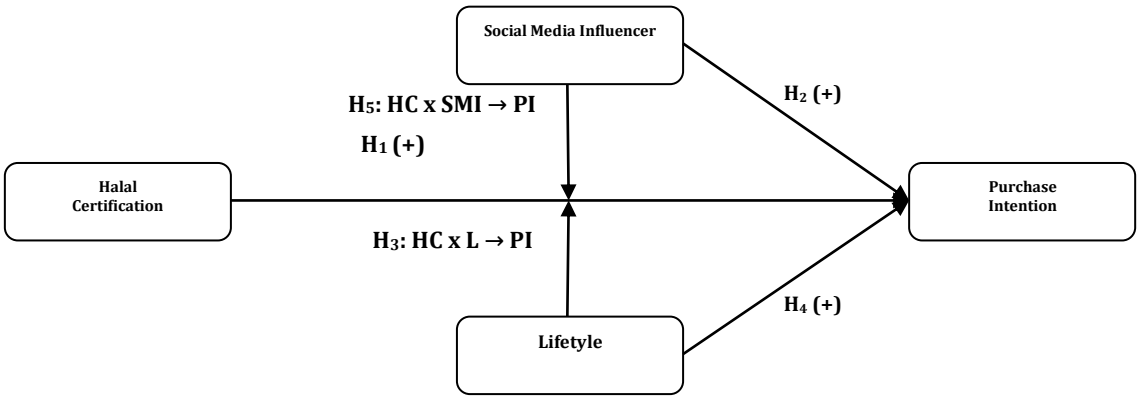


Figure 1. Research Model

Figure 1 presents the research framework. This framework illustrates the influence of halal certification, lifestyle, and social media influencers on purchase intention, as well as the interaction effects of halal certification with lifestyle and social media influencers.

3. Research Methods

3.1. Population and Sampling Method

This study employed a quantitative approach with an explanatory research design to examine the relationships among halal certification, lifestyle, social media influencers, and purchase intention. The population consisted of Generation Z consumers residing in Bandung, West Java, Indonesia. Following the classification used by Seemiller and Grace (2018), Generation Z refers to individuals born between 1997 and 2012. The study used non-probability purposive sampling because the exact population size of eligible respondents was not established. Respondents were selected based on predetermined criteria: Generation Z consumers born between 1997 and 2012; at least 17 years old at the time of data collection; residing in Bandung; actively using social media; and being familiar with social media reviews or recommendations when considering MSME food products. The researchers used the Cochran formula as a minimum sample-size benchmark (Cochran, 1977) because the population size was unknown. With a 95% confidence level (Z = 1.96), a 10% margin of error (e = 0.10), and the event proportion and its inverse = 0.50, the resulting minimum sample size was approximately 96.04 respondents, rounded up to 97 respondents. A total of 197 valid responses were subsequently obtained and included in the analysis, exceeding the minimum benchmark.

3.2. Data Collection Method

Primary data were collected through an online questionnaire during 2025. Before completing the questionnaire, respondents were screened to ensure fulfillment of the predetermined sampling criteria. Respondents were informed that their responses would be treated confidentially and used only for research purposes. The questionnaire employed a four-point Likert scale ranging from 1 = strongly disagree to 4 = strongly agree. The measurement indicators were adapted from previous studies and adjusted to the context of halal-certified MSME food products, Generation Z consumers, lifestyle, social media influencers, and purchase intention. The questionnaire was organized according to the constructs examined in the research model. Halal certification (HC) was measured using four items adapted from Aziz and Chok (2013). Purchase intention (PI) was measured using four items adapted from El Ashfahany et al. (2024). Lifestyle (LS) was measured using five items adapted from Maharani and Sevriana (2017) and Saparso (2022), while social media influencer (SMI) was measured using five items adapted from Patmawati & Miswanto (2022).

3.3. Data Analysis Method

Data analysis used partial least squares structural equation modeling (PLS-SEM) in SmartPLS 4. The analysis involved three stages (measurement model assessment, structural model assessment, and hypothesis testing). The measurement model was first assessed to evaluate construct validity and reliability. Convergent validity was examined using outer loadings >0.70 and average variance extracted (AVE) >0.50, while discriminant validity was assessed using the Heterotrait–Monotrait (HTMT) ratio (Hair et al., 2019). Reliability was evaluated using Cronbach's alpha and composite reliability, with values >0.70 considered acceptable. The structural model was assessed for

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collinearity using the variance inflation factor (VIF), with values <5 indicating no critical multicollinearity (Hair et al., 2019). Finally, hypothesis testing for direct effects and moderating relationships was conducted using a 5.000-subsample bootstrap resampling method, with associations deemed significant at $p < 0.05$ when the corresponding two-tailed t-statistics exceeded 1.96 (Hair et al., 2019).

4. Results and Discussion

4.1. Description of Respondents

As shown in Table 1, this study collected 197 respondents who met the criteria by answering "Yes" to the question, "Are you 17 years old or above and actively use social media?" Overall, female respondents made up 52.8%, while male respondents made up 47.2%. By age, most respondents were 18-23 (83.8%) and 24-29 (16.2%), reflecting Generation Z as the study's main focus. In terms of occupational background, most respondents were students or college students (44.7%), followed by private/state-owned enterprise/region-owned enterprise employees (23.4%), civil servants (15.7%), entrepreneurs (14.7%), and others (1.5%). Regarding income levels, the average respondent had an income of < IDR 1.000.001 (38.6%), followed by IDR 1.000.001-3.000.000 (29.0%), < IDR 3.000.001-5.000.000 (16.2%), and > IDR 5.000.000 (16.2%).

Table 1. Respondent Description

Indicator	Frequency	Percentage
Gender		
Male	93	47.2
Female	104	52.8
Age		
18-23	165	83.8
24-29	32	16.2
Job		
Students/College Students	88	44.7
Private/State-Owned Enterprise/Region-Owned Enterprise	46	23.4
Civil Servant	31	15.7
Self-Employed	29	14.7
Others	3	1.5
Income		
< IDR 1.000.000	76	38.6
IDR 1.000.001 – 3.000.000	57	29.0
IDR 3.000.001 – 5.000.000	32	16.2
> IDR 5.000.000	32	16.2

4.2. Measurement and Structural Model

In the measurement model, three types of tests were conducted: convergent validity (outer loadings and AVE), discriminant validity (HTMT), and reliability (Cronbach's alpha and composite reliability), to ensure data validity and reliability. Table 2 shows that all indicators have outer loadings above 0.70 and VIF values below 5, while all AVE values exceed the 0.50 threshold, indicating that all indicators meet the criteria for convergent validity (Hair et al., 2019). Furthermore, the reliability assessment confirms that both Composite reliability and Cronbach's alpha values exceed the minimum threshold of 0.70, demonstrating adequate internal consistency (Hair et al., 2019).

Table 2. Validity, Reliability, VIF, and AVE for Constructs

Variable	Outer Loading	VIF	Cronbach's Alpha	Composite Reliability	AVE
Halal Certification			0.849	0.892	0.664
HC1	0.839	2.102			
HC2	0.804	1.549			
HC3	0.796	1.646			
HC4	0.821	2.044			
Purchase Intention			0.847	0.897	0.686
PI1	0.867	2.384			
PI2	0.782	1.592			
PI3	0.813	1.819			
PI4	0.849	2.213			
Lifestyle			0.833	0.888	0.623
L1	0.806	1.969			
L2	0.786	1.879			
L3	0.800	1.797			
L4	0.761	1.832			
L5	0.794	1.927			
Social Media Influencer			0.862	0.901	0.646
SMI1	0.788	2.352			
SMI2	0.793	2.418			
SMI3	0.819	2.095			
SMI4	0.842	2.526			
SMI5	0.772	2.139			

Discriminant validity was assessed using the HTMT. As shown in Table 3, the HTMT values were below the recommended threshold of 0.90, indicating adequate discriminant validity between the corresponding constructs. These results indicate that the four constructs demonstrate adequate discriminant validity. This suggests that each construct is empirically distinct from the others and captures a conceptually different aspect of the research model.

Table 3. Discriminant Validity (HTMT) Ratio

	Lifestyle	Purchase Intention	Halal Certification	Social Media Influencers
L				
PI	0.724			
HC	0.596	0.876		
SMI	0.875	0.748	0.656	

Based on the data processing results shown in Table 4, the model produced an R^2 value of 0.656 and an adjusted R^2 of 0.647 for purchase intention, indicating that halal certification, lifestyle, social media influencers, and their interaction terms collectively explain 65.6% of the variance in purchase intention, while the adjusted value accounts for model complexity. The remaining 34.4% of the variance may be associated with other factors, such as price, taste, perceived quality, trust, halal awareness, religious commitment, accessibility, brand familiarity, and consumer experience, which may be considered in future research.

Table 4. R-Square Value

Variable	R-Square	R-Square Adjusted
Purchase Intention	0.656	0.647

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4.3. Hypothesis Test

Table 5. Result of Hypothesis Test

Hypothesis	Original Sample	Sample Mean	Standar Deviation	T-Statistics	P-Values
Halal Certification → Purchase Intention	0.566	0.562	0.066	8.546	0.001
Lifestyle → Purchase Intention	0.215	0.222	0.102	2.108	0.018
Lifestyle x Social Media Influencers → Purchase Intention	-0.241	-0.230	0.103	2.351	0.009
Social Media Influencers → Purchase Intention	0.079	0.070	0.082	0.959	0.169
Social Media Influencers x Halal Certification → Purchase Intention	0.180	0.165	0.088	2.038	0.021

Based on Table 5, the hypotheses were evaluated using one-tailed bootstrapping in the PLS-SEM analysis at a 5% significance level ($\alpha = 0.05$). The results show that halal certification positively affects purchase intention ($\beta = 0.566$; $t = 8.546$; $p < 0.001$), supporting the first hypothesis. Lifestyle also positively affects purchase intention ($\beta = 0.215$; $t = 2.108$; $p = 0.018$), supporting the second hypothesis. In contrast, the direct effect of social media influencers on purchase intention is positive but not statistically significant ($\beta = 0.079$; $t = 0.959$; $p = 0.169$); therefore, the fourth hypothesis is not supported.

The moderation results provide further insight into these relationships. The interaction between lifestyle and halal certification negatively affects purchase intention ($\beta = -0.241$; $t = 2.351$; $p = 0.009$). This indicates that, although lifestyle has a positive direct association with purchase intention, higher levels of lifestyle weaken the positive relationship between halal certification and purchase intention. Consequently, the third hypothesis is not supported in its hypothesized positive direction. In contrast, the interaction between social media influencers and halal certification is positive ($\beta = 0.180$; $t = 2.038$; $p = 0.021$), supporting the fifth hypothesis. This finding indicates that social media influencers strengthen the positive relationship between halal certification and purchase intention.

4.4. Discussion

4.4.1. Halal Certification and Purchase Intention

The findings indicate that halal certification has a positive and significant effect on Generation Z consumers' purchase intention toward MSME food products. This suggests that halal certification serves as a meaningful product-related cue when consumers evaluate food products (Ishak et al., 2016). Halal certification can reduce uncertainty about ingredients and production processes, providing assurance that supports consumers' product evaluations (Anam et al., 2018). From the perspective of the TPB, information about halal certification may contribute to the formation of positive behavioral beliefs and, consequently, purchase intention (Ajzen, 1991). However, certification remains one of several product attributes consumers consider, alongside taste, price, quality, and convenience.

This finding is consistent with Mutmainah (2018), who found that halal certification positively and significantly influenced consumers' purchase intention toward halal food products. Similarly, the present study suggests that halal certification is an important consideration for Generation Z consumers when evaluating food products offered by MSMEs. For MSMEs, these findings highlight the importance of clearly and accurately communicating halal certification through product packaging and digital marketing channels. Such communication should be

supported by consistent product quality, transparent information, and reliable business practices to help consumers make informed purchasing decisions.

In the current food-sector context, certification serves as a product-related assurance cue, which plausibly explains its observed relationship with purchase intention (Fernando & Dewi, 2025). The findings provide implications for food-sector MSMEs. Businesses should communicate certification accurately and visibly, and avoid presenting halal certification as a substitute for other quality and safety practices (Ab Talib et al., 2018). Halal certification may strengthen consumer confidence, but it is likely to contribute more to competitiveness when supported by consistent product quality, transparent information, and reliable business practices.

4.4.2. Lifestyle and Purchase Intention

The results suggest that consumers' patterns of activities, interests, opinions, digital engagement, convenience orientation, and consumption practices are relevant to responding to MSME food products (Auliandri et al., 2025). This finding is consistent with Mazhar and Zilahy (2025), who found that food-related lifestyle characteristics positively influenced green food purchase intention, indicating that lifestyle can shape the behavioral context through which consumers evaluate food products. Mazhar and Zilahy (2025) also suggest that lifestyle should be understood in relation to consumers' purchasing habits and attitudes rather than as an isolated demographic characteristic.

Lifestyle in this study reflects digitally oriented consumption practices, including online information search, interest in halal food trends, attention to social media reviews, and preferences for accessibility and convenience. These practices may facilitate product discovery and simplify purchasing decisions, thereby supporting purchase intention (Juliana et al., 2025a). From the perspective of the TPB developed by Ajzen (1991), these digital lifestyle practices can be viewed as factors that strengthen perceived behavioral control by providing easy access to information and fostering positive attitudes toward purchasing decisions about food products from MSMEs.

4.4.3. Lifestyle Moderates the Relationship between Halal Certification and Purchase Intention

The findings indicate that lifestyle negatively moderates the relationship between halal certification and purchase intention. Specifically, the positive relationship between halal certification and purchase intention becomes weaker at higher levels of lifestyle, as measured by the indicators used in this study. This finding suggests that the role of halal certification in shaping purchase intention may vary according to individuals' consumption orientations and habits. One possible explanation is that consumers with a stronger digital lifestyle orientation consider a wider range of information and product attributes, such as convenience, trends, online reviews, accessibility, and efficiency (Delia et al., 2024; Mayang & Sari, 2025). Under these conditions, halal certification remains relevant, although its relationship with purchase intention becomes weaker.

Zulkfli et al. (2023) also reported a negative moderating effect in the context of halal bakery products. As a result, halal certification may remain relevant, but its relative contribution to purchase intention may become less pronounced (Marliana & Rokhim, 2025). Although lifestyle has a positive direct relationship with purchase intention, it does not necessarily strengthen every product-related attribute that contributes to purchase intention (Akkaya, 2021). The negative moderating effect

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observed in this study is comparable to the finding of Rukmana et al. (2025), who reported that religiosity weakened the relationship between halal certification and online purchase intention for halal food. Although the moderating variables differ, the findings suggest that the relationship between halal certification and purchase intention may vary according to consumer characteristics. In this study, lifestyle operates differently as a direct predictor and as a moderator.

This conditional relationship can be explained through Ajzen's (1991) TPB: when consumers have high perceived behavioral control and are exposed to various subjective norms related to digital trends, the relative weight of their attitude toward halal certification in shaping purchase intention may shift or interact dynamically with other considerations. For MSMEs, this does not mean reducing attention to halal certification. Instead, halal assurance may need to be communicated together with other attributes relevant to digitally oriented consumers, such as taste, convenience, product innovation, price transparency, and credible product information (Mulyandi et al., 2025).

4.4.4. Social Media Influencers and Purchase Intention

The findings do not indicate a statistically significant direct relationship between social media influencers and purchase intention in the present model. The nonsignificant direct effect does not imply that influencer communication is universally ineffective. Rather, influencer exposure alone may be insufficient to generate purchase intention (Chidiac & Bowden, 2023). Meta-analytic evidence shows that influencer effectiveness varies with credibility, expertise, message characteristics, product, platform, and audience factors (Han & Balabanis, 2024; Barari et al., 2026).

The characteristics of the present sample also provide a possible contextual explanation. Most respondents were young Generation Z consumers, and a substantial proportion were students or college students. Within this consumer group, influencer recommendations may be useful for discovering products but may not independently determine purchase intention because food purchases can still depend on immediate product attributes such as taste, price, convenience, accessibility, and perceived halal status (Gohil et al., 2025). This interpretation is plausible rather than causal because the present study did not directly measure product involvement, influencer type, follower–influencer relationship, or the relative importance of these attributes.

The nonsignificant direct effect alongside significant moderation suggests that influencers may matter more for how consumers respond to halal certification than for purchase intention alone. Influencer communication may strengthen the value of certification by making halal-related information more visible or persuasive. This interpretation aligns with evidence that influencer effects depend on contextual factors and credibility-related mechanisms (Bhagat, 2024; Barari et al., 2026; Saeed et al., 2026). Based on the TPB developed by Ajzen (1991), these findings indicate that exposure to influencers alone is not strong enough to directly influence attitudes or perceived behavioral control, but rather acts as an external factor that moderates how subjective norms and external information, such as halal certification, are processed to form purchase intentions.

4.4.5. Social Media Influencers Moderate the Relationship between Halal Certification and Purchase Intention

The findings suggest that social media influencers play a primarily contextual role rather than a purely direct one. Social media influencers may function as a contextual communication factor rather than merely as a direct source of purchase influence (Chidiac & Bowden, 2023). The combination of a significant moderation effect and a nonsignificant direct effect of social media influencers is particularly noteworthy. It suggests that social media influencers may not independently generate sufficient purchase intention, but may influence how consumers respond to another product-related attribute, namely halal certification (Juliana et al., 2025b). In other words, social media influencers' role in this study appears more contextual than purely direct. This distinction aligns with recent research showing that influencer effects can operate through credibility, engagement, and other consumer-response mechanisms rather than a simple direct relationship with purchase intention.

The finding is also relevant to Tazlia et al. (2023) on influencer credibility and halal-related consumer behavior. However, evidence from Islamic branding or halal cosmetics should be treated as supporting comparisons rather than direct equivalents to halal certification in MSME food products because product category, consumer involvement, certification characteristics, and construct operationalization may differ (Sakti & Ramadhani, 2023). From a practical perspective, MSMEs may consider using relevant local creators to communicate halal certification alongside other product information. Influencer selection should go beyond follower count to include audience relevance, credibility, transparency, content accuracy, and product–audience fit. Influencer communication should strengthen consumers' understanding and evaluation of halal-certified products rather than replace formal halal assurance.

From the perspective of Ajzen's (1991) TPB, this moderating role suggests that social media influencers do not directly alter purchase intention; instead, social media influencers act as social reference reinforcers that strengthen subjective norms and foster a more positive attitude toward the importance of halal certification information. Overall, these findings enrich the literature on halal consumer behavior and offer practical implications for MSMEs to develop marketing strategies aligned with Generation Z characteristics and support responsible consumption and production practices. In addition, this research can help the government and related institutions formulate more effective policies to encourage halal certification, especially for MSMEs. Based on the findings, existing programs such as free halal certification can be paired with marketing assistance and branding literacy, so halal certification is seen not only as an obligation but also as a strategic advantage in the dynamic, digital-oriented Generation Z consumer market.

5. Conclusion

This study confirms that halal certification is an important product-related cue associated with Generation Z consumers' purchase intention toward MSME food products in Bandung, West Java, Indonesia. However, this relationship varies by context: lifestyle weakens the positive relationship between halal certification and purchase intention, whereas social media influencers strengthen it. Meanwhile, the direct effect of social media influencers on purchase intention is not statistically significant, suggesting that its role may be more contextual than independent.

Theoretically, these findings extend the TPB by examining lifestyle and social media influencers as contextual factors that may shape how consumers respond to product-related

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information. The contrasting moderation effects also demonstrate that a variable's positive direct effect does not necessarily imply positive moderation, highlighting the importance of examining both relationships separately. For MSMEs, halal certification should remain central to product assurance and communication but should be complemented by other consumer-relevant attributes, including taste, quality, convenience, innovation, transparent pricing, and accessibility. Influencer collaborations should prioritize audience relevance, credibility, transparency, expertise, content accuracy, and product–audience fit rather than follower size alone. Influencers can help communicate verifiable halal information but should not replace formal certification.

Policymakers and supporting institutions could complement certification programs with digital communication and branding assistance, including training on accurate certification communication, integrated product positioning, and appropriate influencer selection. Such support may help MSMEs engage digitally oriented Generation Z consumers more effectively. Several limitations should be acknowledged. Purposive sampling of 197 respondents limits generalizability beyond Generation Z consumers in Bandung, West Java, Indonesia. The study did not measure religious affiliation, religiosity, or halal awareness, which may explain variation in responses to halal certification. Furthermore, the cross-sectional design and self-reported data limit causal interpretation, and the study did not directly examine influencer credibility, content quality, product involvement, or parasocial relationships.

Future research could incorporate religiosity, halal awareness, digital halal literacy, product involvement, and influencer credibility into the model. Comparative studies across cities and consumer groups could assess whether the moderating effects are consistent across contexts. Longitudinal or experimental designs could also investigate the mechanisms underlying lifestyle's negative moderation and social media influencers' positive moderation, providing deeper insight into how halal assurance interacts with evolving consumption patterns and digital communication.

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