

Consumer Decision-Making in Halal Product Purchases at Bakpia Pathok 25 Based on the Theory of Planned Behavior

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ABSTRACT

Bakpia Pathok 25 has secured halal certification; nonetheless, the promotion and marketing efforts have inadequately highlighted its halal status, resulting in consumer unawareness of the product's halal designation. This study seeks to investigate the impact of attitude, subjective norms, and perceived behavioral control on customer decision-making on the acquisition of halal items at Bakpia Pathok 25, grounded in the Theory of Planned Behavior (TPB). This is a quantitative study utilizing a survey methodology. The study population included 4,227 users of Bakpia Pathok 25 at the Pabrik Jaya shop, with a sample of 110 respondents chosen by purposive sampling. The study tool employed is a questionnaire including 45 items. The instrument's validity and reliability were assessed by Pearson's product-moment correlation and Cronbach's Alpha. Data analysis methodologies encompass multiple regression analysis and Structural Equation Modeling-Partial Least Squares (SEM-PLS). The data processing software comprises IBM SPSS Statistics 23, SmartPLS 4.1.0.6, and Microsoft Excel Office 2021. The findings reveal that the categories of attitude, subjective norms, perceived behavioral control, and consumer decision-making regarding the purchase of halal items at Bakpia Pathok 25 were moderate, with frequencies of 62%, 67%, 47%, and 65%, respectively. The attitude did not exert a favorable and significant influence on consumer purchasing decisions for halal products at Bakpia Pathok 25. Subjective norms and perceived behavioral control exerted a positive and significant influence on consumer purchasing decisions. Collectively, attitude, subjective norms, and perceived behavioral control exerted a large and favorable impact on consumer purchasing decisions. Attitude did not directly influence purchasing decisions, although subjective norms and perceived behavioral control exerted a direct impact. Both attitude and perceived behavioral control exerted an indirect influence on purchasing decisions, but attitude additionally impacted subjective norms indirectly.

Keywords: Bakpia Pathok 25, consumer purchase decision, halal products, Theory of Planned Behavior (TPB)

INTRODUCTION

Indonesia, home to the largest Muslim population in the world, with 240.62 million people (86.7%) identifying as Muslim in 2023, according to the Royal Islamic Strategic Studies Centre in 2023, has seen a significant increase in demand for halal products, particularly food. Indonesia is the second-largest consumer of halal products globally, after Malaysia, and aspires to become the world's leading halal product producer by 2024. The Indonesian government has enacted Law No. 33 of 2014 on Halal Product Guarantee (JPH), providing a legal framework to protect consumers. In Islam, halal refers to that which brings goodness, benefits, and health in various aspects of life, as outlined in the Quran (Quran 2:168), whereas haram refers

to things prohibited or unlawful according to Islamic teachings (Aslan, 2023). The mandatory halal certification for food and beverages, as well as for slaughtered products, will take effect starting October 18, 2024. According to Rongiyati (2024), there are 64.4 million Ministry of Micro, Small and Medium Enterprises (MSMEs) in Indonesia, but only 3.8 million have obtained halal certification between October 2019 and February 2024. On May 15, 2024, the government decided to delay the mandatory halal certification for micro and small enterprises' food and beverage products until October 2026, while medium and large enterprises will still be required to comply starting October 18, 2024 (bpjph.halal.go.id). Challenges in halal certification for MSMEs include a lack of knowledge, financial issues, lack of facilities and documentation, and the mindset that halal certification is only necessary for large businesses (Ningrum, 2022).

Special Region of Yogyakarta (DIY) is a popular tourist destination, with a 17% increase in foreign tourist visits in December 2023. This has spurred the growth of souvenir industries, including Bakpia, a traditional Yogyakarta delicacy. Bakpia Pathok 25, established by Ibu Tan Aris Nio in 1979, is a famous souvenir center that has obtained halal certification. However, the halal status of Bakpia Pathok 25 has not been effectively highlighted in its promotions and marketing efforts, leading to consumer unawareness of the product's halal status. Understanding consumer behavior is crucial in addressing consumer desires and needs. According to Kotler dan Armstrong (2012), purchase decision is the final stage in the consumer's buying behavior, whether as an individual or a household buying goods and services for personal consumption.

This study uses the Theory of Planned Behavior (TPB) to predict consumer behavior in purchasing halal products. TPB has been widely used in studies on the intention to purchase halal food (Agistya & Khajar, 2022; Mariana et al., 2020; Ningtyas et al., 2021; Vizano et al., 2021). According to Ajzen (1991), an individual's behavior, in this case, their purchase decision, stems from their intention to purchase. TPB provides a comprehensive framework for understanding the factors that determine this behavior and has been used extensively to measure purchase intention among consumers. Attitude, subjective norms, and perceived behavioral control influence purchase intention, which in turn affects the purchase decision (Ajzen, 2015). Halal knowledge refers to the facts, feelings, or experiences an individual or group has regarding the halal status of consumed products (Fachrurrozie et al., 2023). Halal awareness refers to knowledge about the concept of halal, halal processes, and the importance of consuming halal products (Millatina & Sayyaf, 2023). Halal certification is the formal recognition of a product's halal status, issued by BPJPH based on a fatwa from MUI (Kusuma & Kurniawati, 2021).

This study aims to examine the impact of consumer attitude variables (halal knowledge, halal awareness, and halal certification), subjective norms (normative beliefs and motivation to comply), and perceived behavioral control (control beliefs and the power of control beliefs) on consumer decision-making in purchasing halal products at Bakpia Pathok 25, based on TPB. The findings of this study are expected to provide insights into the influence of attitude, subjective norms, and perceived behavioral control on consumer decisions in purchasing halal products at Bakpia Pathok 25.

PURPOSE OF THE STUDY

The objectives of this study are to examine consumer attitudes, subjective norms, perceived behavioral control, and their influence on purchasing decisions regarding the halal product, Bakpia Pathok 25. This study aims to investigate the effect of consumer attitudes on their purchasing decisions for Bakpia Pathok 25, a halal product. Additionally, the study will analyze the impact of subjective norms on consumer decision-making when purchasing the halal product Bakpia Pathok 25. The study will also evaluate how perceived behavioral control influences consumer purchasing decisions for Bakpia Pathok 25. Finally, this

research will explore the combined effect of attitudes, subjective norms, and perceived behavioral control on consumer purchasing decisions for Bakpia Pathok 25.

METHOD

This study is a quantitative research with a survey method approach. According to Sugiyono (2024), quantitative research is based on the philosophy of positivism, used to investigate a specific population or sample, data is collected using research instruments, and data analysis is quantitative or statistical, with the aim of describing and testing the hypotheses that have been set. This study uses independent variables (attitude, subjective norms, and perceived behavioral control) and a dependent variable (purchase decision). The research was conducted from January to July at the official Bakpia Pathok 25 store, namely the Toko Pabrik Jaya in Sanggrahan Pathuk NG I/504, Ngampilan, Yogyakarta City, Special Region of Yogyakarta.

Population and Sample

The population in this study consists of 4,227 Bakpia Pathok 25 consumers. The sample was determined using Slovin's formula at a 10% significance level, resulting in 110 consumers. The sampling technique used in this study is purposive sampling.

Data Collection and Analysis

This study used a questionnaire distributed directly to consumers at the official Bakpia Pathok 25 store, Toko Pabrik Jaya. The questionnaire was filled out in two ways: online via Google Forms and offline using paper questionnaires distributed directly. The data analysis techniques used are multiple regression analysis and Structural Equation Modeling - Partial Least Squares (SEM-PLS).

Research Instruments

The questionnaire was developed based on the instrument blueprint, consisting of 45 items, divided into the following variables: attitude (10 items), subjective norms (10 items), perceived behavioral control (10 items), and purchase decision (15 items). The research instrument blueprint is shown in Table 1.

Validity and Reliability

The validity test was conducted on 30 respondents. The research results show that the table value of r for 30 respondents (N) is 0.361. Items 1 to 45 have calculated r values greater than the table r value of 0.361 ($n = 30$; $\alpha = 5\%$). Thus, it can be concluded that these items are valid and can be used for data collection.

Table 1. Instrument Reliability Test Results

Variable	Cronbach's Alpha	Description
Attitude	0.876	Reliable
Subjective Norms	0.858	Reliable
Perceived Behavioral Control	0.909	Reliable
Purchase Decision	0.919	Reliable

Based on Table 2, it can be seen that all variables have a Cronbach's Alpha greater than 0.7, so it can be concluded as reliable, and therefore, each item is suitable for use as a measurement tool. This study uses descriptive analysis and categorization for respondent characteristics. The prerequisite tests for analysis include normality test, multicollinearity test, and heteroscedasticity test. Hypothesis testing is carried out

using multiple regression analysis (coefficient of determination, simultaneous significance test (F-test), and individual parameter significance test (t-statistic)), and Structural Equation Modeling – Partial Least Squares (SEM-PLS).

Table 2. Research Instrument Blueprint

Variabel	Indikator	Sub Indikator	No Item	Referensi	
Attitude (10 items)	Halal Knowledge	Understanding halal and haram laws	1	Briliana & Mursito (2017)	
		Differentiating between halal and haram	2	Briliana & Mursito (2017)	
		Information on halal status	3	Briliana & Mursito (2017)	
		Importance of halal knowledge	4	Briliana & Mursito (2017)	
	Halal Awareness	Halal standards	Production process according to halal standards	5	Basri & Kurniawati (2019)
			Use of halal ingredients	6	Bachmid & Noval (2023)
			Halal products are clean and healthy	7	Aslan (2023)
		Halal Certification	Importance of halal certification	8	Aslan (2023)
			Halal logo	9	Basri & Kurniawati (2019)
			Belief in halal certification	10	Hasib et al. (2023)
Subjective Norms (10 items)	Normative Beliefs	Belief in religious norms	1	Ningtyas et al. (2021)	
		Belief in family norms	2	Hasib et al. (2023)	
		Belief in friends	3	Ardiyanto et al. (2024)	
		Belief in community leaders	4	Hasib et al. (2023)	
		Belief in social norms	5	Vanany et al, 2019	
	Motivation to Comply	Motivation to comply with religious norms	6	Hasib et al. (2023)	
		Motivation to comply with family norms	7	Hasib et al. (2023)	
		Motivation to comply with friends	8	Hasib et al. (2023)	
		Motivation to comply with community leaders	9	Aslan (2023)	
		Motivation to comply with social norms	10	Vanany et al. (2019)	
Perceived Behavioral Control (10 items)	control beliefs	Availability of products	1	Vanany et al. (2019)	
		Belief in knowledge	2	Lim & An (2021)	
		Time	3	Vanany et al. (2019)	
		Ease of access	4	Vanany et al. (2019)	
		Product price	5	Ardiyanto et al. (2024)	
	Power of Control Beliefs	Availability of information	6	Ardiyanto et al. (2024)	
		Ease of obtaining products	7	Ardiyanto et al. (2024)	
		Repeat purchase	8	Lim & An (2021)	
		Self-confidence	9	Lim & An (2021)	
		Blessings	10	Vanany et al. (2019)	
Purchase Decision (15 items)	Internal Factors	Motivation	1	Tambunan (2021)	
			2	Aslan (2023)	
		Perception	3,4	Florencia & Subiga (2016)	
			5	Aslan (2023)	
		Attitude formation	6	Tambunan (2021)	
	External Factors	Integrity	7	Tambunan (2021)	
		Personality	8	Florencia & Subiga (2016)	
		Family	9	Tambunan (2021)	
		Culture	10	Florencia & Subiga (2016)	
		Social class	11, 12	Florencia & Subiga (2016)	
		Reference group	13,14	Tambunan (2021)	
		Technology	15	Tambunan (2021)	

FINDINGS

Respondent Characteristics

The respondents in this survey come from a variety of backgrounds, representing diverse age groups ranging from 15 to over 35 years old. They have different educational levels, from high school graduates to those with master's degrees, and a wide range of occupations, including students, civil servants, entrepreneurs, and others. The respondents' religious beliefs and regional origins also vary, with participants

coming from various areas across Indonesia, and they have different income levels, reflecting a broad spectrum of socio-economic statuses. The respondent characteristics of this study are shown in Table 3.

Table 3. Respondent Characteristics

Respondent Characteristics	Respondent Characteristics	Respondent Characteristics
Age		
15 - 20 years	26	24%
20 - 25 years	49	45%
25 - 30 years	16	15%
30 - 35 years	7	6%
> 35 years	12	11%
Gender		
Male	55	50%
Female	55	50%
Education		
High School/Equivalent	22	20%
Bachelor/Diploma	78	73%
Master	8	7%
Religion		
Islam	95	86%
Catholic	9	8%
Christian	5	5%
Hindu	0	0%
Buddhist	1	1%
Confucianism	0	0%
Origin		
DIY (Special Region of Yogyakarta)	23	21%
Central Java	17	15%
East Java	20	18%
West Java	14	13%
Greater Jakarta Area (Jabodetabek)	8	7%
Sumatera	14	13%
Kalimantan	7	6%
Sulawesi	4	4%
Bali	1	1%
Nusa Tenggara	2	2%
Occupation		
Student	69	63%
Civil Servant/Military/Police	7	6%
State-Owned Enterprise Employee	8	7%
Entrepreneur	19	17%
Others	7	6%
Income		
< Rp. 1,000,000	50	45%
Rp. 1,000,000 - Rp. 2,500,000	30	27%
Rp. 2,500,000 - Rp. 3,500,000	8	7%
> Rp. 3,500,000	20	20%
Reasons for Buying Bakpia		
Souvenir from Yogyakarta for family	84	76%
Personal consumption	50	45%
Requested by family/friends	27	25%
Delicious taste	28	25%
Nostalgic moment	13	12%

Attitude, Subjective Norms, Perceived Behavioral Control, and Consumer Purchase Decision When Buying the Halal Bakpia Pathok 25 Product

The categorization of the variables attitude, subjective norms, perceived behavioral control, and consumer purchase decision when buying the halal Bakpia Pathok 25 product is shown in Figure 1.

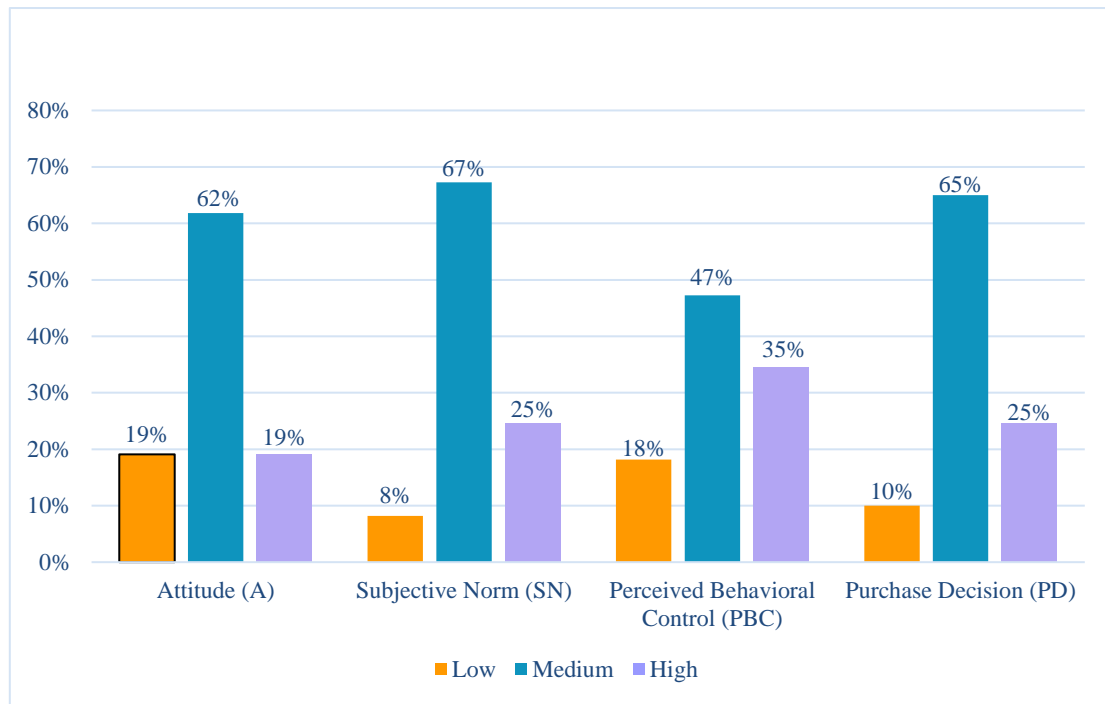


Figure 1. Categorization of Research Variables

Prerequisite Tests for Analysis

Normality Test

The Asymp. Sig. (2-tailed) value obtained is 0.200, which is greater than 0.05, indicating that the data is normally distributed. See Table 4.

Table 4. Kolmogorov-Smirnov (K-S) Normality Test

Variable	N	Asymp. Sig. (2-tailed)	Description
Unstandardized Residual	110	0.2	Normal

Multicollinearity Test

The tolerance value in Table 5 is greater than 0.10, and the Variance Inflation Factor (VIF) is less than 10, indicating that no multicollinearity occurs.

Table 5. Multicollinearity Test

Variable	Tolerance	VIF
Attitude	0.528	1.894
Subjective Norms	0.507	1.972
Perceived Behavioral Control	0.495	2.021

Heteroscedasticity Test

No clear pattern is observed, and the points are randomly scattered above and below zero on the Y-axis, indicating that heteroscedasticity does not occur.

Hypothesis Testing

Individual Parameter Significance Test (t-Statistic Test)

The significance value in Table 6 is less than 0.05 or the calculated t value is greater than or equal to the table t value of 1.662, indicating a significant influence of the independent variable on the dependent variable partially/individually, and the hypothesis is accepted.

Table 6. Individual Parameter Significance Test (t-Test)

Model	t	Significance
Attitude (X1)	1.351	0.18
Subjective Norms (X2)	4.739	0
Perceived Behavioral Control (X3)	3.98	0

The attitude variable has a significance value of 0.180 and a calculated t value of 1.351, so there is no significant effect on the purchase decision variable, and the hypothesis is rejected. The subjective norm variable has a significance value of 0.000 and a calculated t value of 4.739, indicating a significant effect on the purchase decision variable, and the hypothesis is accepted. The perceived behavioral control variable has a significance value of 0.000 and a calculated t value of 3.980, indicating a significant effect on the purchase decision variable, and the hypothesis is accepted.

Simultaneous Significance Test (F-Statistic Test)

The significance value is less than 0.05 or the calculated F value is greater than the table F value of 3.09, indicating that the independent variables simultaneously influence the dependent variable, and the hypothesis is accepted.

Table 7. Simultaneous Significance Test (F-Test)

Model	F	Significance
Regression	52.345	0.000

The significance value is 0.000, and the calculated F value is 52.345, meaning that the attitude, subjective norms, and perceived behavioral control variables significantly affect the purchase decision variable simultaneously, and the hypothesis is accepted.

Coefficient of Determination (R²)

The Adjusted R² value is considered good if it is greater than 0.5 because if the Adjusted R² value approaches 1, it means that most of the independent variables explain the dependent variable.

Table 8. Coefficient of Determination

R	R-Square	Adjusted Square	Std. Error of the Estimate
0.773	0.597	0.586	4.342

The Adjusted R² value obtained in this study is 0.586. This indicates that the variables of attitude, subjective norms, and perceived behavioral control collectively contribute 58.6% to the purchase decision variable. In other words, this model is able to explain more than half of the variation in purchase decisions based on these three variables. The remaining 41.4% of the variation in purchase decisions is influenced by other variables not included in this study. This suggests that there are additional factors that may play a significant role in influencing purchase decisions and should be further explored in future research.

Structural Equation Model – Partial Least Square (SEM - PLS)

Outer Model Evaluation

Convergent Validity

If the loading factor/outer loading value exceeds 0.5 and the square root of the Average Variance Extracted (AVE) is greater than 0.50, the indicator is considered part of the model. Conversely, if the loading factor/outer loading value is less than 0.5 and the AVE square root is less than 0.50, the indicator needs to be eliminated from the model.

Figure 2 shows that the attitude, subjective norms, perceived behavioral control, and purchase decision variables for the halal Bakpia Pathok 25 product have loading factor/outer loading values ranging from 0.523 to 0.799, with AVE square root values less than 0.50, indicating the need for elimination. After elimination, Figure 3 shows that all items have loading factor/outer loading values between 0.537 and 0.828, with AVE values greater than 0.50.

The process of eliminating items with low loading factors and improving AVE values enhances the measurement model's overall quality. By ensuring that each construct is measured more accurately and reliably, the study's findings become more robust and credible. The final model, as shown in Figure 3, is better suited for further analysis and interpretation of the relationships between the constructs related to the halal Bakpia Pathok 25 product.

Construct Reliability

The reliability test results, as presented in Table 9, demonstrate that the composite reliability and Cronbach's Alpha values for the constructs exceed the threshold of 0.70. Additionally, the Average Variance Extracted (AVE) values are greater than 0.50, which further confirms the reliability of the constructs. These findings indicate that all four constructs in the study are reliable, as they meet the required thresholds for Cronbach's Alpha, rho_a, rho_c, and AVE. This suggests that the constructs are consistently measured, providing confidence in their stability and dependability. The high reliability scores imply that the measurement instruments used are robust and can accurately capture the intended constructs. Consequently, these constructs can be considered dependable for further analysis or interpretation in the study, ensuring that the results derived from them are trustworthy and valid.

Table 9. Construct Reliability

Variables	Cronbach's Alpha (≥ 0.70)	rho_a (≥ 0.70)	rho_c (≥ 0.70)	AVE (≥ 0.50)	Description
Attitude	0.810	0.823	0.864	0.517	Reliable
Subjective Norms	0.849	0.854	0.885	0.526	Reliable
Perceived Behavioral Control	0.892	0.899	0.911	0.506	Reliable
Purchase Decision	0.904	0.914	0.920	0.513	Reliable

Discriminant Validity

The Heterotrait-Monotrait Ratio (HTMT) for each variable pair ranges from 0.638 to 0.809, which is less than 0.90, confirming that the discriminant validity evaluation using HTMT is satisfied. The data presented in Table 10 evaluates discriminant validity using the Heterotrait-Monotrait Ratio (HTMT) for pairs of variables. Discriminant validity assesses whether constructs that are supposed to be different are indeed distinct from each other. The HTMT criterion provides a more stringent test for discriminant validity, with a commonly accepted threshold of 0.90. If the HTMT value for a pair of constructs is below 0.90, it suggests that the constructs are sufficiently distinct, which is essential for the validity of the measurement model in the study.

Table 10. Discriminant Validity

HTMT	PD	SN	PBC	A
Purchase Decision (PD)				
Subjective Norms (SN)	0.791			
Perceived Behavioral Control (PBC)	0.809	0.801		
Attitude (A)	0.638	0.748	0.679	

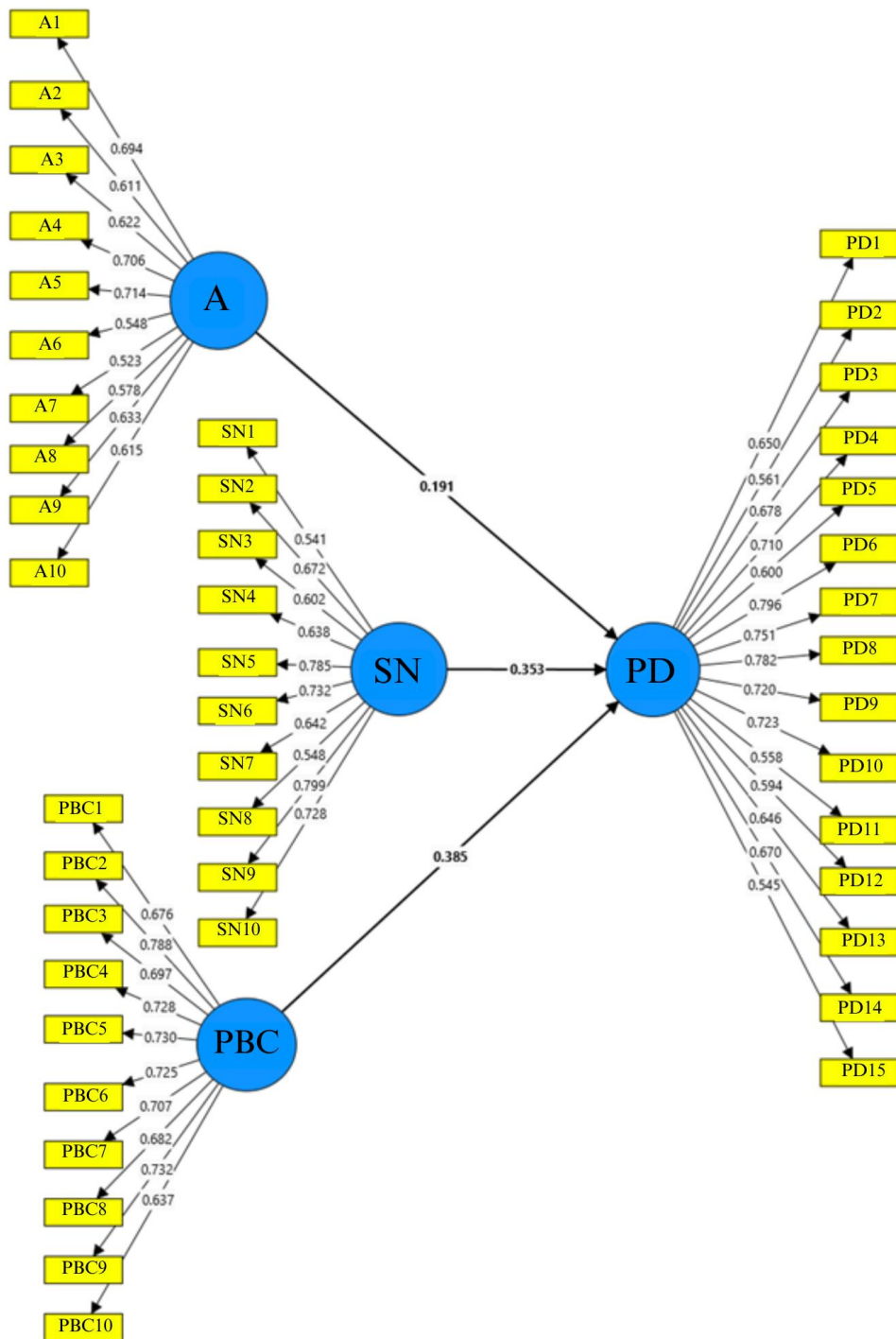


Figure 2. Loading Factor 45 Items

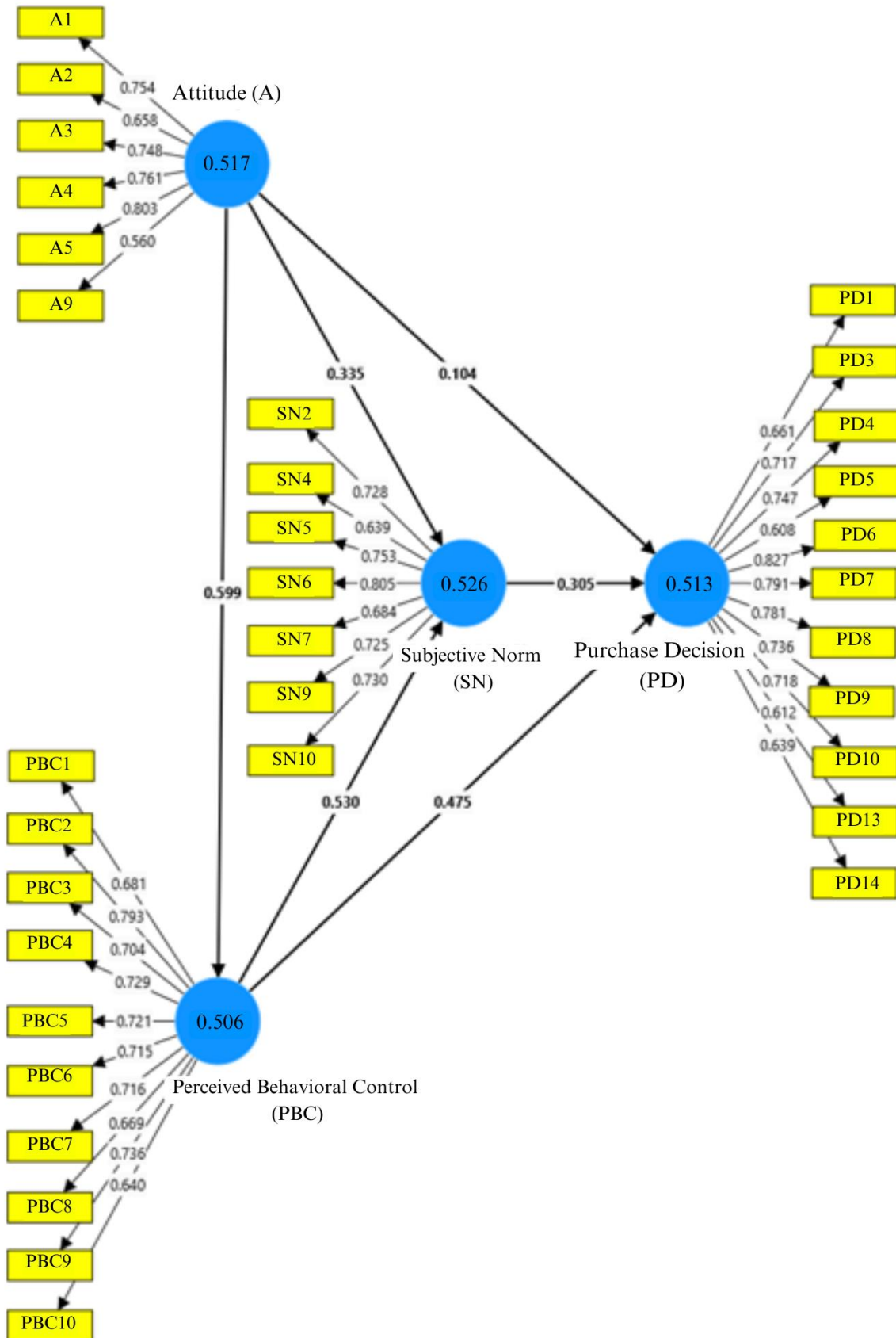


Figure 3. Loading Factor 34 Items (After Elimination)

Inner Model Evaluation

Goodness-of-Fit Test Using R-Square

Based on Table 11, model explains 64.1% of the variance in purchase decisions, while the remaining 35.9% is explained by factors outside the model.

Table 11. R-Square Value

Variable	R-square	R-square adjusted
Purchase Decision (PD)	0.641	0.631
Subjective Norms (SN)	0.606	0.598
Perceived Behavioral Control (PBC)	0.359	0.353

Significance Test of Path Coefficients

Path coefficients are considered significant if the t-statistic value is greater than the t-table value (1.96 at a 5% significance level) and the p-value is less than 0.05, indicating that the effect represented by the path coefficient is statistically significant. Table 12 and Table 13 show direct and indirect effects.

Table 12. Direct Effects

Direct Effect	O	M	SD	t statistic	P-value	Description
A -> PD	0.104	0.095	0.110	0.945	0.345	Not Significant
SN -> PD	0.305	0.324	0.099	3.078	0.002	Significant
PBC -> PD	0.475	0.466	0.093	5.082	0.000	Significant
A -> SN	0.335	0.331	0.111	3.013	0.003	Significant
PBC -> SN	0.530	0.545	0.092	5.757	0.000	Significant
A -> PBC	0.599	0.614	0.061	9.893	0.000	Significant

The analysis reveals that while attitude does not have a significant direct effect on purchase decision, it does have significant indirect effects through perceived behavioral control and subjective norms. Both subjective norms and perceived behavioral control have significant direct effects on purchase decision, indicating their importance in influencing consumer behavior. Perceived behavioral control also significantly influences subjective norms, highlighting interconnected relationships among these constructs.

Table 13. Indirect Effect

Specific Indirect Effects	O	M	SD	t statistics	P values
PBC -> SN -> PD	0.161	0.178	0.068	2.363	0.018
A -> PBC -> PD	0.284	0.287	0.067	4.242	0.000
A -> PBC -> SN -> PD	0.097	0.110	0.044	2.199	0.028
A -> SN -> PD	0.102	0.105	0.047	2.178	0.029
A -> PBC -> SN	0.317	0.335	0.068	4.675	0.000

DISCUSSION

Attitude, Subjective Norms, Perceived Behavioral Control, and Consumer Purchase Decision When Buying the Halal Bakpia Pathok 25 Product

Overall, consumer attitudes fall into the moderate category, with 68 respondents (62%) indicating this. The sources of attitude formation are explained by halal knowledge, halal awareness, and halal certification on Bakpia Pathok 25 halal products. The more consumers possess halal knowledge, the more halal products are consumed as awareness among Muslims increases. However, in Istanbul, Turkey, a weak

relationship was found between attitudes toward halal food and the preference for certified halal products (Ozdemir, 2020). Cultivating halal awareness is crucial in influencing Muslim consumers' purchase decisions to select certified halal products and recognize the characteristics of certified products (Septiani & Ridlwan, 2020).

Subjective norms among consumers were generally moderate, with 74 respondents (67%) reporting this. Subjective norms, which relate to normative beliefs and motivation to comply, can shape purchase intentions (Nora & Sriminarti, 2023). Subjective norms stem from external influences (normative beliefs) such as parents, partners, close friends, colleagues, or others. The social or organizational perspective plays a significant role in shaping Muslim consumers' perceptions. When influential people recommend buying halal products, the likelihood of a consumer following this recommendation increases.

Perceived behavioral control among consumers was also generally moderate, with 52 respondents (47%) indicating this. Perceived behavioral control is determined by an individual's beliefs about the situational and internal factors that facilitate the behavior (Ajzen, 2015). Perceived behavioral control can directly influence behavior by increasing efforts toward goal achievement. Indonesia, as a predominantly Muslim country, shows that Muslims tend to rely on their community (Rachbini, 2018).

Consumer purchase decisions were generally moderate, with 71 respondents (65%) reporting this. A purchase decision involves two or more parties. Purchase decisions are not only made by marketing researchers but also have a psychological dimension. Psychological research shows that creating an emotional bond with buyers can enhance a company's product value (Millatina et al., 2022). Bakpia Pathok 25 also forms an emotional connection with consumers through memorable moments in Yogyakarta and the legendary taste of Bakpia.

The Partial Effect of Attitude, Subjective Norms, and Perceived Behavioral Control on Purchase Decision

Consumer attitudes are formed based on their views on the product and learning through experience or other means (Subianto, 2007). In this study, the attitude variable did not have a significant effect on the purchase decision. This might be due to the fact that consumers could not fully evaluate halal knowledge and halal awareness. However, consumers can assess halal certification because such regulations are officially written and recognized by the government. This finding aligns with a study by Aslan (2023) in Turkey, which found that attitudes did not directly affect the intention to buy halal food but had an indirect effect through religiosity as a mediator. Similarly, Marchall et al. (2015) found that attitude did not affect consumer purchase decisions, meaning that changes in consumer attitudes would not influence purchase decisions. Verbeke & Vackier (2005) found that attitude did not directly affect purchase decisions but was mediated by behavioral intentions.

Subjective norms refer to perceived social pressure from others regarding whether or not to perform a certain behavior (Ajzen, 1991). Subjective norms, related to normative beliefs and motivation to comply, can form purchase intentions (Nora & Sriminarti, 2023). Subjective norms reflect an individual's perception of the expectations of significant others in their life to engage in a certain behavior or not. Subjective norms are influenced by an individual's beliefs, based on the views of others toward the attitude object, or normative beliefs. Subjective norms are social influences on an individual's behavior, such as those from friends or family expectations. This study aligns with research by Hasyim & Purnasari (2021), which found that subjective norms directly and indirectly affected halal product purchase decisions. Research by Agistya & Khajar (2022), Ahsen & Hendayani (2022), as well as Nora & Sriminarti (2023) and Fachrurrozie et al. (2023), also found that subjective norms significantly influenced the purchase decision for halal products.

Perceived behavioral control refers to an individual's perception of the desired behavior. In the case of halal product purchases, individuals consider several relevant factors (such as food safety, cleanliness, certification, and price) and assess the producer's ability before purchasing halal food (Hasyim & Purnasari, 2021). This study is consistent with Hasyim & Purnasari (2021), which found that perceived behavioral control significantly influenced halal food purchase decisions in Indonesia. Mariana et al. (2020) also found that perceived behavioral control had a positive and significant effect on the intention to buy halal fast food.

The Effect of Attitude, Subjective Norms, and Perceived Behavioral Control on Purchase Decision

The Theory of Planned Behavior (TPB) significantly influences the decision to purchase halal food. TPB is an extension of the Theory of Reasoned Action (TRA). In TRA, an individual's intention to perform a behavior is shaped by two key factors: attitude toward the behavior and subjective norms (Ajzen, 1991). TPB adds a third factor: perceived behavioral control. Thus, TPB consists of three constructs: attitude, subjective norms, and perceived behavioral control. The individual's intention to perform a behavior is the central factor in TPB (Hasyim & Purnasari, 2021). In this study, behavior is modified to represent the purchase decision. This study confirms that attitude, subjective norms, and perceived behavioral control can lead to a purchase decision for the halal Bakpia Pathok 25 product. Similar research conducted by Ahsen & Hendayani (2022) in Tasikmalaya showed that attitude, subjective norms, and perceived behavioral control simultaneously had a positive and significant effect on the behavior of Muslim student consumers. Imtihanah (2022) also found that these three factors had a positive and significant effect on the intention to buy halal food products among non-Muslim communities. Hasyim & Purnasari (2021) found that all TPB constructs—attitude, subjective norms, and perceived behavioral control—had a significant effect on halal food purchase decisions among customers in Indonesia. The attitude, subjective norms, and perceived behavioral control variables together explain 58.6% of the consumer decision variable in purchasing halal products from Bakpia Pathok 25, with the remaining 41.4% influenced by other factors outside of this study, such as trust (Aslan, 2023; Najmudin & Ahyakudin, 2024), habit (Vanany et al., 2019), product quality (Murni et al., 2022; Nurhayati et al., 2022; Wulansari et al., 2023), brand loyalty (Sari et al., 2022), price (Lucky, 2024; Murni et al., 2022; Nurhayati et al., 2022; Wahyudi et al., 2020; Wulansari et al., 2023), and service quality (Wahyudi et al., 2020).

Purchase Decision Based on Structural Equation Model – Partial Least Squares (SEM-PLS)

In line with Aslan's (2023) study in Turkey, which found that attitude did not directly influence the intention to buy halal food, but had an indirect effect through religiosity as a mediator, research by Marchall et al. (2015) shows that attitude did not affect consumer purchase decisions, indicating that changes in consumer attitudes would not influence their purchase decisions. Verbeke & Vackier (2005) found that attitude did not directly affect purchase decisions but was mediated by behavioral intentions. Rachbini's (2018) study on halal food purchasing behavior in Jakarta found that subjective norms directly influenced the intention to buy halal food. Subjective norms reflect an individual's perception of the expectations of significant others regarding a particular behavior. Consumers are influenced by those around them. In Indonesia, where the majority of the population is Muslim, the intention to buy halal food products tends to align with Muslim cultural values, which aim for the collective good. Perceived behavioral control directly affects the intention to buy among Muslim consumers in Indonesia, who are guided by mutual dependence in accordance with Islamic teachings (Puspita, 2023).

CONCLUSION

The categorization of attitude, subjective norms, perceived behavioral control, and consumer decisions in purchasing halal products from Bakpia Pathok 25 were, respectively, classified as moderate, with frequencies of 62%, 67%, 47%, and 65%. Attitude did not have a positive and significant effect on consumer decisions in purchasing the halal Bakpia Pathok 25 product. Subjective norms and perceived behavioral control had a positive and significant partial effect on consumer decisions regarding the purchase of halal Bakpia Pathok 25. Attitude, subjective norms, and perceived behavioral control had a positive and significant simultaneous effect on consumer decisions in purchasing halal Bakpia Pathok 25. Attitude did not directly influence purchase decisions, whereas subjective norms and perceived behavioral control had a direct effect. Attitude and perceived behavioral control had an indirect effect on purchase decisions. Attitude had an indirect effect on subjective norms.

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