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The Analysis of The Influence of Halal Literacy on Purchase Interest of Halal Food and Beverage Products

(Case Study of Muslim Communities in Banten Province)

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Abstract. *This research examines the influence of halal literacy, knowledge of halal labels, and knowledge of halal products on interest in purchasing halal food and beverages. The study was conducted in Banten Province with the Muslim community. Data were collected using questionnaires and analyzed using SEM–PLS through SmartPLS software. The results show that halal literacy has a positive but not significant influence, while knowledge of halal labels and knowledge of halal products have a positive and significant influence on purchase interest in halal food and beverages.*

Keywords: *Halal Literacy, Knowledge of Halal Labels, Knowledge of Halal Products, Purchase* Interest

Abstrak. *Penelitian ini mempelajari pengaruh literasi halal, pengetahuan label halal, dan pengetahuan produk halal terhadap minat beli knsumen pada makanan dan minuman halal. Penelitian dilakukan di Provinsi Banten dengan masyarakat Muslim. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan SEM – PLS dengan bantuan SmartPLS. Hasil penelitian menunjukkan bahwa literasi halal berpengaruh positif tetapi tidak berpengaruh yang signifikan, sedangkan pengatahuan label halal dan pengetahuan produk halal berpengaruh positif dan signifikan terhadap minat beli makanan dan minuman halal*

Kata Kunci : *Literasi Halal, Pengetahuan Label Halal, Pengetahuan Produk Halal, Minat Beli*

Introduction

Islam gives guidance to Muslims in every part of life, including daily habits, social interactions, and especially what they eat and drink. One of the most important rules is knowing what is halal (allowed) and haram (forbidden), especially in food and beverages. Following halal principles is not only about religious duty but also about making choices that are ethical, healthy, and socially responsible. Halal practices also reflect broader values is Islam, such as honesty, transparency, and respect for the welfare of others, which influence how Muslims make daily decisions.

Indonesia is one of the largest Muslim majority countries in the world, with about 273.5 million people, almost 87% of whom are Muslims (*World Population Review*, 2022). With so many Muslims, halal food and beverages are very important here. Over the years, the halal food and beverage industry has grown rapidly. Halal products can be found everywhere, from traditional markets to modern supermarkets, and even online stores. The growing variety of products and brands gives consumers more choices, but it also makes it harder for people to make informed halal decisions. Despite the growth of the industry, many consumers still do not fully understand what halal really means, how certification works, or what to check when buying a product.

Halal labels on products are easy to find, but not everyone understands them. Some people see halal labels as only a sign of good quality, without knowing what ingredients the product contains or how it is certified, and using this knowledge when making purchasing decisions (Pratama & Hartati, 2020). Improving halal literacy can help reduce confusion among consumers and build trust in certified halal products.

Many people want to buy halal products, but sometimes they do not know how to check them properly, and some just look at the label without understanding its meaning. Some people rely on advice from family, friends, or people around them. This shows that clear and simple information about halal rules is still needed. Some people understand halal well, while others need more guidance because not everyone has the same level of education,

experience, or access to information. The situation even more challenging currently because many people now buy food and beverages online, where not all sellers provide clear halal details or proper certification.

A halal label alone is not enough to convince people to buy a product. Consumers also need to understand the product itself, its ingredients, and trust the certification system.

People's behavior in choosing halal products also differs depending on the context. In traditional markets, consumers often rely on personal experience, recommendations from sellers, or advice from family or friends. Halal labels may not always be visible or available on fresh products, such as meat, vegetables, or instant foods. In modern supermarkets and online stores, consumers tend to have easier access to certified halal products with clear packaging and labeling. Some consumers also check official certification platforms to verify halal authenticity. These differences show that the type of market and access to information significantly influence purchasing decisions.

The growth of online platforms and technology presents both opportunities and challenges for halal literacy. Online shopping allows consumers to access products conveniently, but not all sellers provide clear or official halal information. Some imported products may not be certified by Indonesian authorities, requiring consumers to check labels carefully or seek additional information. These challenges show why consumer education is important, so people do not rely only on labels but also understand what certification and product ingredients really mean.

Certification authorities, government agencies, and industry actors such as producers and companies play a role in improving halal literacy. The Indonesian government, through the Halal Product Assurance Organizing Agency (BPJPH), oversees and certifies products according to Islamic law standards. Producers can help by providing clear and transparent information about ingredients and production processes. Informed consumers can then encourage the market to be more transparent and accountable. This helps create

a positive cycle, benefiting both the growth of the halal industry and public trust in halal products.

In addition to that, the increasing demand for halal products shows that people are becoming more aware of what they consume. However, this awareness is not always followed by complete understanding. Many consumers know that halal is important, but they may not fully understand what makes a product halal or haram in detail. For example, some people think that as long as a product has no pork, then it is automatically halal, even though the halal concept involves many other aspects, such as cleanliness, production, methods, equipment used, and even how the ingredients are sourced. This shows that halal knowledge among consumers still varies widely, and there is a need to strengthen basic understanding so that people can make decisions based on accurate information rather than assumptions.

The difference in knowledge can also be seen between people who live in urban and rural areas. In some cities, consumers have more access to information through social media, official websites, and online education platforms. Consumers can read about halal regulations or check certification numbers more easily. However, in other regions, people may rely more on traditional knowledge passed from parents or local customs. This is not always wrong, but sometimes the information may not be updated with current halal regulations. Therefore, improving halal literacy in a wider scope can help ensure that people in different places receive the same level of understanding and accuracy.

Another important aspect is that halal literacy also helps prevent misunderstandings about product labels. Sometimes, people assume that every product with Arabic writing, a mosque picture, or green-colored packaging must be halal, even if it has no official certification. Meanwhile, some officially certified products may have simple labels that do not look "Islamic", which may cause people to doubt them without checking further. This situation creates confusion that can be avoided if consumers are trained to recognize official halal labels and understand what each type of label represents. When

people understand the system, they do not have to judge a product only from the design but based on real, verifiable signs.

This issue becomes more serious when discussing imported products. Many products sold in Indonesia come from other countries where halal regulations may be different. Some products may carry foreign halal labels that are not registered under Indonesian authorities. Without proper knowledge, consumers may think that all halal labels are the same. In reality, Indonesia has its own certification process under the Halal Assurance Organizing Agency (BPJPH), and not all foreign labels are automatically recognized. This makes halal literacy extremely important, especially when more international products enter local markets. With a strong understanding, consumers are able to compare, investigate, and make choices that match both Islamic values and national standards.

Besides consuming, halal literacy also influences lifestyle and behavior. People who understand halal concepts may not only apply it in food and beverages but also in cosmetics, personal care, medicine, clothing materials, and other daily products. This shows that halal is not just a religious symbol but a way of life that affects many aspects of modern life. When consumers understand this more deeply, they become more careful and selective in buying products every day, which can strengthen the halal market and encourage businesses to improve their standards.

Education is one of the strongest tools to increase halal literacy. Communities can learn through awareness campaigns, public seminars, workshops, school subjects, religious classes, and even through digital content such as short videos, articles, and social media posts. Short and simple explanations are often effective, especially for people who are new to understanding halal rules. Not everyone needs deep academic knowledge, but basic awareness such as recognizing official labels, understanding certification agencies, and knowing simple halal guidelines can already make a big difference in how people make decisions.

In addition, building halal awareness from a young age is also useful. When children and teenagers learn about halal regulations early in life, they grow up with strong habits and better decision-making skills. They can carry this understanding into adulthood and help guide their families in choosing responsible products. Over time, this creates a generation of consumers who are more critical, disciplined, and informed about what they buy. This helps strengthen the halal market not only for the present but also for the future.

Finally, halal literacy supports national development. If consumers are educated, producers are transparent, and authorities continue to strengthen regulations, the halal industry becomes more competitive at national and international levels. Indonesia, with its large Muslim population, has great potential to become a leader in the global halal sector. To reach this goal, consumer understanding must go hand in hand with product availability. When both sides grow together, the halal ecosystem becomes stronger, more trusted, and able to meet the needs of modern society.

This research focuses on Banten Province, which has more than 11 million Muslim population. (Kusnandar, 2022). Providing a substantial sample for examining halal awareness. The province features both modern and traditional areas, where people's access to education, certified products, and information differs, allowing researchers to observe how these factors influence understanding of halal rules.

Banten Province's proximity to Jakarta facilitates the availability of new local and imported products, making it possible to study consumer behavior in a market with many options. The province features various market types, ranging from traditional to modern and online, as well as a diverse range of social and cultural groups. Some communities are strongly religious, while others prioritize convenience or affordability. This diversity in location, market types, and social conditions provides an excellent opportunity to explore whether people truly understand how to choose halal products or if they buy mainly because the products are popular or trendy.

Banten also has many types of markets. Traditional markets may not always have clear labels, while modern supermarkets usually provide packaged products with certified halal labels. Online stores are also growing, offering convenience but sometimes lacking clear information. By looking at these different markets, researchers can see how people make choices depending on what is available and how they know it.

Social and cultural conditions in Banten Province also make this study interesting. Many communities are religious and follow Islamic values closely, while others focus more on convenience or price. This leads to varied consumer behaviors. Some check all the details before buying, while others choose products because they are popular or affordable. Studying these differences can help this research understand how people make decisions influenced by their knowledge and awareness of products.

Because of all these reasons, Banten Province is a very suitable place for this research. The province reflects many conditions found in other parts of Indonesia, such as a large Muslim population, mixed economic levels, and growing markets. Examining Banten Province can provide insights that help improve halal literacy and consumer awareness in other regions as well. In the end, this research aims to help people make better choices, understand halal products more clearly, and support the growth of the halal food and beverage industry in Indonesia.

Another strong reason for choosing Banten Province is that many people in the area are currently becoming more interested in learning about halal products, but not all of them have the same access to guidance or information. Some consumers only understand halal from daily experience or family teaching, while others need clearer explanations from schools, religious institutions, or product labels. This situation makes Banten Province a real example of how halal literacy is growing in society but still needs improvement.

Many studies have explored halal products and what makes consumers interested in buying them. However, most of them still focus on general halal

knowledge or the existence of halal labels. For example, some research shows that understanding halal is important, but it does not explain clearly how this knowledge is actually used by consumers when they choose products in daily life (Pratama & Hartati, 2020). Other studies highlight the role of halal certification in building trust, but often assume that everyone has the same access and ability to understand the information provided (Aspan et al., 2017). There are also studies that show consumers rely on halal labels when making decisions, but in reality, some people still do not fully understand what the labels really mean (Izzuddin, 2018).

In addition, only a few studies look at halal literacy together with knowledge of halal labels and halal products, even though these three aspects may influence each other in shaping consumer decisions. Research that examines these factors in different regional situations is still limited, whereas every area may have different levels of education, information access, and buying products. (Mutiara & Syahputra, 2018).

Based on this situation, this study aims to fill the gap by examining halal literacy, knowledge of halal labels, and knowledge of halal products at the same time, especially in Banten Province, where community backgrounds and market conditions are diverse, and provide a real picture of how people make decisions when buying halal food and beverages.

Literature Review

Halal Literacy

The word "halal" comes from Arabic and means "allowed" or "permitted" according to Islamic law. It not only refers to the final product but also to the whole process, including preparation, ingredients, storage, and transportation. Halal literacy refers to having knowledge and understanding about what is halal and what is haram. It is not only about recognizing a halal label, but also about knowing the details behind it (Yuwana & Hasanah, 2021).

Halal literacy also refers to the ability to distinguish between products that are permitted and prohibited in Islam, according to Islamic laws (Sharia)

(Salehudin, 2014). Consumers with good halal literacy do not only trust halal labels. They also review the list of ingredients and the production process to ensure the product complies with Islamic dietary guidelines. Research shows that consumers with good halal literacy tend to make more ethical purchasing decisions and are more committed to their faith when choosing products. (Hayati & Putri, 2021).

Knowledge of Halal Labels

Halal labels serve as official indicators, assuring consumers that a product complies with Islamic principles. They function as a practical reference for consumers when making purchasing decisions. In Indonesia, the primary authority responsible for granting halal certification is the Indonesian Ulama Council (Majelis Ulama Indonesia). The presence of a halal label indicates that the product has been certified by Islamic law. The certification shows that the product is free from haram ingredients and that the meat is processed according to Islamic law. (Harahap, 2020).

Research by Alim (2018) and Sitompul (2021) shows that halal labels can enhance consumer trust, especially for Muslim consumers. However, if consumers rely on the halal label without verifying its authenticity or understanding its meaning, it can lead to mistakes. Consumers who understand how halal certification works are usually more careful and thoughtful when choosing products (Alfian & Marpaung, 2017)

Knowledge of Halal Products

Knowing about halal products means understanding their ingredients, how they are produced, and the production and distribution process that follows Islamic law. Halal products are important not only for religious reasons but also for health and hygiene. They must not contain pork, alcohol, or anything derived from these. Halal products should be produced and transported carefully to make sure they do not come into contact with anything haram (forbidden) (Devi, 2020).

Being informed about halal products helps consumers to make more informed decisions that align with their values and beliefs. (Vristiyana, 2019). Many studies suggest that when consumers understand the concept of halal products, they are more likely to trust them and purchase them. Consumers also believe that halal products are safer and more hygienic than non-halal products, as they adhere to religious regulations.

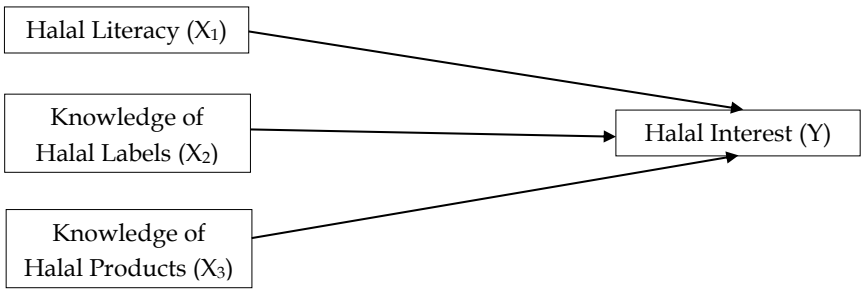
Purchase Interest

Purchase interest means the plan or willingness of consumers to purchase a product in the future. This interest can be influenced by many factors, such as attitude, knowledge, and how consumers perceive the value of the product. (Setyaningsih & Marwansyah, 2019). The process of making a purchase interest usually goes through several steps, including awareness, knowledge, preference, belief, and finally purchasing. These steps show how consumers start from knowing a product until deciding to purchase it. (Ibnunas, 2020).

In the case of halal products, purchase interest is influenced by several factors, including religious commitment, awareness of halal certification, and trust in halal authorities. Research shows that consumers with higher awareness of halal products and positive attitudes toward halal labels are more likely to purchase halal food and beverages. In addition, knowledge about product ingredients and production processes can make consumers more confident and willing to purchase halal products. In general, consumers who have better knowledge and awareness about halal, and who trust halal labeling, usually have a stronger interest in purchasing halal food and beverages (Lailla & Tarmizi, 2020).

Framework and Hypothesis Development

Figure 1. Framework



H_1: Halal literacy has a significant influence on the interest in purchasing halal food and beverage products.

H_2: Knowledge of halal labels has a significant influence on the interest in purchasing halal food and beverage products.

H_3: Knowledge of halal products has a significant influence on the interest in purchasing halal food and beverage products.

Methodology

Research Design

This study used a quantitative research design with a causal approach. The purpose was to examine how halal literacy, knowledge of halal labels, and knowledge of halal products influence the purchase interest in halal food and beverages. The study also aimed to find out the strength and significance of these relationships.

Data Collection

The research was conducted in Banten Province from July to October 2022. Primary data were collected using a structured online questionnaire distributed through Google Forms. The questionnaire included statements measured on a five-point Likert scale, with responses ranging from 1 for "Strongly Disagree" to 5 for "Strongly Agree.". The questions were designed to measure halal literacy, knowledge of halal labels, knowledge of halal products, and purchase interest in halal products.

Population and Sampling

The participants in this study were Muslims who live in Bante Province, where most of the population is Muslim. Banten has around 12 million people, with over 11 million identifying as Muslims. This research used purposive sampling. The sample size was calculated using Slovin's formula, with a 10%

margin of error, resulting in a sample size of 100 participants. This sample size is sufficient for using Partial Least Squares – Structural Equation Modeling (PLS–SEM), as suggested by Haryono & Wardoyo (2012).

Figure 2. Slovin's Formula

$$n = \frac{N}{1 + N.(e)^2}$$

Description :

n : Sample Size

N : Population

e : Percentage of allowance for sampling error that is still desired

$$n = \frac{11.904.562}{1+11.904.562(0.1)^2}$$

$$n = \frac{11.904.562}{1+11.904.562(0,1)^2}$$

n = 99,99

Using Slovin's formula, with a standard error of 10%, the calculated sample size for this study was approximately 99.99. When rounded up, the required sample size was set to 100

Research Variables and Operational Definitions

This research has four variables. The first is Halal Literacy (X1), the second is Knowledge of Halal Labels (X2), the third is Knowledge of Halal Products (X3), and the fourth is Purchase Interest (Y).

Independent Variables :

Halal Literacy (X_1) : How much consumers understand about halal in daily life. It shows their awareness of halal regulations and the importance of choosing halal food and beverages**.** Knowledge of Halal Labels (X_2) : How much consumers know about halal logos and certification. It shows if people can recognize the halal label and trust it when purchasing food and beverages. Knowledge of Halal Products (X_3) : How much consumers know about which products are halal. It includes learning about ingredients, the production process, and other factors that make a product halal.

Dependent Variables :

Purchase Interest (Y) : The willingness or plan to purchase halal products. It shows if consumers want to purchase, plan to purchase in the future, and recommend halal food and beverages to other consumers.

Data Analysis Technique

In this research, the data were analyzed using the Structural Equation Model – Partial Least Squares (SEM – PLS). This method is used because it is simple, can work with a small sample size, and is good for seeing the relationship between variables. The analysis was done using SmartPLS software. In SEM – PLS there are two main steps :

1. **Measurement Model (Outer Model)** : This step is used to check if the indicators can measure the variables. Some tests are used in this step :
   - **Convergent Validity** : a measurement model that uses reflective indicators. It is evaluated by looking at the correlation between indicators and construct scores. It is strong if the value is more than 0.7 (Wulan, 2021)
   - **Discriminant Validity** : uses the Fornell–Larcker Criterion. The square root of the Average Variance Extracted of a construct must be higher than its correlation value with other constructs (Darmawan, 2018)
   - **Reliability testing** : tested with Cronbach's Alpha and Composite Reliability. A construct is reliable if the Composite Reliability value is above 0.7 and Cronbach's Alpha is above 0.6 (Zahra & Rina, 2018).
   - **Average Variance Extracted (AVE)** : used to check validity. A construct is valid if the AVE value is 0.5 or more (Khakim, 2011)
2. **Structural Model (Inner Model)** : Research by Alfa et al (2017), this step is used to check the relationship between variables. Some values are used in this step :
   - **R-Squared (R^2)** : shows how strong the model is. A value of 0.75 is strong, 0.5 is moderate, and 0.25 is weak
   - **The Path Coefficients** : show the influence between variables. The value is checked using the bootstrapping method.

- **T-Statistic and P-Value** : used to test the significance of the relationship. The result is significant if $t > 1.96$ and $p < 0.05$.

Results and Discussion

Respondent Profile

Table 1. Respondent Profile

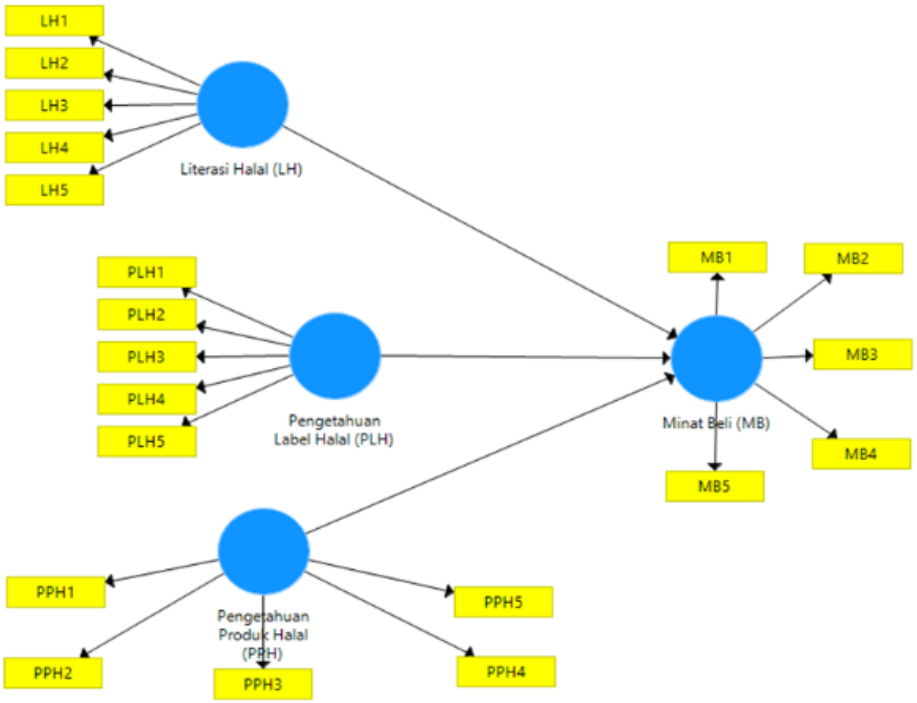
Characteristics of Respondent	Total of Respondents
Gender :	
Male	50
Female	50
Age :	
17 - 20	1
21 - 30	41
31 - 40	36
41 - 50	16
51 - 60	5
>60	1
Place of Residence :	
Cilegon City	31
Serang City	23
Serang Regency	15
Lebak Regency	1
Pandeglang Regency	16
Tangerang Regency	2
Tangerang City	4
South Tangerang City	8
Profession :	
Student	14
Housewife	9
Private Sector Employee	45
State-Owned Enterprise Employee	6

Entrepreneur	7
Others	20

A total of 100 valid responses were collected from Muslim communities of Banten Province. The gender distribution was balanced, with 50% male and 50% female respondents. In terms of age, the majority (41%) were aged 21 to 30, followed by 36% aged 31 to 40, and 16% aged 41 to 50. Most respondents were employed in the private sector (44.6%), while 13.9% were students, and 19.8% were in other sectors.

Geographically, the highest number of respondents came from Cilegon (31%) and Serang City (23%). This distribution provides a diverse representation of urban and semi-urban Muslim consumers in Banten Province.

Figure 3. Structural Equation Model – Partial Least Squares (SEM-PLS)



Measurement Model (Outer Model)

Convergent Validity

Table 2. Outer Loading Results

Variable	Indicator	Halal Literacy (X_1)	Knowledge of Halal Labels (X_2)	Knowledge of Halal Products (X_3)	Purchase Interest (Y)	nformation
Halal Literacy (X_1)	LH 1	0.644				Invalid
	LH 2	0.169				Invalid
	LH 3	0.711				Valid
	LH 4	0.531				Invalid
	LH 5	0.773				Valid
Knowledge of Halal Labels (X_2)	PLH 1		0.428			Invalid
	PLH 2		0.750			Valid
	PLH 3		0.698			Invalid
	PLH 4		0.789			Valid
	PLH 5		0.810			Valid
Knowledge of Halal Products (X_3)	PPH 1			0.748		Valid
	PPH 2			0.618		Invalid
	PPH 3			0.708		Valid
	PPH 4			0.821		Valid
	PPH 5			0.878		Valid
Purchase Interest (Y)	MB 1				0.819	Valid
	MB 2				0.828	Valid
	MB 3				0.817	Valid
	MB 4				0.807	Valid
	MB 5				0.722	Valid

Based on the outer loading results above, several variables were considered invalid because their values were below 0.7. First, the halal literacy variable was considered invalid, namely in indicators LH 1 (0.644 < 0.7), LH 2 (0.169 < 0.7), and LH 4 (0.531 < 0.7). Second, the knowledge of halal labels variable was considered invalid, namely in indicators PLH 1 (0.428 < 0.7) and PLH 3 (0.698 < 0.7). Third, the knowledge of halal products variable was considered invalid, namely in indicator PPH 2 (0.618 < 0.7). Meanwhile, the other variables were considered valid because their values were above 0.7.

In the outer loading results above, several variables below 0.7 will be eliminated from the test. After removing the variables with values below 0.7 from the test, a retest was conducted to ensure that all variables were considered valid, with values above 0.7.

Table 3. Outer Loading Retest Results

Variable	Indicator	Halal Literacy (X_1)	Knowledge of Halal Labels (X_2)	Knowledge of Halal Products (X_3)	Purchase Interest (Y)	Information
Halal Literacy (X_1)	LH 3	0.794				Valid
	LH 5	0.891				Valid
Knowledge of Halal Labels (X_2)	PLH 2		0.735			Valid
	PLH 4		0.917			Valid
	PLH 5		0.890			Valid
Knowledge of Halal Products (X_3)	PPH 1			0.770		Valid
	PPH 3			0.710		Valid
	PPH 4			0.842		Valid
	PPH 5			0.892		Valid
Purchase Interest (Y)	MB 1				0.827	Valid
	MB 2				0.835	Valid
	MB 3				0.817	Valid
	MB 4				0.803	Valid
	MB 5				0.710	Valid

Based on Table 3, the results of the retest above can be considered valid, given a value of 0.7, as all variables with a value below 0.7 in the previous test have been eliminated from the test.

Discriminant Validity

Table 4. Fornell - Larcker Criterion Results

Variable	Halal Literacy (X_1)	Knowledge of Halal Labels (X_2)	Knowledge of Halal Products (X_3)	Purchase Interest (Y)
Halal Literacy (X_1)	**0,844**			
Knowledge of Halal Labels (X_2)	0,345	**0.903**		
Knowledge of Halal Products (X_3)	0,572	0.551	**0.806**	
Purchase Interest (Y)	0,561	0.730	0.806	**0.800**

Based on the Fornell-Larcker criterion test results in Table 4, it can be seen that first, the square root of the AVE of the knowledge of halal labels variable is 0.903, which is greater than the correlation value of knowledge of halal labels

and halal literacy of 0.345, indicating that the discriminant validity requirement has been fulfilled.

Second, the square root of the AVE of the product knowledge variable is 0.806, which is greater than the correlation value of knowledge of halal products and knowledge of halal labels, which is 0.551, and still greater than the correlation value of knowledge and halal literacy, which is 0.572.

Third, the square root of the AVE of the purchase interest variable is 0.800, which is less than the correlation value of purchase interest and knowledge of halal products of 0.806, showing that the discriminant validity requirement has not been fulfilled. This could affect the study's conclusions. However, it is still greater than the correlation value of purchase interest and knowledge of halal labels (0.703) and also greater than the correlation value of purchase interest and halal literacy (0.561).

Reliability

Table 5. Composite Reliability Results

Variable	Composite Reliability	Criteria	Information
Halal Literacy (X_1)	0.831	> 0.7	Reliable
Knowledge of Halal Labels (X_2)	0.898	> 0.7	Reliable
Knowledge of Halal Products (X_3)	0.881	> 0.7	Reliable
Purchase Interest (Y)	0.898	> 0.7	Reliable

Table 6. Cronbach's Alpha Results

Variable	Cronbach's Alpha	Criteria	Information
Halal Literacy (X_1)	0.603	> 0.6	Reliable
Knowledge of Halal Labels (X_2)	0.775	> 0.6	Reliable
Knowledge of Halal Products (X_3)	0.820	> 0.6	Reliable
Purchase Interest (Y)	0.858	> 0.6	Reliable

Based on Tables 5 and 6, all variables in this study have a Composite Reliability value greater than 0.7 and a Cronbach's Alpha value greater than 0.6, showing that all variables are reliable and fulfill the criteria for both Composite Reliability and Cronbach's Alpha.

Average Validity Extracted (AVE)

Table 7. Average Variance Extracted (AVE) Results

Variable	Average Variance Extracted (AVE)	Criteria	Information
Halal Literacy (X_1)	0.712	> 0.5	Valid
Knowledge of Halal Labels (X_2)	0.816	> 0.5	Valid
Knowledge of Halal Products (X_3)	0.650	> 0.5	Valid
Purchase Interest (Y)	0.639	> 0.5	Valid

Based on Table 7, all variables in this study have an Average Variance Extracted (AVE) value greater than 0.5, showing that all variables are reliable and fulfill the criteria for Average Variance Extracted (AVE).

Inner Model Analysis (Structural Model)

R-Squares

Table 8. R-Squares Results

Variable	R-Square	R-Square Adjusted
Purchase Interest (Y)	0.759	0.752

Based on Table 8, the R-Square value of the endogenous variable is 0.759, showing that 75.9% or 76% of the variation in the Purchase Interest variable is explained by exogenous variables. This means that the model is considered strong.

Path Coefficient

Table 9. Path Coefficient Results

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic (O/STDEV)	P-Value
Halal Literacy -> Purchase Interest	0.110	0.123	0.082	1.330	0.184
Knowledge of Halal Labels -> Purchase Interest	0.350	0.352	0.094	3.737	0.000

Knowledge of Halal Products -> Purchase Interest	0.525	0.511	0.104	5.031	0.000

Based on Table 9, it is concluded that the Halal Literacy has a T-Statistics value of 1.330, which means that the variable can be considered not significant because the T-Statistic value of the variable is less than 1.96, while for the two variables from the test, the T-Statistic value is 3.737 for the Knowledge of Halal Labels variable and 5..031 for the Knowledge of Halal Products variable, which means that both variables can be considered significant because the T-Statistics value of both variables are more than 1.96

T-Statistic (Bootstrapping)

Table 10. T-Statistic (Bootstrapping) Results

Variable	T-Statistic (O / STDEV)	P-Value	Information
Halal Literacy -> Purchase Interest	1.330	0,184	Not Significant
Knowledge of Halal Labels -> Purchase Interest	3.737	0.000	Significant
Knowledge of Halal Products -> Purchase Interest	5.031	0.000	Significant

Table 10 shows that the Halal Literacy variable is not significant on Purchase Interest, while the Knowledge of Halal Labels and Knowledge of Halal Products are significant on Purchase Interest.

Model Fit

Table 11. Model Fit Results

	Saturated Model	Estimated Model
SRMR	0.101	0.101

d_ULS	2.157	2.157
d_G	1.027	1.027
Chi-Square	505.725	505.725
NFI	0.579	0.579

This analysis was conducted to assess the model's fit in this study. The model fit results in Table 11 are evident from the NFI value. If the value is close to one, the model in this study is good. As shown in the table above, the NFI value is 0.579, showing that the model in this study has a 57.9% or 58% fit.

Hypothesis Testing Results

Table 12. Hypothesis Testing Results

Hypothesis	Correlation	Original Sample (O)	T-Statistic (O / STDEV)	P-Value	Results
H1	Halal Literacy -> Purchase Interest	0.110	1.330	0.184	Rejected
H2	Knowledge of Halal Labels -> Purchase Interest	0.350	3.737	0.000	Accepted
H3	Knowledge of Halal Products -> Purchase Interest	0.525	5.031	0.000	Accepted

Based on the results of the t-statistic test on the halal literacy variable, a correlation coefficient of 1.330 is smaller than 1.96, indicating a positive correlation between the halal literacy variable and the purchase interest variable. The p-value of 0.184 is greater than 0.05, which means that the halal literacy variable does not have a significant effect on the purchase interest variable. So, H1 is rejected because the halal literacy variable does not have a significant impact on the purchase interest variable.

Based on the results of the t-statistic test on the knowledge of halal labels, a positive correlation of 3.737 is greater than 1.96, indicating a positive correlation between the knowledge of halal labels variable and the purchase interest variable. The p-value of 0.000 is smaller than 0.05, indicating a significant correlation between knowledge of the halal labels and purchase interest. For

H2 to be accepted, both variables, namely the knowledge of halal labels variable and the purchase interest variable, have a significant effect.

Based on the results of the t-statistic test on the knowledge of halal labels, a positive correlation of 5.031 is greater than 1.96, indicating a significant positive correlation between the knowledge of halal labels variable and the purchase interest variable. The p-value of 0.000 is smaller than 0.05, indicating a significant correlation between knowledge of the halal labels and purchase interest. To ensure that H3 is also accepted, the two variables, namely the knowledge of halal labels variable and the purchase interest variable, have a significant effect.

Discussion

This study was conducted to examine the effects of halal literacy, knowledge of halal labels, and knowledge of halal products on interest in purchasing halal food and beverages in Banten Province.

The findings show that halal literacy has no significant influence on purchase interest. Although many consumers are familiar with the meaning of halal, it does not always influence their decision to purchase halal products. One possible reason is that consumers in Banten already think that most food and beverage products available in stores are halal. Because of this belief, consumers may not feel the need to use their knowledge when deciding what to buy. This suggests that a general understanding of halal is not always sufficient to influence people's purchasing decisions.

In comparison, knowledge of halal labels shows a clear and positive influence on purchase interest. Consumers who understand the meaning of halal certification and trust the institutions that provide it are more likely to choose products that show a halal label. This label gives consumers a feeling of safety and helps them believe that the product complies with Islamic guidelines. Because of this trust, consumers feel more confident when deciding to buy the product.

Among the three factors studied, knowledge of halal products has the strongest effect. Consumers who are aware of the ingredients used and how

the product is prepared feel more confident that the product is truly halal. This understanding helps them to choose food and drinks that align with consumers' religious beliefs and personal values. When people know more about what is inside the product, consumers are more likely to buy it with complete certainty.

Overall, this study finds that general halal literacy alone is not enough to motivate consumers to purchase halal products. When consumers understand halal labels and know how products are produced, they feel more confident in their purchasing decisions. For this reason, education and public information should guide consumers in recognizing halal signs and increasing their awareness of the food and beverages they consume.

Conclusion and Recommendations

Conclusion

This study examined the effects of halal literacy, knowledge of halal labels, and knowledge of halal products on interest in purchasing halal food and beverage products in Banten Province. The results show that halal literacy alone does not significantly influence purchase interest, whereas both knowledge of halal labels and knowledge of halal products have a significant influence. Among these, knowledge of halal products is the most influential factor.

The findings suggest that knowing about halal in general is not enough to influence purchasing decisions. Consumers are more confident in choosing halal products when they can identify halal labels and understand how the products are produced. The knowledge assures them that their choices align with their religious values and personal preferences. Enhancing this understanding within the Muslim community can increase interest in purchasing halal food and beverages that meet halal standards, thereby encouraging a healthier and more sustainable food system.

Recommendation

Based on the study of halal literacy, knowledge of halal labels, and knowledge of halal products, several recommendations are suggested for the halal food and beverage sector :

For the halal regulator, especially the Indonesian Ulama Council (MUI), it is important to ensure that the public trusts halal certification. This can be accomplished by making the regulations transparent and accessible. The same approach is applied to everyone, with products thoroughly checked and reviewed regularly to ensure they meet halal standards.

For the government, it is important to help Muslim consumers understand and increase their understanding of halal standards. This can be achieved through education in schools, socialization in communities, and through various media, including television, radio, and online media platforms. Collaboration with the Indonesian Ulama Council (MUI) can strengthen these efforts and help more consumers benefit, while also encouraging trust within the communities.

For Muslim consumers in Banten, it is important to carefully check halal labels and thoroughly read product information before making a purchase. This will help them choose products that align with their religious beliefs and personal preferences.

For future research, studies should examine other factors that may influence consumers' decisions to purchase halal products, such as product quality, price, brand image, and promotional strategies. Conducting similar studies in different regions of Indonesia can provide deeper insights into halal consumer behavior, supporting the development of effective research plans and activities.

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