

# The Influence of Product Knowledge and Religiosity on Purchasing Decisions: The Mediating Role of Halal Awareness

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## Abstract

This study will analyze the influence of product knowledge and religiosity on purchasing decisions with halal awareness as an intervening variable. The study involved 173 respondents from the people in Purwokerto. The analysis method used path analysis and the Sobel test. The results showed that product knowledge and religiosity partially influenced halal awareness. Product knowledge and religiosity partially did not influence purchasing decisions, but halal awareness did influence purchasing decisions. Halal awareness was unable to mediate product knowledge on purchasing decisions, and halal awareness was also unable to mediate religiosity on purchasing decisions.

## Keywords

Product knowledge, halal awareness, religiosity, purchasing decisions

## INTRODUCTION

The implementation of the halal concept in the food and beverage industry plays a crucial role in consumer behavior, thus involving consideration from stakeholders such as producers, marketers, regulators, and consumers themselves (Maulizah & Sugianto, 2024). Discussing halal issues is undoubtedly an integral part of all human behavior and decisions, especially among Muslims. According to data from the BPS Indonesia in Banyumas Regency, the Muslim population in Purwokerto reached 217,386 in 2024. Indonesian public awareness of halal is increasing, and halal is becoming a lifestyle (Millatina et al., 2022).

Religion has a significant control on the behavior of Muslim consumers, but religion is not the only principle that triggers consumer behavior, so it is necessary to examine further the things that can influence consumers, especially in purchasing decisions (Karoui & Khemkhem, 2016). This is certainly a major consideration for producers or manufacturers to providing products that comply with Islamic law. Any food produced outside of food hygiene regulations is inherently unfit for human consumption, so as a starting point, all

food sold as halal must be legally produced and meet the country's food hygiene standards (Al-Teinaz, 2020). Halal food is not only a religious obligation and obedience, but also a choice for both Muslims and non-Muslims (Anggraeni et al., 2025).

Purchasing decisions are based on consumer knowledge of the product. Product knowledge is detailed as collection of data about product then use as a consideration before making purchase decision (Sukma & Cahyono, 2021). When linked to the concept of halal, product knowledge, particularly concerning halal products, can be identified by its characteristics, origin, composition, and processing method (Fadilah & Alfianto, 2020). Unfortunately, not all consumers have this knowledge. Adequate product knowledge is key and will greatly boost consumers in making choices and ultimately making the right purchase decisions (Rachmawati, 2018) and (Ramadhani & Darmawan, 2025). This relates to consumers' familiarity with and understanding of the product's features, attributes, and benefits. The more they understand, the more they like the product, foremost to a purchase (Candra & Christiani, 2023). Furthermore, each product has distinct characteristics. If consumers lack information

about these characteristics, it will be difficult to develop awareness, ultimately leading to a lack of interest or even a purchase (Andita & Hermawan, 2023).

Not only knowledge of halal products, purchasing decisions are also influenced by consumers' level of religiosity. For Muslims, religiosity can be identified by their breadth of knowledge, belief, practice, and appreciation of Islam. One topic of discussion is how consumers incorporate religious aspects when purchasing or consuming products. Religiosity can be linked to consumer perceptions, attitudes, and preferences (Salam et al., 2019). This concludes that religiosity is a broad concept and has various associations with other aspects, including consumer research. Religiosity has been shown to be a factor impressing Muslim consumer behavior (Amalia et al., 2020). This statement is reinforced by (Rahman et al., 2023), who state that each consumer has their own contemplations based on their religious values and beliefs, which are reflected in their behavior. In other words, religiosity is considered a magnet or driving force that naturally directs a person's behavior (Rafiki et al., 2024).

Consumer behavior in purchasing halal food is also suspected to be influenced by halal awareness. In fact, according to (Asiyah et al., 2025) halal awareness significantly influences purchasing decisions for several product categories. Awareness is associated with understanding, feeling, and becoming aware of a particular object (Albra et al., 2023). Awareness is associated with understanding, feeling, and becoming aware of a particular object (Anggraini & Dewanti, 2020). Specifically, halal awareness refers to consumers' understanding and knowledge of the principles of consuming food that is guaranteed to be halal (Purnomo et al., 2024). Awareness of a product's halal status is very important for consumers (Makhfiyyani et al., 2025). This is because with the increasing number of types of food products circulating in the community, halal awareness will become the basis for consumers in making purchasing decisions.

In this analysis, halal awareness will be a mediating variable between product knowledge and religiosity on purchasing decisions. Research by (Sukma & Cahyono, 2021) demonstrated the role of halal awareness as a mediating variable between halal awareness and religiosity on purchasing decisions. Based on previous research, this

analysis will examine the impact of halal knowledge and religiosity on purchasing decisions, with halal awareness as a mediating variable.

## LITERATUR REVIEW

Product knowledge and religiosity are key factors influencing consumer purchasing decisions. Product knowledge refers to a consumer's understanding of a product's features and benefits, which leads to more informed and confident choices (Andita, 2023). In markets where religious considerations play a role, such as with halal products, consumers' understanding of whether a product meets halal standards is crucial. Religiosity, on the other hand, impacts purchasing behavior by aligning decisions with religious beliefs, such as the preference for products that conform to halal guidelines. Studies show that individuals with higher religiosity are more likely to prioritize religiously acceptable products, including food, clothing, and other consumables that adhere to halal standards.

Halal awareness, or the knowledge of what makes a product halal, serves as a mediator in the relationship between product knowledge, religiosity, and purchasing decisions. It bridges the gap between consumers' product knowledge and their religious motivations. Research suggests that higher halal awareness increases the likelihood of choosing halal-compliant products, especially for consumers with strong religious beliefs and good product knowledge. Therefore, halal awareness not only strengthens the impact of religiosity and product knowledge on purchasing behavior but also ensures that decisions are in line with both ethical and religious standards (Albra, 2023).

Based on the literature, the following hypotheses can be formulated for this study:

H1: Product knowledge influences halal awareness.

H2: Religiosity influences halal awareness.

H3: Product knowledge influences purchasing decisions.

H4: Religiosity influences purchasing decisions

H5: Halal awareness influences purchasing decisions

H6: Halal awareness mediates the relationship between product knowledge and purchasing decisions.

H7: Halal awareness mediates the relationship between religiosity and purchasing decisions.

## RESEARCH METHODS

This analysis use quantitative approach by examining the relationship between product knowledge, religiosity, halal awareness, and purchasing decisions. Awareness serves as a mediating variable. Purposive sampling is a deliberate sampling technique based on specific criteria (Subhaktiyasa, 2024). The sample size was 173 respondents, representing Purwokerto area. The data were analyzed using path analysis and mediation analysis using the Sobel test.

## RESULTS AND DISCUSSION

This analysis used 173 respondents from Purwokerto area to examine the influence of product knowledge and religiosity on purchasing decisions with halal awareness as a mediating variable. Respondents were dominated by 96 female respondents (55,5 percent) and 77 male respondents (44,5 percent). Respondents domiciled across 4 sub-districts, with 34 respondents (19,7 percent) in West Purwokerto, 12 respondents (6,9 percent), 47 respondents (27,2 percent) in East Purwokerto, and the largest number of respondents were domiciled in North Purwokerto, with 80 respondents (46,2 percent).

The distribution of respondents by age ranges from less than 20 years to more than 40 years. Respondents aged less than 20 years were 9 respondents (5,2 percent), between 21-25 years were 40 respondents (23,1 percent), between 26-30 years were 26 respondents (15 percent), respondents aged 31-35 years were 21 respondents (12,1 percent), between 36-40 years were 28 respondents (16,2 percent) and the most respondents were over 40 years old with 49 respondents (28,4 percent).

Age		
<20 years	9	5,20
21-25 years	40	23,1
26-30 years	26	15,0
31-35 years	21	12,1
36-40 years	28	16,2
>40 years	49	28,4

Source: data processed, 2025

Path analysis was conducted to examine the direct and indirect effects. Structure I was used to analyze the relationship between product knowledge and religiosity on halal awareness, while structure II was used to analyze the relationship between product knowledge, religiosity, and halal awareness on purchasing decisions. The results of the path analysis can be seen in Figure 1. Structure I recorded a direct effect between product knowledge on halal awareness of 0,343, a direct effect of religiosity on halal awareness of 0,475. Structure II showed a direct effect of product knowledge on purchasing decisions of 0,030, a direct effect of halal awareness on purchasing decisions of 0,616, and a direct effect of religiosity on purchasing decisions of 0,015.

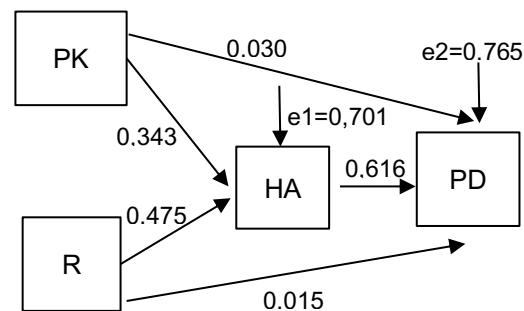


Figure 1. Path Analysis

Table 1. Description of Respondents

Description	Frequency	Percentage
<b>Gender</b>		
Man	77	44,5
Woman	96	55,5
<b>Responden's Domicile</b>		
Purwokerto Barat	34	19,7
Purwokerto Selatan	12	6,9
Purwokerto Timur	47	27,2
Purwokerto Utara	80	46,2

The indirect effect of product knowledge on purchasing decisions through halal awareness is 0,211288. Meanwhile, the indirect effect of religiosity on purchasing decisions through halal awareness is 0,2929. Therefore, the total effect of product knowledge on purchasing decisions is 0,241288, while the total effect of religiosity on purchasing decisions is 0,3079.

**Table 2. Direct Influence, Indirect Influence, and Total Influence**

Variable	Direct Influence	Indirect Influence	Total Influence
Product knowledge → Purchasing decisions	0,030	0,211288	0,241288
Religiosity → Purchasing decisions	0,015	0,2929	0,3079
Halal awareness → Purchasing decisions	0,616	-	0,616

Source: data processed, 2025

Result of hypotheses H1, H2 and H5 are accepted while the others are rejected. Table 3 is a t-test table used to examine the influence between the variables studied. The results obtained show that the Sig. value of product knowledge on halal awareness is 0,000, while religiosity on halal awareness is 0,000. This condition indicates that product knowledge and religiosity partially influence halal awareness. Consumers' product knowledge will help consumers understand what ingredients are used in a product, how a product is made, and whether the product follows the applied halal rules, so that consumers will align with their values. As a result, consumers will be more critical, caring, and careful to ensure the products they buy are truly halal. This is why product knowledge is a powerful tool in driving halal awareness. These results are in line with research (Sukma & Cahyono, 2021) and (Asiyah et al., 2025). Not only product knowledge, but religiosity also influences halal awareness. High religiosity encourages consumers to be more aware, careful, committed, and obedient to halal and haram regulations, thus impacting halal awareness. (Rafiki et al., 2024) research found that the more one understands a religion, the higher the level of halal awareness compared to individuals who do not understand religion.

The significance value between product knowledge and purchasing decisions is 0,406. This illustrates that product knowledge is unable to influence purchasing decisions. The lack of influence of product knowledge on purchasing decisions can be caused by several factors, one of which is the limited information received by consumers, especially for food products. Long or tiered supply chains obscure the information needed by consumers so that the knowledge they have is unable to impact purchasing decisions. In addition, consumers make purchasing decisions more due to emotional factors such as environmental demands, the desire to try or not wanting to miss out on trends, which are

things that cause product knowledge to have no influence on purchasing decisions. The results of this study are different with (Ramadhani & Darmawan, 2025) research.

The religiosity variable has a Sig. value of 0,189 on purchasing decisions, so religiosity is unable to influence purchasing decisions. This occurs due to differences in the level of religiosity held by consumers, some with high levels of religiosity and others with low levels of religiosity. This condition results in religiosity not influencing purchasing decisions. Many consumers assume that the food sold is definitely halal because the assumption of halal has become something commonplace so that the religiosity factor is no longer considered in making purchasing decisions. The results of this study are different with (Pratiwi et al., 2022) and (Putriana, 2022).

Halal awareness can influence purchasing decisions because the Sig. value is smaller than 0,05, which is 0,000. Halal awareness in consumers will influence consumer behavior to ensure they fulfill their religious obligations so that they become selective and careful in deciding purchases, especially food. Halal awareness has also become a growing trend in society, thus influencing their lifestyle and choices regarding food purchases. This result is supported by (Yasika et al., 2023) which states that halal awareness is an implementation of religious understanding that is practiced in life. Research by (Putriana, 2022) also supports the same results.

**Table 3. t-test**

Variable	t	Sig.
Product knowledge → Halal awareness	5,501	0,000
Religiosity → Halal awareness	7,599	0,000
Product knowledge → Purchasing decisions	0,406	0,685
Religiosity → Purchasing decisions	0,189	0,851
Halal awareness → Purchasing decisions	7,324	0,000

Source: data processed, 2025

The mediation test was conducted using the Sobel test approach. Based on the Sobel test, it was found that halal awareness was unable to mediate between product knowledge and purchasing decisions. This condition is reflected in the Sig. value of 0,788, which indicates greater than 0,05. Halal awareness was also unable to mediate amidst religiosity

and purchasing decisions because the Sig. value was 0,665. These two results imply that halal awareness is not strong enough to transform product knowledge or religious beliefs into purchasing actions or behavior. Consumers have product knowledge and religious beliefs but do not always connect them to the halal aspect of the product.

**Table 4. Sobel Test**

Variable	Sig.
Product knowledge → Halal Awareness → Purchasing Decisions	0,788
Religiosity → Halal Awareness → Purchasing Decisions	0,665

Source: data processed, 2025

## CONCLUSION

The outcome of empirical research analyzing the relationship among product knowledge and religiosity on purchasing decisions with halal awareness as a mediator show that product knowledge influences halal awareness, religiosity influences halal awareness, product knowledge does not influence purchasing decisions, halal awareness influences purchasing decisions, and religiosity does not influence purchasing decisions. Based on the Sobel test, it was found that halal awareness was unable to mediate among product knowledge and purchasing decisions and halal awareness was unable to mediate among religiosity and purchasing decisions. This research opens opportunities for further researchers to analyze other variables that can influence purchasing decisions such as social influence, halal literacy or halal lifestyle. In addition, further researchers can examine other products besides food and beverages and use a more diverse population.

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