

EXPLORING THE KEY FACTORS INFLUENCING YOUNG CONSUMERS' PURCHASING DECISIONS OF HALAL PRODUCTS IN EAST JAVA

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Abstract: This research examines the key factors influencing young consumers' purchasing decisions regarding halal products in East Java, focusing specifically on Generation Z. In today's increasingly digital and interconnected world, young consumers are becoming more aware of halal principles and their alignment with religious, ethical, and social values. The study investigates the impact of several factors, including attitudes toward halal, trust in halal certification, and the role of digital marketing on purchasing behavior. Using a quantitative approach, data were collected through surveys distributed to Gen Z consumers in East Java. The findings indicate that attitudes toward halal significantly predict purchasing behavior, with trust in halal certification further reinforcing decision-making. Moreover, digital marketing is critical in shaping consumer awareness and building confidence in halal products. This study concludes that a combination of religious adherence, trust, and effective digital engagement strategies strongly influences the purchasing decisions of young consumers in East Java. The insights provided are valuable for marketers and businesses seeking to tap into the expanding halal market among younger demographics.

Keywords: Halal Products, Generation Z, Purchasing Decisions, East Java, Trust, Digital Marketing,

INTRODUCTION

The growing awareness of the importance of halal products among global consumers, particularly in countries with large Muslim populations like Indonesia, has gained significant attention in recent years. In Indonesia, where approximately 87% of the total population is Muslim, halal products are not merely an option but a necessity for many consumers (Setiawan, 2021). This highlights the vast potential of the halal products market, especially among the younger generation, who are increasingly dominating the consumer landscape. In East Java, one of the provinces with a significant Muslim population, understanding the factors influencing young people's purchasing decisions regarding halal products is crucial for developing effective marketing strategies.

Young generations, often called millennials and Gen Z, have characteristics and preferences that differ from previous generations. They are more inclined to seek information online, pay closer attention to social values, and

demonstrate a strong interest in sustainable and ethical products (Ferdinand, 2020). With increasing access to information, these generations are more aware of issues related to halal and the halal lifestyle. According to research by Ashraf et al. (2020), factors such as halal knowledge, trust, and awareness of health issues significantly influence young consumers' purchasing decisions regarding halal products.

In East Java, cultural and social factors also play a vital role in purchasing decisions. The local community is known for its strong traditional values, where religious norms and local culture interact (Suryani, 2019). Therefore, it is essential to analyze how cultural factors, spiritual values, and attitudes toward halal products influence young consumers' behavior.

One of the main factors affecting purchasing decisions is knowledge about halal products. This knowledge includes understanding the definition of halal, halal certification, and product manufacturing processes (Mohsin et al., 2016). Research shows that consumers with

greater knowledge about halal tend to prefer halal products more than those with limited understanding (Hassan et al., 2021). This is noteworthy because, although awareness of halal products is increasing, not all young consumers have sufficient knowledge about what makes a product halal.

Trust is also a critical factor in purchasing decisions. This trust relates to consumers' confidence that their products meet established halal standards. In this context, halal certification becomes crucial, enhancing consumer trust in products (Alserhan et al., 2019). Research by Ab Rahman et al. (2020) suggests that clear and transparent halal certification can drive young consumers to choose specific products.

Another critical aspect is the influence of social media and digital marketing. Today's younger generation is highly connected to the digital world, with many using social media as a primary source of information. According to Wibowo (2022), social media serves as a communication platform and an effective marketing tool for promoting halal products. Information disseminated through social media can shape consumer perceptions and influence their purchasing decisions.

Consumer attitudes also play a significant role in purchasing decisions. These attitudes include an individual's view of halal products, influenced by personal experiences, social norms, and the opinions of close associates (Haniffa & Hudaib, 2021). Previous research indicates that consumers with a positive attitude toward halal products are likelier to purchase them (Haseeb et al., 2021).

The importance of this study lies not only in understanding the factors that influence purchasing decisions but also in its potential impact on the development of the halal products industry in East Java. Stakeholders, including producers and marketers, can develop more effective strategies to reach young consumers by identifying these factors. Furthermore, this study is expected to contribute to the literature on halal consumer behavior, particularly in Indonesia.

Given the relevance and significance of this topic, this research aims to explore the key factors influencing young consumers' purchasing decisions regarding halal products in East Java. Quantitative methods will be employed to collect data from young consumers

through surveys. Data analysis will determine the relationships between the identified factors and purchasing decisions.

This research is expected to provide deeper insights into young consumers' behavior toward halal products and offer recommendations for the industry to improve the marketing and distribution of halal products.

CONCEPTUAL FRAMEWORK

Halal Knowledge

Halal knowledge refers to consumers' understanding of halal products, including the concept of halal itself, the processes involved in ensuring a product is halal, and the importance of halal certification. It encompasses knowledge about the ingredients, methods of production, and the religious or ethical requirements that must be met for a product to be deemed halal. Studies suggest that consumers with higher knowledge of halal products tend to make more informed purchasing decisions. (Bonne & Verbeke, 2008; Aziz et al, 2013).

Trust

Mukhtar & Butt (2012) Trust in the context of halal products refers to the confidence that consumers have in the authenticity of halal claims made by producers and retailers. This trust is often tied to the credibility of halal certifications and the transparency of the halal certification process. Consumers are more likely to purchase when they trust that a product adheres to the required halal standards. Trust can be influenced by the reliability of the certifying authority and the clarity of product labeling.

Digital Marketing

Digital marketing refers to using digital channels such as social media, websites, email marketing, and online advertisements to promote halal products. It is crucial in influencing young consumers, who tend to be more digitally savvy and rely heavily on online information when purchasing. Effective digital marketing strategies can increase brand awareness, trust, and ultimately the likelihood of purchasing halal products (Kamarulzaman (2007); Dwivedi et al (2015)).

Attitude toward halal

Attitude toward halal products is the predisposition of a consumer to respond favorably or unfavorably to halal products. It encompasses their beliefs, feelings, and behavioral intentions toward these products. Consumers with a positive attitude toward halal products are more likely to perceive them as higher in quality, safer, and more ethically produced. As a result, they are more inclined to purchase halal products. Attitude is often shaped by personal beliefs, religious practices, and societal influences (Alam & Sayuti, 2011).

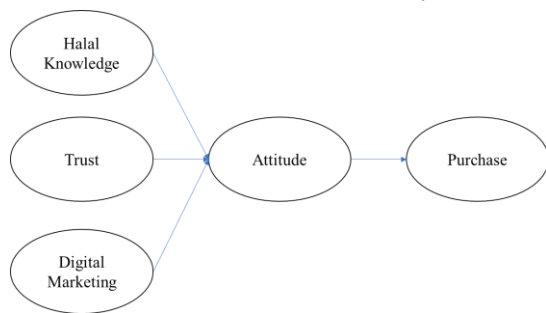


Figure 1. Conceptual Framework

METHODOLOGY

This research uses a quantitative approach to examine the factors influencing halal product purchasing decisions among young consumers, specifically Generation Z, in East Java. The study targets Generation Z individuals residing in East Java, defined as those born between 1997 and 2012. A sample of 300 respondents will be selected using purposive sampling, focusing on individuals who have purchased at least one halal product within the past six months.

Researchers will collect data through a structured questionnaire organized into several sections. The first section collects demographic information (age, gender, education, and income). Subsequent sections evaluate variables such as halal knowledge, trust in halal products, the influence of digital marketing, attitudes toward halal products, and overall purchasing decisions. Respondents' perceptions and attitudes toward each variable will be measured using a 5-point Likert scale.

The analysis employs Structural Equation Modeling - Partial Least Squares (SEM-PLS) to examine relationships among the identified variables. The process begins by testing for validity and reliability. Researchers assess convergent validity using Average Variance

Extracted (AVE) and evaluate discriminant validity through the Fornell-Larcker Criterion. Reliability will be measured using Composite Reliability (CR) and Cronbach's Alpha.

A measurement model will then define the latent variables and their corresponding indicators. Researchers will develop a structural model to test the research hypotheses and analyze relationships among variables, using bootstrapping to determine the significance of path coefficients.

Finally, the interpretation of SEM-PLS analysis results will reveal the impact of each variable on Generation Z's purchasing decisions for halal products in East Java. The study will conclude with actionable recommendations for stakeholders, including producers and marketers, to improve marketing strategies for halal products aimed at young consumers.

RESULTS AND DISCUSSION

Results

1. Convergent Validity

Convergent validity refers to the extent to which multiple construct indicators (or items) correlate with each other, showing that they indeed measure the same underlying concept. It is an essential part of construct validity in measurement models. High convergent validity indicates that the indicators share a high proportion of variance with the construct they intend to measure.

In SEM-PLS analysis, convergent validity is assessed by checking the factor loadings of each item on its respective construct and ensuring that these loadings are significant and above a certain threshold, typically 0.5 or higher. Additionally, the Average Variance Extracted (AVE) is used to evaluate convergent validity; an AVE value greater than 0.50 suggests adequate convergent validity (Hair et al, 2017).

Table 1 Convergent Validity

Variable	Indicator	Outer Loading
Halal Knowledge	KN1	0.800
	KN2	0.752
	KN3	0.813
	KN4	0.735
	KN5	0.825

Variable	Indicator	Outer Loading
Trust	TR1	0.800
	TR2	0.841
	TR3	0.814
	TR4	0.800
Digital Marketing	DM1	0.863
	DM 2	0.833
	DM 3	0.800
	DM4	0.782
	DM5	0.762
Attitude Toward Halal	ATH1	0.799
	ATH2	0.802
	ATH3	0.863
	ATH4	0.725
	ATH5	0.725
Purchase Decision	PD1	0.835
	PD2	0.735
	PD3	0.800
	PD4	0.800
	PD5	0.839

2. Average Variance Extracted (AVE)

Average variance Extracted (AVE) is a measure used to evaluate the amount of variance captured by a latent construct relative to the variance due to measurement error. It reflects the overall convergent validity of the indicators associated with a particular construct. A high AVE value (greater than 0.50) indicates that, on average, the construct explains more than half of the variance in its indicators, thus providing evidence of convergent validity (Fornell & Larcker, 1981).

Table 2. AVE

Variable	Average Variance Extracted (AVE)
Halal Knowledge	0.742
Trust	0.702
Digital Marketing	0.742
Attitude toward halal	0.700
Purchase Decision	0.725

3. Composite Reliability and Cronbach's Alpha

Composite Reliability (CR) measures the internal consistency of a construct in SEM. Unlike Cronbach's Alpha, which assumes equal indicator loadings, CR considers the actual factor loadings, thus providing a more reliable estimate of consistency. A CR value greater than 0.70 is generally considered acceptable, indicating that the indicators consistently measure the underlying construct.

Cronbach's Alpha is a traditional measure of internal consistency reliability, indicating how well a set of indicators (or items) measure a single latent construct. It is based on the average inter-item correlations among the indicators. A higher value of Cronbach's Alpha (above 0.70) typically indicates good internal consistency. However, Cronbach's Alpha assumes that all items contribute equally to the construct (equal factor loadings), which can sometimes be an unrealistic assumption. This is why it is recommended that Cronbach's Alpha be complemented with Composite Reliability (CR) in SEM analysis.

Table 3. Composite Reliability and Cronbach's Alpha

Variable	Cronbach's Alpha	Composite Reliability
Halal Knowledge	0.752	0.846
Trust	0.841	0.800
Digital Marketing	0.735	0.825
Attitude toward halal	0.746	0.821
Purchase Decision	0.789	0.811

4. Testing Hypothesis

To verify the study findings, hypothesis testing involves testing a direct effect. The sign (») It indicates the way one variable affects another. The subsequent results are the outcomes derived from testing the hypotheses:

Table 4. Hypothesis

Variable	Original Sample (o)	P-Values
Halal Knowledge » Attitude	0.562	0.003
Trust » Attitude	0.503	0.003

Variable	Original Sample (o)	P-Values
Digital Marketing » Attitude	0.642	0.000
Attitude » Purchase	0.524	0.002

Discussion

Halal Knowledge on Attitude Toward Halal

Halal knowledge plays a significant role in shaping consumer attitudes, particularly among Generation Z in East Java. Growing up in the digital age, Gen Z has unparalleled access to information, including content related to halal principles. A solid understanding of halal concepts encourages them to be more conscious and selective when choosing products that comply with Shariah principles, especially in categories like food, beverages, cosmetics, and fashion.

Studies show that increased halal knowledge makes consumers more discerning and strengthens their positive attitudes toward halal products. This positive attitude drives greater commitment to selecting products aligned with their religious values, directly influencing their purchasing decisions. In other words, the higher the level of halal knowledge among Gen Z, the stronger its impact on their preferences and decision-making process regarding halal products.

In East Java, where the Muslim population is significant, halal knowledge plays an essential role in shaping consumer behavior. Research by Reniati et al. (2021) found that knowledge about halal products positively contributes to the attitudes of Muslim consumers, including Gen Z, leading them to choose halal-certified products over non-certified alternatives. This suggests that in-depth halal knowledge is not merely informative but a key determinant in purchase decisions.

The findings of this research further indicate that halal knowledge has a positive and significant influence on Gen Z's attitudes and purchase decisions regarding halal products, with a p-value of 0.003.

A study by Ningsih and Wahyudi (2022) revealed that intensive campaigns and halal education could boost Gen Z consumers' confidence in making purchase decisions aligned with Shariah principles. This is because Gen Z favors products that provide security and align with their religious beliefs. Thus, halal

knowledge significantly influences attitudes reflected in their purchasing behavior.

In conclusion, halal knowledge is a crucial factor in shaping the positive attitudes of Gen Z in East Java toward halal products, which subsequently influences their purchasing decisions. As information becomes more readily available, companies should focus on enhancing halal education to effectively reach the more selective Gen Z consumers who prioritize products that align with their religious values.

Trust on Attitude Toward Halal

This research indicates that trust has a significant positive influence on attitude, with a p-value of 0.003.

Trust shapes consumer attitudes, particularly among Generation Z in East Java, when making purchase decisions. In this context, trust refers to consumers' confidence in the reliability, integrity, and safety of a brand, product, or service. For Gen Z, a generation heavily influenced by digital information and peer reviews, trust significantly impacts their purchasing behavior, especially when selecting products that align with their personal and cultural values.

Several studies suggest that trust enhances positive consumer attitudes, which, in turn, leads to stronger purchase intentions. When consumers trust a brand, they are more likely to develop favorable attitudes toward its products and are more inclined to make purchases. For Gen Z in East Java, trust in a brand often stems from factors such as transparency, ethical practices, product quality, and alignment with their values, including social and environmental responsibility. Supporting this, Hassan and Rahman (2022) found that trust is a key factor in fostering positive consumer attitudes among Gen Z, particularly when choosing products perceived as authentic and reliable.

Additionally, research by Suryani et al. (2021) emphasized that trust in a brand's reputation and credibility directly impacts purchase decisions among Gen Z. This demographic tends to favor brands they perceive as trustworthy, often based on peer recommendations, online reviews, and brand transparency. Once trust is established, Gen Z exhibits a more positive attitude toward the brand, significantly influencing their purchasing decisions.

In East Java, where cultural and religious values hold great importance, trust in halal certification and ethical business practices further strengthens Gen Z's attitudes toward brands. Brands that demonstrate ethical and transparent behavior, particularly in halal compliance, earn the trust of this generation, which translates into a higher likelihood of purchase.

In conclusion, trust is a crucial element that significantly influences Gen Z's attitudes toward products and brands, directly shaping their purchase decisions. Brands that build and maintain trust through transparency, ethical practices, and product quality are more likely to foster positive consumer attitudes and gain purchasing loyalty from Gen Z in East Java.

Digital Marketing on Attitude Toward Halal

Digital marketing has a significant impact on consumer attitudes, as evidenced by a p-value of 0.000.

It has become a powerful tool in shaping the attitudes of Generation Z in East Java, a demographic deeply engaged with digital platforms. With the increasing importance of halal products in the region, digital marketing plays a crucial role in influencing Gen Z's perception of halal brands and products. Through digital channels such as social media, websites, and online advertisements, companies can effectively communicate their halal offerings' value, authenticity, and benefits, significantly affecting Gen Z's purchasing behavior.

Research shows that digital marketing helps raise awareness about halal products, thereby improving consumers' attitudes toward them. Digital platforms allow companies to engage directly with consumers, providing transparent information about halal certifications, product quality, and ethical practices. A study by Rahman and Widjaja (2022) highlights that digital marketing strategies such as influencer endorsements and content marketing positively affect Gen Z's attitudes toward halal products by offering credibility and authenticity. Gen Z, relying heavily on digital information, is more likely to purchase halal products when they feel informed and connected to a brand.

Moreover, a study by Nurhayati et al. (2021) reveals that digital marketing campaigns emphasizing halal values foster a positive attitude toward halal brands among Gen Z

consumers in East Java. By leveraging digital tools, companies can effectively demonstrate their commitment to halal principles, resonating with the values and beliefs of Muslim consumers in the region. This positive attitude is a critical factor influencing their final purchase decisions.

In addition to creating awareness, digital marketing enhances halal products' perceived trustworthiness and relevance, further driving Gen Z's positive attitudes. The interactive nature of digital platforms allows for personalized marketing, enabling companies to address specific concerns and preferences of Gen Z consumers regarding halal standards. This personalization strengthens trust and solidifies their positive attitudes toward halal products.

In conclusion, digital marketing plays a vital role in shaping Gen Z's attitudes toward halal products in East Java. By delivering transparent, engaging, and values-driven content, digital marketing efforts positively influence Gen Z's purchase decisions and reinforce their preference for halal-compliant products and brands.

Trust on Purchase Decision

This study found a significant positive influence of trust on purchase decisions, with a p-value of 0.002. Attitudes toward halal play a crucial role in shaping Generation Z's purchasing decisions in East Java. As a generation that is well-informed and socially conscious, Gen Z tends to prioritize products that align with their values, including religious and ethical considerations. In this context, a positive attitude toward halal-certified products significantly impacts their buying behavior, particularly in food, cosmetics, and other consumables.

Research highlights that attitudes toward halal are shaped by factors such as awareness of halal standards, trust in halal certification, and aligning halal values with personal and religious beliefs. A positive attitude toward halal products encourages Gen Z consumers to choose items they perceive as trustworthy, ethical, and compliant with Islamic principles. According to Hassan and Ahmad (2022), Gen Z views halal certification as a quality and safety marker, bolsters their confidence in purchasing halal products. The stronger their positive attitude toward halal, the more likely they are to

favor halal-certified products over non-halal alternatives.

In East Java, where the majority of the population is Muslim, attitudes toward halal play an even more critical role in purchase decisions. A study by Putra and Lestari (2021) revealed that Gen Z's attitude toward halal products is a crucial determinant of their purchasing behavior. Their perception of halal as a symbol of ethical and religious compliance fosters brand loyalty and strengthens their inclination to choose halal-certified products in everyday consumption.

Furthermore, the influence of social and cultural norms in East Java enhances the significance of halal in purchasing decisions. Gen Z in the region is shaped by traditional and modern values, with their positive attitude toward halal stemming from religious teachings, social expectations, and community standards. This dual influence reinforces their preference for halal products, ensuring that halal-certified goods remain a top priority in their decision-making process.

In conclusion, attitudes toward halal significantly impact Gen Z's purchasing decisions in East Java. A positive perception of halal products translates into greater trust, stronger preferences, and increased loyalty. As such, halal certification is pivotal in influencing their buying behavior.

CONCLUSION

This study highlights the significant influence of attitudes toward halal products on Generation Z's purchasing decisions in East Java. It demonstrates that a positive perception of halal products, driven by religious beliefs, ethical considerations, and trust in halal certification, strongly affects consumer behavior. As a result, Gen Z in East Java tends to prefer halal-certified products, showing higher loyalty and confidence in these products compared to non-halal alternatives. Social and cultural factors also influence this positive attitude, making halal an essential criterion in their purchase decisions.

Despite the valuable insights gained from this study, several limitations should be noted. First, the research focuses only on Generation Z in East Java, which may limit the generalizability of the findings to other regions or generations. The study also primarily relies on self-reported data, which could be subject to

bias or misrepresentation. Additionally, while this research examines the role of attitude, it does not account for other potential factors that might influence purchasing decisions, such as price, availability, or marketing strategies, which could provide a more comprehensive understanding of consumer behavior.

For future studies, expanding the scope of the research to include different age groups, regions, or even non-Muslim consumers could offer a broader perspective on the impact of halal attitudes across diverse populations. Furthermore, incorporating additional variables, such as the influence of digital marketing, peer pressure, or economic factors, could provide a more in-depth analysis of the decision-making process. Longitudinal studies could also be conducted to observe changes in attitudes and behaviors over time. Finally, combining quantitative and qualitative data, using a mixed-methods approach could yield richer insights into the underlying motivations and barriers to halal product consumption.

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