

The Influence of Religiosity and Price Sensitivity on Muslim Higher Education Institution Students' Intention to Purchase Halal Products in Selangor

Nur Mashitah binti Nor Ilham¹, Hidayatul Sakinah Mohd Zulkifli², Noor Fadhzana Mohd Noor³

Department of Islamic Studies, Faculty of Education and Social Sciences, University of Selangor, Selangor, Malaysia.

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ABSTRACT

The rapid expansion of the halal industry, coupled with the extensive use of social media, has increased the availability of various products in the marketplace, including those without halal certification or with questionable halal status. In addition, many products manufactured by Small and Medium Enterprises (SMEs) have yet to obtain halal certification, creating uncertainty among Muslim consumers. Accordingly, this study aims to examine the relationship between religiosity, price sensitivity, and the intention to purchase halal products, as well as to determine the influence of these factors among Muslim students enrolled in Higher Education Institutions (HEIs) in Selangor. A quantitative research design was employed using a structured questionnaire administered to 205 respondents selected through purposive sampling. The collected data were analysed using the Statistical Package for the Social Sciences (SPSS) version 29, employing descriptive statistics, reliability analysis, Pearson correlation analysis, and multiple linear regression analysis. The findings reveal that both religiosity and price sensitivity have significant positive relationships with the intention to purchase halal products. Furthermore, the regression analysis demonstrates that religiosity and price sensitivity significantly predict Muslim students' intention to purchase halal products. Overall, these findings identify religiosity and price sensitivity as important determinants of halal purchasing intention among Muslim university students. The findings provide valuable insights for halal product manufacturers, Small and Medium Enterprises (SMEs), halal certification authorities, and researchers in strengthening the sustainable development of Malaysia's halal industry.

Keywords: Religiosity; Price Sensitivity; Purchase Intention

INTRODUCTION

Halal products refer to goods and services that are produced, processed, and managed in accordance with Islamic law (Shariah), ensuring that they are free from any prohibited (haram) elements (Yusof et al., 2020; Bashir et al., 2019). The increasing awareness of halal consumption among Muslim consumers has substantially increased the demand for halal products, particularly among students enrolled in Higher Education Institutions (HEIs) (Soon & Wallace, 2021). Previous studies have consistently demonstrated that religiosity plays a crucial role in shaping consumers' purchasing intentions, as it reflects an individual's commitment to practising Islamic teachings in everyday life (Aji et al., 2020).

Price sensitivity refers to the extent to which consumers' purchasing decisions are influenced by changes in product prices (Elseidi, 2018). For university students, whose purchasing power is generally constrained by limited financial resources, price often becomes one of the primary considerations when selecting products (Arham et al., 2025). Previous research indicates that although consumers recognise the importance of purchasing halal products, their decisions may still be influenced by product affordability and price considerations (Nawang et al., 2025).

Religiosity significantly influences Muslim consumers' purchasing behaviour because individuals with stronger religious commitment tend to prioritise products that comply with Islamic principles (Albra et al., 2023). Likewise, price sensitivity influences consumers' purchasing decisions, including their selection of halal products, as buyers often compare prices before making a purchase (Islam et al., 2023). Nevertheless, variations in the levels of religiosity and price sensitivity among Muslim consumers may lead to differences in their intention to purchase halal products. Therefore, examining the relationship between these two factors and halal purchase intention is essential, particularly among Muslim students enrolled in Higher Education Institutions (HEIs) in Selangor (Nora & Sriminarti, 2023).

Statement of the Problem

The increasing awareness of halal consumption among Muslim consumers has stimulated extensive research on the factors influencing consumers' intention to purchase halal products. Previous studies consistently demonstrate that religiosity is a significant determinant of halal purchase intention, as Muslim consumers with stronger religious commitment are generally more inclined to purchase products that comply with Islamic principles (Albra et al., 2023). However, much of the existing literature has primarily focused on general consumer purchasing behaviour, with relatively limited attention given to the role of price sensitivity in shaping halal purchase intention (Refaldy & Rodhiah, 2023).

Rosida (2018) reported that price sensitivity constitutes an important determinant of consumers' intention to purchase halal products. Consumers not only evaluate a product's halal status but also consider its affordability and perceived value before making purchasing decisions. Consequently, increases in product prices or the availability of lower-priced alternatives may influence consumers to reconsider their intention to purchase halal products. This situation raises an important question regarding the extent to which price sensitivity influences halal purchase intention, particularly among Muslim consumers who must balance their religious obligations with financial constraints.

The rapid expansion of digital marketing and social media platforms, such as TikTok, Instagram, and Facebook, has further transformed consumer purchasing behaviour. These platforms have facilitated the widespread promotion of food, beverage, cosmetic, and lifestyle products, many of which become viral regardless of whether they possess recognised halal certification. Consequently, Muslim consumers are increasingly exposed to products with uncertain or questionable halal status (shubhah), thereby increasing the possibility of purchasing products that may not comply with Islamic principles (Supriani et al., 2025).

In this context, religiosity becomes an essential factor influencing consumers' purchasing decisions. Individuals with stronger religious commitment are generally more concerned about ensuring that the products they purchase comply with Shariah principles and possess valid halal certification (Saputra et al., 2023). Nevertheless, another practical consideration continues to influence purchasing behaviour, namely price sensitivity. The rising cost of living has made consumers increasingly cautious about their expenditure, prompting them to evaluate product prices alongside halal compliance before making purchasing decisions.

Another issue concerns the large number of products produced by Small and Medium Enterprises (SMEs) that have yet to obtain official halal certification (JAKIM, 2026). The absence of halal certification creates uncertainty among Muslim consumers and complicates their purchasing decisions. Although halal compliance remains a primary consideration for Muslim consumers, financial affordability may also influence their purchasing intention (Elseidi, 2018).

Despite the growing body of literature on halal consumer behaviour, empirical studies examining the combined influence of religiosity and price sensitivity on halal purchase intention among Muslim students enrolled in Higher Education Institutions (HEIs) in Selangor remain limited. University students represent a unique consumer segment because they possess relatively high religious awareness while simultaneously facing financial constraints associated with student life. Therefore, investigating how religiosity and price sensitivity jointly influence their intention to purchase halal products is essential to address this gap in the existing literature and to provide valuable insights for halal industry stakeholders, policymakers, and future researchers.

Research Objectives

This study was conducted to achieve the following objectives:

1. To examine the relationship between religiosity and the intention to purchase halal products among Muslim students in Higher Education Institutions (HEIs) in Selangor.
2. To examine the relationship between price sensitivity and the intention to purchase halal products among Muslim students in Higher Education Institutions (HEIs) in Selangor.
3. To determine the influence of religiosity and price sensitivity on the intention to purchase halal products among Muslim students in Higher Education Institutions (HEIs) in Selangor.

Research Questions

This study seeks to answer the following research questions:

1. Is there a significant relationship between religiosity and the intention to purchase halal products among Muslim students in Higher Education Institutions (HEIs) in Selangor?
2. Is there a significant relationship between price sensitivity and the intention to purchase halal products among Muslim students in Higher Education Institutions (HEIs) in Selangor?
3. To what extent do religiosity and price sensitivity influence the intention to purchase halal products among Muslim students in Higher Education Institutions (HEIs) in Selangor?

LITERATURE REVIEW

This chapter reviews the existing literature related to the influence of religiosity and price sensitivity on the intention to purchase halal products among Muslim students enrolled in Higher Education Institutions (HEIs). The review is organised into three major themes: religiosity, price sensitivity, and halal product purchase intention. It also presents the conceptual and theoretical frameworks underpinning the study. A comprehensive review of previous studies is essential for identifying established findings, research gaps, and methodological approaches, thereby providing a strong foundation for the present study.

Religiosity and the Intention to Purchase Halal Products

Religiosity has been widely recognised as one of the most influential determinants of Muslim consumers' purchasing behaviour. It reflects the degree to which individuals internalise, practise, and adhere to religious teachings in their daily lives, including consumption behaviour. Consequently, consumers with stronger religious commitment are generally more inclined to purchase products that comply with Islamic principles.

Saputra et al. (2023) examined the determinants of halal cosmetic purchase intention among consumers in Batam City, Indonesia. Their study focused on religiosity, halal knowledge, subjective norms, and attitudes by adopting the Theory of Reasoned Action (TRA). Using a quantitative survey involving 305 respondents, the study demonstrated that religiosity significantly enhances consumers' attitudes and intention to purchase halal cosmetics. Furthermore, halal knowledge was found to strengthen favourable attitudes towards halal products, whereas subjective norms influenced attitudes but did not directly affect purchase intention.

Despite these significant findings, the study was limited to halal cosmetic consumers in Indonesia and did not consider price sensitivity as an explanatory variable. Moreover, differences in cultural background, consumer behaviour, and halal certification systems limit the generalisability of the findings to the Malaysian context, particularly among university students.

Similarly, Supriani et al. (2025) investigated the role of religiosity in influencing halal cosmetic purchase intention among Muslim consumers in Indonesia. Employing Partial Least Squares Structural Equation

Modelling (PLS-SEM) with data collected from 234 respondents, the researchers reported that religiosity positively influenced consumers' attitudes towards halal products. Nevertheless, religiosity did not significantly moderate the relationship between attitude and purchase intention. Although the moderating effect was statistically insignificant, the authors concluded that religiosity remains an important construct in explaining Muslim consumers' purchasing behaviour.

Koc et al. (2025) further examined the influence of religiosity on halal product purchase intention among consumers in Türkiye. Their study distinguished religiosity into two dimensions, namely religious belief and religious practice. Using Structural Equation Modelling (SEM) based on responses from 847 participants, the findings indicated that religious belief directly influenced halal purchase intention, while religious practice significantly enhanced positive attitudes towards halal products. The study also revealed that attitudes mediated the relationship between religiosity and purchase intention.

Collectively, these studies consistently demonstrate that religiosity extends beyond religious belief alone. It encompasses religious practice and commitment, both of which significantly shape Muslim consumers' purchasing decisions. Nevertheless, previous studies have predominantly focused on general consumers and halal cosmetic users, whereas empirical evidence involving Muslim students in Malaysian Higher Education Institutions remains limited. This gap provides a strong justification for the present study.

Price Sensitivity and the Intention to Purchase Halal Products

Price sensitivity represents consumers' responsiveness to changes in product prices and their willingness to compare prices before making purchasing decisions. Although halal compliance remains an important consideration for Muslim consumers, affordability often influences their final purchasing decisions, particularly among students with limited financial resources.

Konuk (2021) investigated consumer behaviour towards halal food products by examining the role of price sensitivity. The study concluded that consumers were more likely to purchase halal products when prices were perceived as reasonable and consistent with the value offered. The findings highlighted price sensitivity as a significant predictor of halal purchase intention.

However, Konuk's study primarily focused on halal image, perceived quality, beliefs, and price sensitivity without incorporating religiosity into the research model. Furthermore, the Turkish consumer context differs substantially from Malaysia in terms of consumer behaviour, purchasing power, and halal certification systems, thereby limiting the applicability of the findings.

Elseidi (2018) examined halal food purchase intention among Arab Muslim consumers residing in Scotland by applying the Theory of Planned Behaviour (TPB). The study incorporated attitude, subjective norms, perceived behavioural control, Islamic religiosity, and trust in halal certification. The findings demonstrated that attitude, subjective norms, and perceived behavioural control significantly influenced halal purchase intention. In addition, religiosity and trust in halal certification strengthened these relationships. Nevertheless, price sensitivity was not included as an explanatory variable, leaving an important research gap concerning consumers' financial considerations.

Nora and Sriminarti (2023) further confirmed that price sensitivity significantly influences halal purchase intention. Their study revealed that consumers carefully evaluate product affordability and price fairness before making purchasing decisions. Consequently, products perceived to offer better value are more likely to be selected, even within the halal product category.

Overall, previous studies consistently indicate that price sensitivity is an important determinant of halal purchasing behaviour. Nevertheless, research specifically investigating this relationship among Muslim students in Malaysian Higher Education Institutions remains scarce. Considering the financial constraints commonly experienced by university students, examining the influence of price sensitivity within this population is both timely and necessary.

Purchase Intention towards Halal Products

Purchase intention is one of the most extensively examined constructs in consumer behaviour research because it represents an individual's conscious willingness and readiness to purchase a particular product. Within the context of halal consumption, purchase intention reflects Muslim consumers' commitment to selecting products that comply with Islamic principles while simultaneously considering various personal, social, and economic factors. Previous studies have consistently demonstrated that consumers' intention to purchase halal products is influenced by multiple determinants, including religiosity, attitudes, subjective norms, trust, perceived product quality, and price considerations.

Nora and Sriminarti (2023) investigated the determinants of halal product purchase intention among Muslim consumers using a quantitative research approach. The study conceptualised purchase intention as consumers' willingness and tendency to purchase products that fulfil halal requirements. Data were analysed using Structural Equation Modelling (SEM), and the findings revealed that religiosity, attitudes, and consumer trust significantly influenced halal purchase intention. The study concluded that consumers possessing stronger religious commitment and greater confidence in halal-certified products exhibited a higher likelihood of purchasing halal products.

Similarly, Bahjam and Mohamad (2022) examined halal purchase intention among Muslim consumers in Malaysia by applying the Theory of Planned Behaviour (TPB). The researchers defined purchase intention as consumers' behavioural readiness to purchase halal products in the future. Their quantitative study involved 142 Muslim consumers in East Malaysia and employed Partial Least Squares Structural Equation Modelling (PLS-SEM) for data analysis. The findings indicated that attitude, subjective norms, and perceived behavioural control significantly influenced consumers' intention to purchase halal products. Individuals who perceived halal products positively, received encouragement from important social groups, and believed they possessed sufficient resources to obtain halal products demonstrated stronger purchase intentions.

Further evidence was provided by Koc et al. (2025), who investigated halal purchasing behaviour among Turkish consumers. Their findings revealed that trust in halal products, religiosity, and positive attitudes collectively enhanced consumers' intention to purchase halal products. In addition, consumer attitude was found to mediate the relationship between religiosity and purchase intention, indicating that religious commitment influences purchasing behaviour indirectly through favourable evaluations of halal products.

Overall, previous studies consistently demonstrate that purchase intention is a multidimensional construct influenced by psychological, religious, and economic factors. Consumers who exhibit stronger religious commitment, greater confidence in halal certification, positive attitudes towards halal products, and favourable price perceptions are generally more likely to purchase halal products. Nevertheless, the majority of previous studies have concentrated on general Muslim consumers, halal food consumers, or halal cosmetic users. Comparatively little attention has been devoted to Muslim students enrolled in Higher Education Institutions (HEIs), despite the fact that this consumer segment possesses distinctive purchasing characteristics shaped by financial limitations, educational background, and relatively high awareness of halal consumption. Therefore, the present study seeks to address this research gap by examining the influence of religiosity and price sensitivity on halal product purchase intention among Muslim HEI students in Selangor.

Conceptual Framework

The conceptual framework of this study was developed based on the Theory of Planned Behaviour (TPB) proposed by Ajzen (1991). The framework explains the proposed relationships between the independent variables religiosity and price sensitivity and the dependent variable, namely the intention to purchase halal products. It provides the theoretical direction for investigating how religious commitment and economic considerations jointly influence Muslim students' purchasing behaviour.

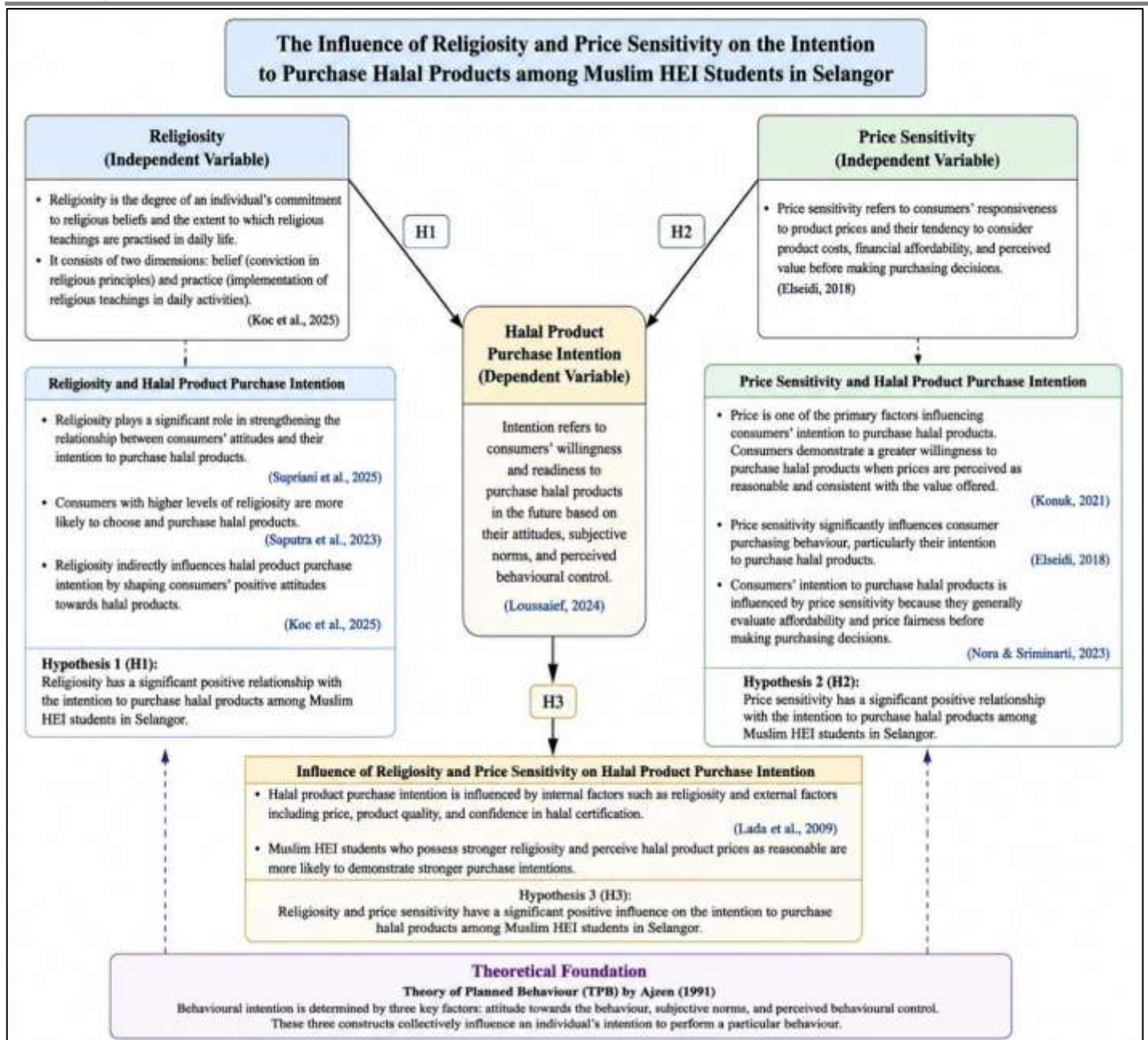


Table 2.1

According to the TPB, behavioural intention represents the most immediate predictor of actual behaviour. Individuals are more likely to perform a behaviour when they possess a stronger intention to do so. In the present study, purchase intention serves as the behavioural outcome, while religiosity and price sensitivity are conceptualised as antecedent variables influencing consumers' decision-making processes.

Religiosity refers to an individual's degree of commitment to Islamic teachings, including beliefs, values, and religious practices that guide daily behaviour (Koc et al., 2025). Within the context of halal consumption, highly religious individuals tend to perceive the selection of halal products as both a religious obligation and an expression of Islamic identity. Consequently, stronger religiosity is expected to enhance consumers' intention to purchase halal products.

Price sensitivity, on the other hand, reflects consumers' responsiveness to product prices and their tendency to compare prices before making purchasing decisions (Elseidi, 2018). Students generally experience limited purchasing power because of financial constraints, making affordability an important consideration when selecting halal products. Therefore, consumers with higher price sensitivity are expected to evaluate both product price and halal compliance simultaneously before making purchasing decisions.

Previous empirical studies provide substantial support for these proposed relationships. Saputra et al. (2023), Supriani et al. (2025), and Koc et al. (2025) consistently reported that religiosity positively influences halal purchase intention. Likewise, Konuk (2021), Elseidi (2018), and Nora and Sriminarti (2023) demonstrated that price sensitivity significantly affects consumers' purchasing decisions. Drawing upon these findings, the present study proposes that both religiosity and price sensitivity contribute significantly to Muslim students' intention to purchase halal products.

Accordingly, the conceptual framework consists of two independent variables—religiosity and price sensitivity—and one dependent variable—purchase intention of halal products. This framework serves as the basis for testing the proposed hypotheses and explaining the relationships among the study variables.

Theoretical Framework

The present study adopts the Theory of Planned Behaviour (TPB) developed by Ajzen (1991) as its principal theoretical foundation. TPB is one of the most influential theories in consumer behaviour research because it explains how behavioural intentions are formed and how these intentions subsequently determine actual behaviour.

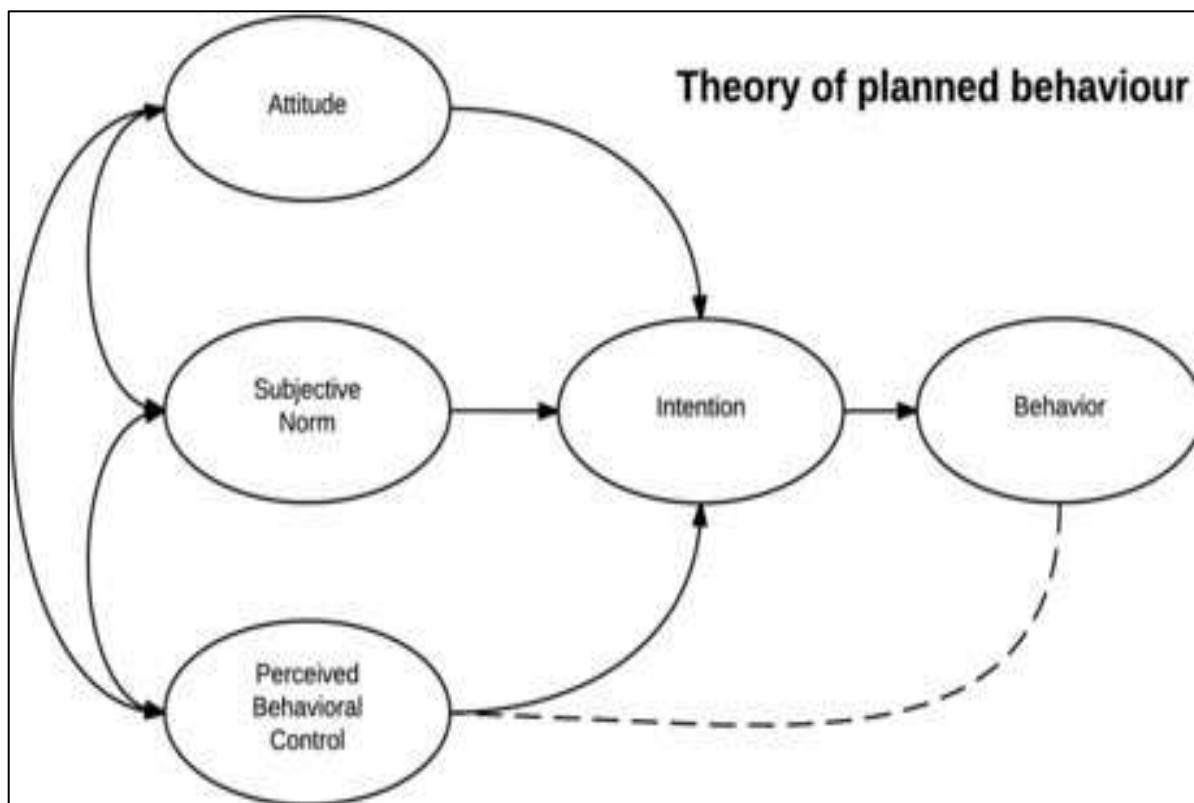


Table 2.2

According to Ajzen (1991), behavioural intention is influenced by three principal determinants: attitude, subjective norm, and perceived behavioural control. Attitude refers to an individual's positive or negative evaluation of performing a particular behaviour. Subjective norm reflects perceived social pressure from significant others, including family members, friends, and society. Perceived behavioural control refers to an individual's perception of the ease or difficulty of performing a behaviour, which is influenced by available resources, opportunities, and personal capabilities.

Within the present study, religiosity is conceptually associated with the formation of positive attitudes towards purchasing halal products. Individuals with stronger religious commitment are more likely to evaluate halal consumption positively because purchasing halal products is regarded as an important religious obligation. Consequently, stronger religiosity is expected to strengthen consumers' behavioural intention to purchase halal products.

Price sensitivity is conceptually linked to perceived behavioural control. Consumers evaluate whether halal products are financially affordable and whether purchasing such products is feasible within their available economic resources. Since university students frequently experience budgetary constraints, price considerations become an important component influencing purchasing intention.

The Theory of Planned Behaviour therefore provides an appropriate theoretical explanation for understanding how religious commitment and economic considerations jointly shape halal purchasing intention. The theory also offers a comprehensive framework for examining consumer decision-making by integrating psychological, social, and economic influences into a single explanatory model.

Based on the conceptual framework and the Theory of Planned Behaviour, the following hypotheses are proposed:

H1: Religiosity has a positive and significant relationship with the intention to purchase halal products among Muslim students in Higher Education Institutions (HEIs) in Selangor.

H2: Price sensitivity has a positive and significant relationship with the intention to purchase halal products among Muslim students in Higher Education Institutions (HEIs) in Selangor.

H3: Religiosity and price sensitivity significantly influence the intention to purchase halal products among Muslim students in Higher Education Institutions (HEIs) in Selangor.

RESEARCH METHODOLOGY

Research Design

This study adopted a quantitative research design using a cross-sectional survey approach to investigate the relationships between religiosity, price sensitivity, and the intention to purchase halal products among Muslim students enrolled in Higher Education Institutions (HEIs) in Selangor. A quantitative approach was considered appropriate because it enables researchers to measure variables objectively and examine the relationships among them using statistical techniques.

The study employed a deductive research approach, whereby hypotheses were developed based on established theories and previous empirical findings before being tested using quantitative data. According to Creswell and Creswell (2018), deductive research is appropriate when researchers seek to examine theoretical relationships through empirical evidence.

Furthermore, this study may be classified as exploratory-correlational research. Although the relationships between religiosity and halal purchasing behaviour have been widely investigated, relatively few studies have simultaneously examined the influence of religiosity and price sensitivity among Muslim university students in Malaysia. Therefore, the present study seeks to extend existing knowledge by examining these relationships within a specific consumer segment.

Data were collected at a single point in time using a structured questionnaire, making this research cross-sectional in nature. The design allows the researcher to obtain respondents' perceptions efficiently and analyse the relationships among the study variables without manipulating any research conditions.

Population and Sampling

The target population comprised Muslim students enrolled in Higher Education Institutions (HEIs) throughout Selangor, with an estimated population of 492,903 students. A non-probability purposive sampling technique was employed because the study required respondents who fulfilled predetermined criteria, namely: being Muslim, currently enrolled in a Higher Education Institution in Selangor and possessing experience in purchasing halal products.

Purposive sampling was considered appropriate because it enables researchers to select respondents

possessing characteristics relevant to the research objectives (Creswell & Creswell, 2018).

According to the Raosoft (2004) sample size calculator, a minimum sample of 384 respondents is recommended for a population of this size. Nevertheless, the present study successfully obtained responses from 205 participants.

Although this number is smaller than the recommended sample for population generalisation, it remains statistically adequate for correlation and regression analyses. Hair et al. (2019) recommend that behavioural studies employing regression analysis require a sufficient sample size relative to the number of predictor variables, while Guilford (1954) suggested that approximately 200 respondents are adequate for correlational research. Consequently, the final sample size was considered sufficient to achieve the objectives of the present study.

Research Instrument

Data were collected using a structured self-administered questionnaire. Questionnaires are widely employed in quantitative research because they provide a systematic and efficient method for collecting standardised information from a large number of respondents (Chua, 2006). The questionnaire consisted of four sections:

Section A contained nine items measuring respondents' demographic characteristics, including gender, age, level of study, year of study, employment status, and financial resources.

Section B measured respondents' level of religiosity using three items adapted from Handriana et al. (2021) and Supriani et al. (2025). These items assessed respondents' adherence to Islamic teachings in relation to purchasing halal products.

Section C measured price sensitivity using five items adapted from Konuk (2015) and Lichtenstein et al. (1993). The items evaluated respondents' tendency to compare prices, search for lower-priced halal products, and consider affordability before making purchasing decisions.

Section D measured the intention to purchase halal products using five items adapted from Lada et al. (2009). The items assessed respondents' willingness and future intention to purchase halal products consistently.

All measurement items employed a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

Data Collection Procedure

Prior to data collection, the questionnaire was reviewed to ensure that all measurement items were relevant to the research objectives. Eligible respondents were subsequently identified according to the predetermined sampling criteria.

The questionnaire was distributed electronically through online platforms, enabling respondents to complete the survey voluntarily. Participation was entirely voluntary, and respondents were informed that all information would be treated confidentially and used solely for academic purposes.

Upon completion of data collection, the responses were screened to identify incomplete questionnaires or inconsistent responses before proceeding to statistical analysis.

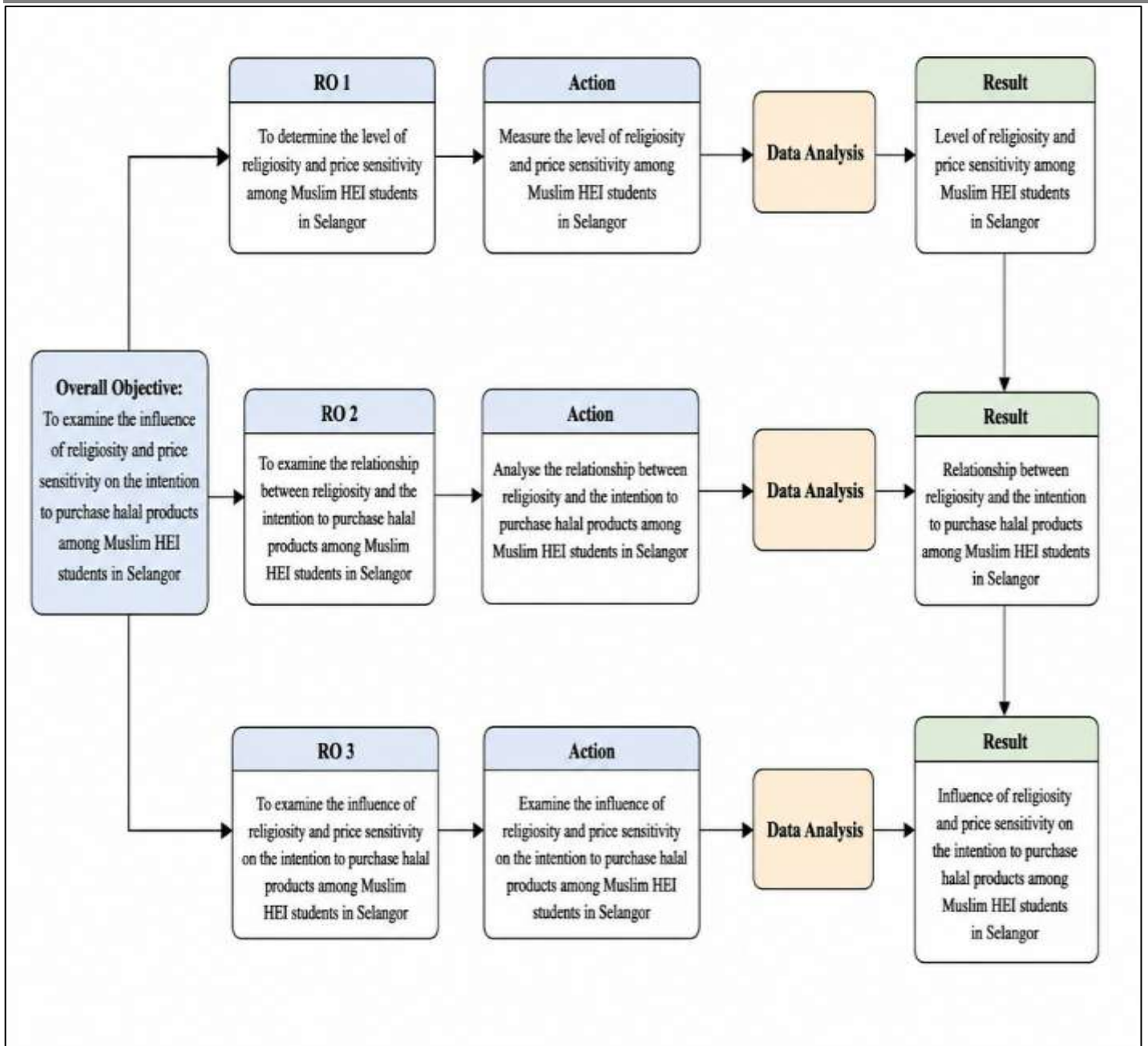


Table 3.1

Figure 3.1 illustrates the overall data analysis procedure adopted in this study. The procedure was developed systematically based on the research objectives to ensure that each objective was addressed using the most appropriate statistical analysis.

The process begins with the overall research focus, namely examining the influence of religiosity and price sensitivity on the intention to purchase halal products among Muslim students enrolled in Higher Education Institutions (HEIs) in Selangor. To achieve this aim, the study formulated three specific research objectives, each corresponding to a particular research question, data collection instrument, and statistical analysis.

The first research objective (RO1) seeks to examine the relationship between religiosity and the intention to purchase halal products among Muslim HEI students in Selangor. Accordingly, the first research question investigates whether a significant relationship exists between these two variables. Data addressing this objective were collected using a structured questionnaire, and the responses were analysed using Pearson's Product-Moment Correlation Analysis. Pearson correlation analysis was selected because it is appropriate for determining the strength and direction of the relationship between two continuous variables (Pallant, 2020).

The second research objective (RO2) aims to examine the relationship between price sensitivity and the intention to purchase halal products. Similar to the first objective, responses were obtained through the questionnaire survey and analysed using Pearson's Product-Moment Correlation Analysis. This analysis enabled the researcher to determine whether consumers' sensitivity to product prices is significantly associated with their intention to purchase halal products.

The third research objective (RO3) investigates the combined influence of religiosity and price sensitivity on the intention to purchase halal products among Muslim HEI students in Selangor. Unlike the first two objectives, which focus on identifying relationships, this objective examines the predictive effect of the independent variables on the dependent variable. Therefore, the questionnaire data were analysed using Multiple Linear Regression Analysis, which allows the simultaneous examination of the contribution of both independent variables to the prediction of halal product purchase intention.

Data Analysis

The collected data were analysed using the Statistical Package for the Social Sciences (SPSS) version 29. Several statistical procedures were employed to address the research objectives.

Descriptive statistics, including frequencies, percentages, means, and standard deviations, were used to describe respondents' demographic characteristics and summarise the levels of religiosity, price sensitivity, and halal purchase intention.

Pearson correlation analysis was employed to examine the relationships between the independent variables (religiosity and price sensitivity) and the dependent variable (purchase intention of halal products). Pearson's correlation coefficient (r) was interpreted according to the strength and direction of the relationships.

To determine the predictive influence of religiosity and price sensitivity on halal purchase intention, multiple linear regression analysis was performed. Regression analysis enabled the researcher to determine the extent to which each independent variable contributed to explaining variations in the dependent variable while controlling for the influence of the other predictor.

Statistical significance was evaluated at the 0.05 significance level, whereby p-values below 0.05 indicated statistically significant relationships.

Reliability Analysis

Based on the study data involving 205 respondents ($n = 205$), the results of the reliability test show that:

Construct	Item	Cronbach's alpha
Religiosity	3	0.925
Price Sensitivity	5	0.925
Intention to Purchase Halal Products	5	0.933

Table 3.2

The internal consistency of the measurement instrument was assessed using Cronbach's Alpha coefficient.

Based on Table 3.2, the results of the reliability test show that all constructs in this study have Cronbach's Alpha values exceeding 0.70. The religiosity construct, consisting of three items, produced a Cronbach's Alpha value of 0.925, indicating excellent reliability.

Similarly, the price sensitivity construct, comprising five items, recorded a Cronbach's Alpha value of 0.925, while the purchase intention construct, consisting of five items, achieved the highest reliability coefficient of 0.933.

According to Nunnally and Bernstein (1994), Cronbach's Alpha values exceeding 0.70 indicate satisfactory internal consistency. Since all constructs in the present study exceeded this threshold, the measurement instrument demonstrates excellent reliability and is therefore suitable for subsequent inferential statistical analyses.

RESEARCH FINDINGS

This chapter presents the findings of the study based on the data collected from 205 Muslim students enrolled in Higher Education Institutions (HEIs) in Selangor. The findings are organised according to the research objectives. Descriptive statistics were first employed to summarise the demographic characteristics of the respondents and the distribution of the study variables. Subsequently, inferential statistical analyses, including Pearson correlation and multiple linear regression, were conducted to examine the relationships and predictive effects among the variables.

For the descriptive analysis, mean scores and standard deviations were calculated to determine the levels of religiosity, price sensitivity, and purchase intention towards halal products. The interpretation of the mean scores followed Pallant (2020), whereby higher mean scores indicate stronger agreement with the statements measuring each construct. This measure of mean scores by Pallant, J. (2020) is based on four levels of mean score measurement to determine the degree of agreement or evaluation of the respondents, as shown in the following table:

Mean score	Interpretation
1.00 – 2.00	Low
2.01 – 3.00	Slightly Low
3.01 – 4.00	Moderately High

Table 4.1

Respondents' Demographic Profile

A total of 205 Muslim students participated in this study. Table 4.1 summarises the demographic characteristics of the respondents based on gender, age, educational level, year of study, employment status and primary financial resources.

Demographics	Category	Frequency (n)	Percentage (%)
Gender	Male	83	40.5
	Female	122	59.5
Age	18–24 years	135	65.9
	25–34 years	55	26.8
	35 years and over	15	7.3
Study Status	Diploma	30	14.6
	Doctor of Philosophy (PhD)	8	3.9
	Foundation/Foundation	8	3.9
	Bachelor's Degree	148	72.2
	Master's	11	5.4
Years of Study	Years 1–2	88	42.9
	Year 3–4	98	47.8
	Grade 5 and above	19	9.3
Occupation	Working Part-Time	54	26.3
	Self-Employed	10	4.9
	Full-Time Work	24	11.7
	Not Working	117	57.1
Financial Resources	Scholarship/Education Loan	42	20.5
	Parents/Guardians	114	55.6
	Other	4	2.0
	Spouse/Family	6	2.9
	Own Income	39	19.0

Table 4.2

The majority of respondents were female students (59.5%), while 40.5% were male. This distribution indicates that female students constituted the dominant proportion of the study sample.

With regard to age, most respondents (65.9%) were between 18 and 24 years old, followed by respondents aged 25–34 years (26.8%), whereas only 7.3% were aged 35 years and above. These findings indicate that the respondents primarily represented traditional undergraduate-aged university students.

Regarding educational level, Bachelor's degree students accounted for the largest proportion (72.2%), followed by Diploma students (14.6%), Master's students (5.4%), and Foundation as well as Doctor of Philosophy (PhD) students (3.9% each).

In terms of year of study, the majority of respondents were in Years Three and Four (47.8%), followed by students in Years One and Two (42.9%), whereas only 9.3% were in Year Five or above.

Regarding employment status, 57.1% of respondents reported that they were not employed. The remaining respondents were employed either part-time (26.3%), full-time (11.7%), or self-employed (4.9%). This finding reflects the financial circumstances commonly experienced by university students, many of whom depend primarily on financial assistance rather than employment income.

Consistent with this finding, more than half of the respondents (55.6%) identified parents or guardians as their primary source of financial support. Other respondents relied on scholarships or educational loans (20.5%), personal income (19.0%), spouses or family members (2.9%), or other financial sources (2.0%).

Overall, the demographic profile indicates that the respondents predominantly comprised undergraduate female students aged between 18 and 24 years who were financially dependent on their parents or guardians. These characteristics provide an appropriate representation of Muslim university students in Selangor, who constitute the target population of this study.

Descriptive Analysis

Descriptive statistics were employed to determine respondents' levels of religiosity, price sensitivity, and intention to purchase halal products. Mean scores were calculated to measure respondents' level of agreement with each statement, while standard deviations were used to assess the degree of variation in their responses.

Overall, the descriptive findings indicate consistently high mean scores across all three constructs, suggesting that Muslim university students exhibit strong religiosity, considerable price sensitivity, and a high intention to purchase halal products.

Religiosity

The descriptive analysis for religiosity comprised three measurement items assessing respondents' commitment to Islamic teachings when selecting halal products.

No.	Question	Mean	Standard Deviation	Interpretation
1.	I choose halal products because they are in line with my religious beliefs.	4.83	0.476	High
2.	I believe that use of halal products is part of my religious obligations.	4.82	0.473	High
3.	I strive to follow religious teachings when choosing halal products.	4.82	0.480	High

Table 4.3

Table 4.3 presents the descriptive analysis of the religiosity variable based on three items measuring the respondents' level of religious adherence in making halal product purchase decisions. The item "I choose halal products because they are consistent with my religious beliefs" recorded the highest mean score ($M = 4.83$, $SD = 0.476$), indicating a very high level of agreement among respondents. This finding demonstrates that religious beliefs constitute the primary motivation for selecting halal products.

Similarly, respondents strongly agreed that using halal products forms part of their religious obligation ($M = 4.82$, $SD = 0.473$). The relatively small standard deviation suggests that respondents shared highly consistent views regarding the religious importance of consuming halal products.

The third item, "I strive to adhere to Islamic teachings when selecting halal products," also recorded a high mean score ($M = 4.82$, $SD = 0.480$), indicating that respondents consistently integrate Islamic principles into their purchasing decisions.

Taken together, these findings demonstrate that respondents possess a very high level of religiosity. The consistently high mean scores indicate that religious commitment strongly influences Muslim students' purchasing behaviour and serves as an important consideration when selecting halal products.

Price Sensitivity

Five items were used to evaluate respondents' level of price sensitivity when purchasing halal products. Overall, all items recorded high mean scores, ranging from 4.43 to 4.60, indicating that respondents were highly conscious of product prices when making purchasing decisions.

No.	Question	Mean	Standard Deviation	Interpretation
1.	I am willing to spend the time and effort to get halal products at a lower price.	4.56	0.762	High
2.	I am willing to compare the prices of halal products at several places before making a purchase.	4.43	0.762	High
3.	The savings obtained from finding halal products at a lower price are worth the time and effort spent.	4.52	0.711	High
4.	I will look for several halal product options to get a more affordable price.	4.59	0.600	High
5.	I believe that the effort to get halal products at a lower price is worthwhile.	4.60	0.660	High

Table 4.4

Based on Table 4.4, all items for the price sensitivity variable indicate a high level of interpretation. This finding shows that respondents have a high level of price sensitivity when making decisions to purchase halal products. In general, respondents were found to consider the price aspect when making purchases and were willing to spend time and effort to obtain halal products at more affordable prices. This indicates that price is a key consideration influencing the purchase intention of halal products among Muslim students at Higher Education Institutions (HEIs) in Selangor.

The highest mean score was obtained for the statement "I believe that the effort required to obtain halal products at lower prices is worthwhile" ($M = 4.60$, $SD = 0.660$). This finding indicates that respondents regarded searching for affordable halal products as beneficial.

Similarly, respondents agreed that they would search for alternative halal products to obtain lower prices ($M = 4.59$, $SD = 0.600$) and were willing to spend time comparing prices before making purchasing decisions.

Although respondents placed considerable importance on halal certification, these findings demonstrate that economic considerations remain influential in shaping purchasing decisions. Consequently, price sensitivity represents an important determinant of halal purchase intention among Muslim university students.

Purchase Intention towards Halal Products

The descriptive analysis of purchase intention was conducted using five measurement items designed to assess respondents' willingness and commitment to purchasing halal products. Overall, all items recorded high mean scores, ranging from 4.75 to 4.81, indicating a consistently strong intention among Muslim university students to purchase halal products.

No.	Question	Mean	Standard Deviation	Interpretation
1.	I have intention to purchase halal products in the future.	4.77	0.522	High
2.	I tend choose halal products when making purchasing decisions.	4.75	0.593	High
3.	I make halal products as the primary choice when making a purchase.	4.81	0.489	High
4.	I intend to continue buying halal products in the future.	4.80	0.502	High
5.	I will consider halal aspect before making a purchase decision for a product.	4.76	0.572	High

Table 4.5

Table 4.5 shows the descriptive analysis for the halal product purchase intention variable among Muslim Higher Education Institution (HEI) students in Selangor. The statement "I make halal products as the primary choice when making a purchase" recorded the highest mean score ($M = 4.81$, $SD = 0.489$). This finding indicates that respondents consistently prioritise halal products over non-halal alternatives when making purchasing decisions. The relatively low standard deviation further suggests a high level of agreement among respondents.

Similarly, respondents expressed a strong intention to continue purchasing halal products in the future ($M = 4.80$, $SD = 0.502$). This finding reflects the sustainability of halal purchasing behaviour among Muslim students and indicates that halal consumption is viewed as a long-term commitment rather than a temporary purchasing preference.

The statement "I have the intention to purchase halal products in the future" obtained a mean score of 4.77 ($SD = 0.522$), demonstrating respondents' willingness to maintain halal purchasing behaviour. Likewise, respondents agreed that they would always consider the halal status of products before making purchasing decisions ($M = 4.76$, $SD = 0.572$).

The lowest mean score was observed for the statement "I tend to choose halal products when making purchasing decisions" ($M = 4.75$, $SD = 0.593$). Nevertheless, this value remains within the high interpretation category, indicating that respondents consistently favour halal products despite minor variations in individual responses.

Overall, the descriptive findings indicate that Muslim students enrolled in Higher Education Institutions in Selangor exhibit a strong intention to purchase halal products. The consistently high mean scores suggest that halal considerations remain an important criterion influencing their purchasing decisions. These findings provide preliminary evidence supporting the proposed relationships between religiosity, price sensitivity, and halal purchase intention.

Construct Validity Analysis

Construct validity was assessed using Exploratory Factor Analysis (EFA) with Principal Component Analysis (PCA) as the extraction method. A total of thirteen measurement items representing the three study constructs

were included in the analysis. The results demonstrated that the measurement model satisfied the assumptions required for factor analysis. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was 0.911, exceeding the recommended threshold of 0.60, thereby indicating excellent sampling adequacy (Hair et al., 2019).

Similarly, Bartlett's Test of Sphericity was statistically significant ($\chi^2 = 1691.801$, $p < 0.001$), confirming that sufficient correlations existed among the measurement items to justify factor analysis.

The analysis extracted two principal factors with eigenvalues greater than one. The first factor recorded an eigenvalue of 6.536, whereas the second factor obtained an eigenvalue of 2.004. Collectively, these two factors explained 65.695% of the total variance, indicating satisfactory construct validity and adequate representation of the underlying latent variables.

Overall, the findings demonstrate that the measurement instrument possesses satisfactory psychometric properties and is suitable for subsequent inferential statistical analyses.

Pearson Correlation Analysis

Pearson's Product-Moment Correlation analysis was performed to examine the relationships between the independent variables (religiosity and price sensitivity) and the dependent variable (purchase intention towards halal products). This analysis addressed Research Objectives 1 and 2.

Variables	r	p	Strength of the Relationship	Results
Religiosity - Purchase Intention	.722	<.001	Strong, Positive	Significant
Price Sensitivity - Purchase Intention	.722	<.001	Strong, Positive	Significant

Table 4.6

Based on Table 4.6, the findings indicate a strong, positive, and statistically significant relationship between religiosity and purchase intention ($r = 0.722$, $p < 0.001$).

This result suggests that respondents with higher levels of religiosity tend to exhibit stronger intentions to purchase halal products. In other words, increased adherence to Islamic teachings is associated with greater commitment to selecting halal-certified products. Therefore, Hypothesis 1 (H1) is supported.

Similarly, the analysis revealed a strong positive relationship between price sensitivity and purchase intention ($r = 0.722$, $p < 0.001$). This finding indicates that respondents who pay greater attention to product prices also demonstrate stronger intentions to purchase halal products, provided that the products offer acceptable value and remain affordable.

The significant correlation between price sensitivity and purchase intention suggests that economic considerations continue to influence purchasing behaviour, even among consumers who prioritise halal compliance. Consequently, Hypothesis 2 (H2) is also supported.

Overall, these findings demonstrate that both religiosity and price sensitivity are significantly associated with Muslim students' intention to purchase halal products.

Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to determine the extent to which religiosity and price sensitivity jointly predict purchase intention towards halal products.

Model	R	R ²	Adjusted R ²	F	df
Religiosity → Product Purchase Intention Halal	0.722	0.522	0.519	221.387	1,203
Price Sensitivity → Intention to Purchase Halal Products	0.722	0.522	0.519	221.387	1,203

Table 4.7

The regression model revealed that both independent variables significantly contributed to explaining variations in halal purchase intention among Muslim university students. These findings indicate that religiosity and price sensitivity are significant predictors of purchase intention.

Religiosity emerged as an important predictor because students with stronger religious commitment consistently demonstrated greater intention to purchase halal products. This finding reinforces the notion that religious values remain an essential determinant of Muslim consumer behaviour.

Similarly, price sensitivity significantly influenced purchase intention. Respondents who carefully considered product affordability and perceived value were more likely to purchase halal products when prices were regarded as reasonable and consistent with their financial capability.

Taken together, the regression findings confirm that religiosity and price sensitivity jointly influence halal purchasing intention among Muslim students in Higher Education Institutions in Selangor. Accordingly, Hypothesis 3 (H3) is supported.

Overall, the findings of this study demonstrate that Muslim university students in Selangor exhibit high levels of religiosity, considerable awareness of product prices, and strong intentions to purchase halal products. Descriptive statistics indicate consistently high mean scores across all constructs, while inferential analyses confirm that both religiosity and price sensitivity significantly influence halal purchase intention. These findings provide empirical evidence supporting the applicability of the Theory of Planned Behaviour in explaining halal purchasing behaviour among Muslim university students.

DISCUSSION

This chapter discusses the findings of the study in relation to the research objectives, previous empirical studies, and the Theory of Planned Behaviour (TPB). The discussion provides an interpretation of the statistical findings while highlighting their theoretical and practical significance.

Relationship between Religiosity and Purchase Intention towards Halal Products

The findings revealed a significant positive relationship between religiosity and the intention to purchase halal products among Muslim students enrolled in Higher Education Institutions (HEIs) in Selangor. This finding indicates that students with stronger religious commitment demonstrate greater willingness to purchase products that comply with Islamic principles. Consequently, Hypothesis 1 was supported.

Religiosity serves as an important internal determinant that guides Muslim consumers in making purchasing decisions. Individuals who possess stronger religious beliefs are more likely to regard halal consumption as an integral part of their religious obligations rather than merely a personal preference. This explains why respondents consistently reported high levels of agreement regarding the importance of selecting halal-certified products.

These findings are consistent with Saputra et al. (2023), who reported that religiosity significantly strengthens consumers' attitudes and intentions towards purchasing halal cosmetics. Likewise, Koc et al. (2025) concluded that consumers with stronger religious commitment exhibit greater intention to purchase halal products because their purchasing behaviour is closely aligned with Islamic values.

Similarly, Albra et al. (2023) argued that religiosity significantly influences Muslim consumers' purchasing behaviour by encouraging compliance with Shariah principles. The present findings therefore reinforce the argument that religious commitment remains one of the strongest predictors of halal purchasing behaviour among Muslim consumers.

The findings may also be interpreted through the Theory of Planned Behaviour (TPB). Religiosity contributes to the development of favourable attitudes towards halal products because consumers perceive halal consumption as a religious obligation. According to TPB, positive attitudes strengthen behavioural intention, which subsequently increases the likelihood of performing the intended behaviour. Therefore, higher religiosity contributes directly to stronger purchase intention.

These findings suggest that strengthening Islamic awareness among university students may further encourage sustainable halal consumption practices. Religious education, halal awareness campaigns, and continuous dissemination of halal knowledge may therefore contribute to strengthening consumers' commitment towards purchasing halal products.

Relationship between Price Sensitivity and Purchase Intention towards Halal Products

The study also found a significant positive relationship between price sensitivity and purchase intention towards halal products. This finding supports Hypothesis 2, indicating that respondents carefully consider product prices before making purchasing decisions.

Unlike general assumptions that highly religious consumers disregard price considerations, the present findings demonstrate that Muslim consumers simultaneously evaluate halal compliance and financial affordability. University students generally operate under limited financial resources; therefore, they tend to compare prices before purchasing products, regardless of their commitment to halal consumption.

This finding is consistent with Konuk (2021), who reported that consumers are more likely to purchase halal products when prices are perceived as fair and reasonable. Similarly, Nora and Sriminarti (2023) concluded that price sensitivity significantly influences halal purchasing decisions because consumers continuously evaluate product value relative to price.

Elseidi (2018) likewise argued that although religiosity strengthens halal purchasing behaviour, consumers continue to consider affordability before making final purchasing decisions. Consequently, halal compliance alone may not guarantee purchase intention if products are perceived as excessively expensive.

Within the framework of the Theory of Planned Behaviour, price sensitivity may be associated with perceived behavioural control. Consumers evaluate whether purchasing halal products is financially feasible based on their available economic resources. Therefore, students who perceive halal products as affordable are more likely to develop stronger intentions to purchase them.

The findings highlight the importance of balancing religious values with economic considerations. Halal product manufacturers should therefore ensure that halal-certified products remain competitively priced to encourage wider consumer acceptance, particularly among university students.

Influence of Religiosity and Price Sensitivity on Purchase Intention

The regression analysis demonstrated that religiosity and price sensitivity jointly influence the intention to purchase halal products among Muslim students in Higher Education Institutions in Selangor. Consequently, Hypothesis 3 was supported.

Among the two independent variables, religiosity appears to represent the more fundamental psychological determinant because it reflects consumers' adherence to Islamic teachings. Nevertheless, price sensitivity remains an important complementary factor that shapes actual purchasing decisions.

These findings suggest that Muslim consumers do not make purchasing decisions based solely on religious commitment or economic considerations. Instead, purchasing behaviour reflects the interaction between spiritual values and financial capability. Consumers seek products that not only satisfy Islamic requirements but also provide acceptable value for money.

The findings further support the applicability of the Theory of Planned Behaviour in explaining halal purchasing behaviour. Religiosity contributes primarily to the formation of favourable attitudes towards halal products, while price sensitivity reflects consumers' assessment of their purchasing capability. Together, these variables strengthen consumers' behavioural intention, which ultimately influences purchasing decisions.

Overall, the findings demonstrate that halal purchasing behaviour is multidimensional, involving religious, psychological, and economic considerations simultaneously. Therefore, policymakers and industry practitioners should adopt integrated strategies that strengthen both halal awareness and product affordability.

Practical Implications

The findings of this study provide several important implications for policymakers, halal certification authorities, higher education institutions, and halal product manufacturers.

For policymakers, the findings reinforce the importance of strengthening halal awareness programmes among young Muslim consumers. Continuous educational initiatives may enhance students' understanding of halal principles and encourage responsible consumption behaviour.

For halal certification authorities, particularly JAKIM, efforts should continue to enhance public confidence in halal certification through transparent certification procedures, consumer education, and effective dissemination of halal-related information. Such initiatives may reduce consumer uncertainty regarding products with questionable halal status.

Higher Education Institutions should also incorporate halal literacy into student development programmes. Universities may organise seminars, workshops, and awareness campaigns to strengthen students' understanding of halal consumption from both religious and consumer perspectives.

From an industry perspective, halal product manufacturers and SMEs should recognise that although Muslim consumers prioritise halal certification, affordability remains an important consideration. Therefore, manufacturers should maintain competitive pricing while preserving product quality and halal integrity.

Theoretical Implications

The present study contributes to the growing body of literature on halal consumer behaviour by extending the application of the Theory of Planned Behaviour within the Malaysian higher education context.

Unlike many previous studies that examined religiosity independently, this study demonstrates that both religiosity and price sensitivity jointly influence halal purchase intention. The findings therefore provide additional empirical evidence supporting TPB as an appropriate theoretical framework for explaining halal purchasing behaviour among Muslim university students.

Furthermore, the study contributes to the limited literature examining halal purchasing behaviour within the university student population, a consumer segment that possesses unique behavioural characteristics resulting from strong religious awareness alongside financial constraints.

Recommendations for Future Research

Based on the findings and limitations of the present study, several recommendations are proposed for future research.

First, future studies should include respondents from different demographic backgrounds, such as working professionals, entrepreneurs, civil servants, and consumers residing in rural and urban areas. Expanding the sampling frame would improve the generalisability of the findings and provide a more comprehensive understanding of halal purchasing behaviour across different consumer segments.

Second, future research should incorporate additional explanatory variables that may influence halal purchase intention. Variables such as halal awareness, halal knowledge, trust in halal certification, perceived product quality, perceived value, consumer satisfaction, brand loyalty, and social media influence may provide a more comprehensive explanation of consumers' purchasing behaviour.

Third, future researchers may employ Structural Equation Modelling (SEM) to examine both direct and indirect relationships among variables. SEM enables researchers to investigate mediating and moderating effects, thereby providing a more comprehensive understanding of the mechanisms underlying halal purchasing behaviour.

Fourth, comparative studies involving different Malaysian states or cross-country comparisons would provide valuable insights into cultural and institutional differences affecting halal purchasing decisions.

Finally, future studies are encouraged to adopt mixed-method research designs by integrating quantitative surveys with qualitative interviews or focus group discussions. Such approaches would provide richer insights into the motivations and experiences underlying consumers' purchasing decisions and contribute to a deeper understanding of halal consumer behaviour.

CONCLUSION

The present study examined the influence of religiosity and price sensitivity on the intention to purchase halal products among Muslim students enrolled in Higher Education Institutions (HEIs) in Selangor.

The findings demonstrated that both religiosity and price sensitivity exhibit significant positive relationships with halal purchase intention. Furthermore, multiple linear regression analysis confirmed that both variables significantly predict Muslim students' intention to purchase halal products. These findings indicate that religious commitment and economic considerations jointly shape halal purchasing behaviour among university students.

The study also confirms the applicability of the Theory of Planned Behaviour (TPB) in explaining halal purchasing intention. Religiosity contributes to the formation of favourable attitudes towards halal products, whereas price sensitivity reflects consumers' evaluation of their financial capability before making purchasing decisions. Together, these factors strengthen behavioural intention and increase the likelihood of purchasing halal products.

From a practical perspective, the findings provide useful insights for policymakers, halal certification authorities, Higher Education Institutions, and halal product manufacturers. Continuous efforts to strengthen halal awareness, improve consumer confidence in halal certification, and ensure product affordability are essential for promoting sustainable halal consumption among young Muslim consumers.

Academically, this study contributes to the existing body of knowledge by extending previous research on halal consumer behaviour within the context of Malaysian Higher Education Institutions. The findings also

provide empirical evidence supporting the integration of religious and economic perspectives in explaining halal purchasing behaviour.

Overall, the study concludes that religiosity and price sensitivity are important determinants of halal product purchase intention among Muslim university students in Selangor. Strengthening religious awareness while ensuring affordable access to halal products will contribute significantly to the sustainable growth of Malaysia's halal industry.

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