Mediating Role of Attitude on Halal Awareness, Religiosity, Product Knowledge, COO on Purchase Intention Korean Food

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ABSTRACT

Purpose – This paper seeks to examines the Korean Wave or Hallyu phenomenon (South Korean food products) and identifies factors that influence purchase intention, mediated by attitude, halal awareness, religiosity, halal product knowledge, and country of origin among Muslims in Jakarta. **Methodology/approach –** This research is quantitative in nature with a research sample consisting of 160 respondents. Data were collected through a questionnaire with a Likert scale of 1-5, then analyzed using the Structural Equation Model (SEM) with the help of Smart PLS software. **Findings – It** The results of the research obtained by halal awareness have a significant positive effect on attitudes and purchase intention, attitudes have a significant positive effect in mediating the effect of halal awareness on purchase intention. Religiosity has a significant positive effect on attitude and purchase intention, attitude has a significant positive effect in mediating the effect of Religiosity on purchase intention. Knowledge of halal products has a significant positive effect on attitudes and purchase intention, attitudes have a significant positive effect in mediating the effect of knowledge of halal products on purchase intention. Halal awareness has a significant positive effect on attitudes and purchase intention, attitudes have a significant positive effect in mediating the effect of halal awareness on purchase intention. Attitude has a significant positive effect on purchase intention.

INTRODUCTION

The Hallyu or Korean Wave phenomenon has been in the global spotlight for the past two decades, capturing the attention of various groups, especially millennials and Gen Z. This phenomenon not only affects entertainment preferences, but also penetrates into various aspects of daily life, from fashion, skincare, food, to language (Rahmawati & Musthofa, 2023).

Hallyu is characterized by the successful export of South Korean pop culture, such as K-pop music, Korean dramas, and variety shows, which blend traditional and modern elements nicely, creating a universal appeal (Rahmadani, et al., 2021). The South Korean government actively promotes its culture and food through various events, festivals, and cultural exchange programs. For example, the Korean

Food Fair or Korean Cultural Center often holds events introducing Korean food to the Indonesian people (Hutama & Ichwan, 2023). This has further popularized Korean food among Indonesians.
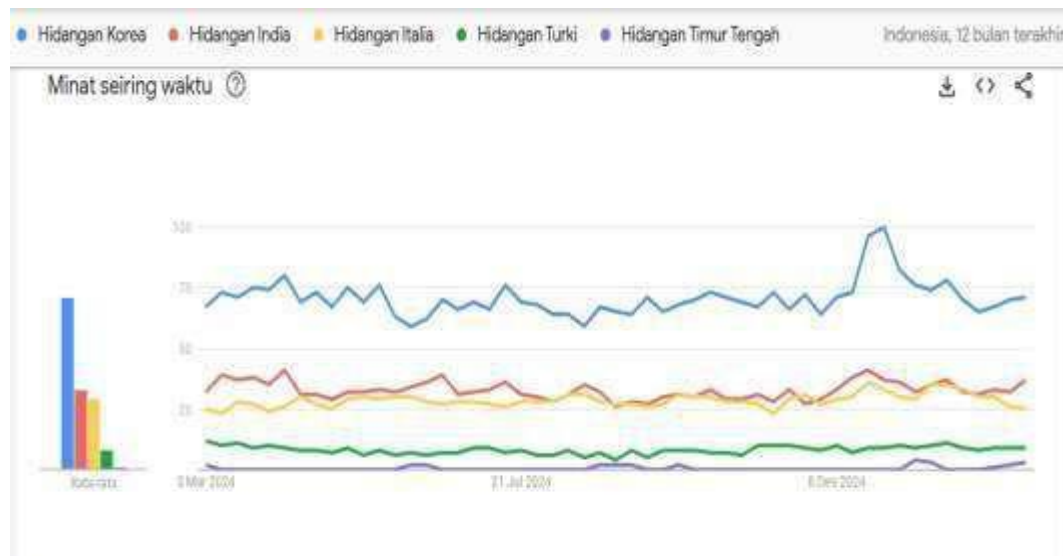

figure 1. Interest in Korean Food year, 2025

Based on data from trends.google.com in 2025, Indonesian people's interest in Korean food is still very high and continues to increase. This cannot be separated from the influence of Hallyu or Korean Wave which is increasingly worldwide, including in Indonesia. (Rahmadani, et al., 2021) Korean pop culture such as K-pop, dramas, and variety shows have brought Korean food into the spotlight, making dishes such as kimchi, bibimbap, tteokbokki, and samgyeopsal increasingly popular. Muslim consumers should hold tightly to the concept of halal in all aspects of life, including food. However, the term halal is rather difficult to apply to Korean food because some of the ingredients are made from non-halal ingredients, such as alcohol (Najia Rif'ah, 2023).

Table 1. Number of Religious Believers in Indonesia

No	Religion	Number of adherents (people)	Percentage (%)
1	Islam	245.973.915	87,08
2	Christian	20.911.697	7,4
3	Protestant	16.646.271	5,9
4	Catholic	8.667.619	3,07
5	Hinduism	4.890.344	1,73
6	Buddhism	2.035.646	0,72
7	Confucianism	73.101	0,03
8	Others	1.750.680	0,62

Source: kumparan.com/ File Dukcapil, 2024

Based on Dukcapil 2024 data, the population with the largest number of religious adherents in Indonesia is Muslim, which shows a population of 245,973,915 (87%) in 2024. As a country with the largest Muslim population, it is important for consumers in Indonesia to pay attention to the halalness of products before deciding to buy. The guarantee of the halalness of a product can be seen through a halal certificate issued by the Halal Product Guarantee Agency (BPJPH) after obtaining a halal fatwa from

the Indonesian Ulema Council (MUI). This halal awareness is usually aimed at knowing what is consumed, especially food and drinks, contains something that is allowed and what content in the product is prohibited or should not be used, especially for people who are Muslim (Lariobafih, 2020). In research conducted by (Najmudin, Syihabudin, & Fatoni, 2021) it is known that halal awareness has a positive effect on purchase interest in halal food.

Apart from halal awareness, religiosity is also one of the determining factors in making food purchasing decisions. Religiosity is one of the factors that can influence consumer consumption patterns in making a decision to buy a product (Prasetiawan, 2020). In purchasing a product, knowledge is an important thing for consumers to have, because it can provide information on the selected product (Dilla, 2020). Ardisa & Puspaningrum (2022) have contributed to the literature examining previous literature on (Country of Origin) COO in marketing research and international consumer behavior for food products. Consumers get a lot of knowledge from various sources, both internal and external, which can influence respondents' attitudes in choosing halal products (Adriani & Ma'ruf, 2020). Astuti & Asih (2021) in their research found that religiosity and halal awareness have a positive and significant influence on consumer attitudes towards halal labels. Through some of this literature, researchers conducted a pre-survey to determine the biggest influence that causes buying interest in food from South Korea. The pre-survey was conducted by distributing questionnaires via WhatsApp using google form. Respondents were Muslim, over 20 years old, K-Drama and K-Pop fans and domiciled in Indonesia. 20 people responded to the questionnaire with the pre-survey results as in table 2.

Table 2. Pre-Survey Results of Muslims' Purchase Intention for Korean Food

No	Variable	Statement	Agree	Percentage
1	Religiositas	Religious beliefs require me to consume halal food products	18	90%
2	Norma Subjektif	I buy halal food products because of family guidance	16	80%
3	Halal Label	The halal label makes me feel safe to consume food	20	100%
4	Halal Awareness	I understand and know the exact meaning of halal	19	95%
5	Country of Origin	I believe that food/culinary from South Korea, such as Kimchi, provides benefits for the health of the body	18	90%
6	Minat Beli	I am interested in buying Korean food that has a halal certificate from MUI	19	95%
7	Halal Product Knowledge	I know the product is halal if there is a halal certificate	19	95%

Source: Author's data source, 2024

Based on the results of a pre-survey of 7 questions asked to 20 respondents, in general, the purpose of this study is to determine how much influence halal awareness, religiosity, halal product knowledge, country of origin and attitudes towards halal labels as mediating variables are related to Muslim buying interest in food from South Korea. Previous research on the factors that influence the purchase intention of halal products has been carried out, but there are still some gaps that need to be explored further. First, although halal awareness has been identified as a significant predictor of purchase intention (Ali

et al., 2020), not many studies have integrated this variable with religiosity and halal product knowledge simultaneously. In addition, the role of country of origin as a moderating or mediating variable is still less explored, especially in the context of an increasingly competitive global market (Abdullah et al., 2021). Consumer attitude is often considered as a mediator between halal awareness and purchase intention, but this mediation mechanism is not fully understood, especially in the context of different cultures and religiosity (Rahmawati & Musthofa, 2023). Recent research has also shown that halal product knowledge has a varying influence on purchase intention, depending on the level of consumer religiosity (Korompis & Koleangan, 2023). Consumer Purchasing Decisions serve as the implementation of purchase intention in the study. In the study, it is recommended to use the variables Service Quality, e-WOM, Web Quality, and Trust that influence purchase intention (Ashari & Tafiprios, 2021) Therefore, further research is needed to examine the interaction between halal awareness, religiosity, halal product knowledge, country of origin, and attitude as mediation on purchase intention, especially in the range of 2020-2025, where the demand for halal products has increased significantly globally.

LITERATURE REVIEW

1. Consumer Behavior

Kotler et al. (2021) states that consumer behavior is the study of individuals, groups, or organizations and the processes they use in choosing and buying products, services, experiences, or ideas to satisfy their needs as consumers Consumer behavior will affect marketing activities in communicating and delivering products that offer value to customers and how an individual makes decisions in spending resources contained in the product or service provided (Kotler et al., 2021). The factors that influence consumer behavior are cultural, social and personal factors. Cultural factors consist of culture, subculture, and social class, then social factors consist of reference groups, family, social roles and statuses, and personal factors which include age and stages in the life cycle, occupation and economic conditions, personal and self-concept, and lifestyle and values (Kotler et al., 2016).

2. Theory of Reasoned Action (TRA)

This study uses the Theory of Reasoned Action (TRA) to explain Muslim teenagers' intention to buy Korean halal food. Ajzen and Fishbein (1980) assume that a person's behavior is determined by a person's desire to do or not do a certain behavior, or vice versa. TRA also states that conceptually there are two factors that determine a person's intention, the first is attitude towards behavior, and the second is subjective norms. If positive results are found on both factors, then the individual concerned has a more positive intention to buy Panjaitan & Cahya (2025). Apart from measuring individual attitudes towards an object, TRA also measures the role of groups in shaping and strengthening these attitudes TRA has also been widely applied to explain the intention to buy halal products (Rizkitysha & Hananto, 2020).

3. Purchase Intention

Purchase intention is a consumer's mental statement that reflects a plan to purchase a product with a certain brand (Hien et al., 2020). According to Purbohastutu & Hidayah (2020) purchase interest is an action taken by consumers before making a decision to purchase a product. From some of the expert opinions above, the authors conclude that purchase intention is a statement within consumers in the form of attitudes or actions that show the tendency or interest of consumers to buy a product in a certain amount and a certain period of time.

The dimensions and indicators of buying interest according to Purbohastutu & Hidayah (2020), namely: 1. Transactional interest, The tendency of consumers to buy a product or take actions related to purchases as measured by the level of likelihood of consumers making purchases. a) Desire to buy a product. 2. Referential interest, Interest that describes the behavior of someone who has a primary preference for the product. a) Willingness to recommend to others. 3. Preferential interest, Interest that describes a choice that consumers make and choose from the various choices available. a) Making the product consumed the first choice. 4. Exploratory interest, Describes the behavior of a person who is always looking for information about the product he is interested in and looking for information to support the positive properties of the product. a) The desire to find information about the product.

4. Attitude

Attitude is a long-term evaluation of what a person likes or dislikes, emotional feelings and action tendencies towards several objects or ideas (Ikhsan & Sukardi, 2020). Meanwhile, Laila and Tarmizi (2020) stated that attitude is a comprehensive evaluation made by a person or a concept. From the above explanation, it can be concluded that attitude is a long-term evaluation that reflects a person's feelings, beliefs, and tendency to act towards a particular object or idea.

The dimensions and indicators of attitude according to (Hendradewi et al, 2021), namely: 1. Cognitive Component: a. Consuming halal-certified food is important to me. b. I believe halal food is healthier. 2. Affective Component: a. I like restaurants that are guaranteed halal. b. The halal guarantee on the food I consume makes me comfortable. 3. Conative Component: a. I avoid restaurants that do not have a halal label. b. I like food that is guaranteed halal. c. I always choose halal food in the present and future. d. In choosing a restaurant I prioritize those with halal labels. In choosing a restaurant I prioritize those labeled halal.

5. Halal Awareness

According to Alinda & Adinugraha (2022) the word "awareness" means knowledge or understanding of a particular subject or situation. This knowledge includes understanding what halal is and how the production process of a product complies with halal standards in Islam (Hamdani & Umuri, 2021). Based on the previous definition, it can be concluded that halal awareness is the level of understanding and knowledge of Muslims regarding the concept of halal, including what is permitted (halal) and prohibited (haram) in Islam, as well as the production process and halal standards in accordance with sharia.

According to (Ali et al, 2020), the level of consumer awareness of halal products is influenced by several factors and sources, namely: a.Religious belief, are the best guidelines for determining food consumption because some religions impose food restrictions, for example the prohibition of pork and meat that is not ritually slaughtered in Islam and pork and beef in Hinduism and Buddhism, except for Christianity which has no prohibited foods. b. The role of halal certification, provide certainty of the halalness of a product so that it can provide inner peace for those who consume it. c. Information exposure, serve as a source of awareness about halal related to what Muslims consume. Exposure to information is a process of consumers being exposed to information in their environment such as marketing strategies, especially through their own behavior. d. Health reasons, diseases caused by poor nutrition and the unhealthy state of what is consumed every day. Thus, health reasons are closely related to consumer awareness in choosing products to be consumed.

According to Alinda & Adinugraha (2022), halal awareness can be measured by the following indicators: 1. Aware of halalness 2. Pay attention to the halal logo before consuming the product 3. Aware of halal because of religious obligations 4. Food hygiene and safety 5. Always consume halal products.

6. Religiosity

According to Setyawati (2021) Religiosity is a belief about religion and one's belief in God Almighty which encourages him to behave and act, including in terms of consuming halal food products in accordance with religious teachings in everyday life. According to Kusdiana et al. (2021) religiosity comes from the word religion in Latin "religion" whose root word is religure which means to bind. Thus, it means that religion or religion in general has rules and obligations that must be obeyed and carried out by its adherents.

According to Setyawati (2021) religiosity consists of five dimensions, namely: 1. The ideological dimension, is the degree to which a person accepts and recognizes dogmatic things in his religion. For example, belief in the existence of God's attributes, the existence of angels, heaven, prophets and so on. 2. The ritualistic dimension, is the degree to which a person performs ritual obligations in his religion. For example, fulfilling prayers, zakat, fasting, hajj, and so on. 3. The experiencal dimension, is a religious feeling that has been experienced and felt such as feeling close to God, peaceful when praying, touched by hearing scriptural verses, feeling afraid of sinning, feeling happy that his prayers are answered, and so on. 4. The intellectual dimension, is how far a person knows and understands the teachings of his religion, especially those in the scriptures, hadith, knowledge of fiqh, and so on. 5. The Consequential Dimension, is the extent to which the implications of religious teachings affect one's behavior in social life. For example, donating property for religious and social purposes, visiting the sick, strengthening friendships, and so on.

According to Setyawati (2021) religiosity indicators consist of five indicators, namely: 1. Religious belief, related to belief in God, angels, prophets and the like; 2. Rreligious practice, related to the frequency or intensity of implementing religious teachings such as prayer, fasting and others; 3. Religious feeling, related to a person's feelings and experiences about the existence of God, fear of violating His prohibitions and so on; 4. Religious Knowledge, namely a person's knowledge of the teachings of his religion; and 5. Religious effect, related to how a person behaves in social life and so on.

7. Halal Product Knowledge

Lisdiani & Annisa, (2022) Knowledge is something that exists in humans whose existence begins with a sense of inclination driven by curiosity that comes from their own will. Halal product knowledge is information, knowledge, and understanding that a person has of a product that is in accordance with the provisions of Islamic law so that it can be consumed for himself and others (Sudarsono & Nugroho, 2020). It can be concluded that halal product knowledge is information, understanding, and awareness that a person has about a product that has fulfilled the provisions of Islamic law, so that it can be consumed safely and in accordance with the principles of halalness.

According to (Sudarsono & Nugroho, 2020) halal product knowledge is divided into 3 indicators, namely: a. Product knowledge b. Purchase knowledge c. Usage knowledge Meanwhile, Rohman & Hidayatulloh (2023) divide the level of product knowledge into 4 indicators, namely: a. Product class, product class is the broadest level of product knowledge and includes several forms of products. b.

Product form, product form is a level of knowledge that includes several similar brands in important terms which are categorized based on the physical characteristics of the brand. c. Brand, brand is the most interesting level of product knowledge for marketing, because most of the marketing strategy is brandoriented, especially for consumers who are aware of a brand. d. Models/features, models/features are a more concrete level of product knowledge than brands, which have only one or more unique product attributes.

8. Country of Origin

Gantulga & Ganbold (2022) Another definition of country of origin is a set of mental associations and a person's belief in a product triggered by the country of origin of the product. Consumers tend to evaluate a product based on country of origin or county of origin information (Asani et al,. 2025). From some of these definitions, it can be concluded that country of origin is an image of a product that is triggered by the origin of the country where the product is produced.

According to (Gantulga & Ganbold, 2022), measuring COO variables through the following indicators: a. Country beliefs: 1) The country where brand X comes from is a country that is innovative in manufacturing / manufacturing, 2) The country where brand X comes from is a country that has a high level of education and mastery of technology, 3) The country where brand X comes from is a good country in product design, 4) The country where brand X comes from is a country that has a good reputation, 5) The country where brand X comes from is a developed country. b. People affect: 1) The country where brand X comes from is a country that has a creative workforce, 2) The country where brand X comes from is a country that has a high-quality workforce. c. Desired Interaction: 1) The country where brand X is from is an ideal country to visit.

According to Bhattacharya et al. (2022), there are three levels of Country of Origin characteristics or country image in a marketing perspective, namely as follows: 1. Overall country image. Is the overall belief, idea and impression of a particular country as a result of consumer evaluation of their perceptions of the strengths and weaknesses of the country. 2. Aggregate product country image. Is the overall cognitive feeling associated with products from a particular country or the impression of the overall quality of products originating from a particular country. 3. Country of origin image seen in specific product categories. Is the overall cognitive feeling associated with the specifications of products from a particular country.

Research Framework

According to (Hair et al, 2019), the theoretical framework is a network of associations that are logically arranged, explained, and elaborated between variables that are considered relevant to the problem situation and identified through processes such as interviews, observations, and literature surveys. Experience and intuition also play a role in developing the theoretical framework. Based on the results of hypothesis development supported by findings in previous research, the Conceptual Framework can be described as Figure 2 below:
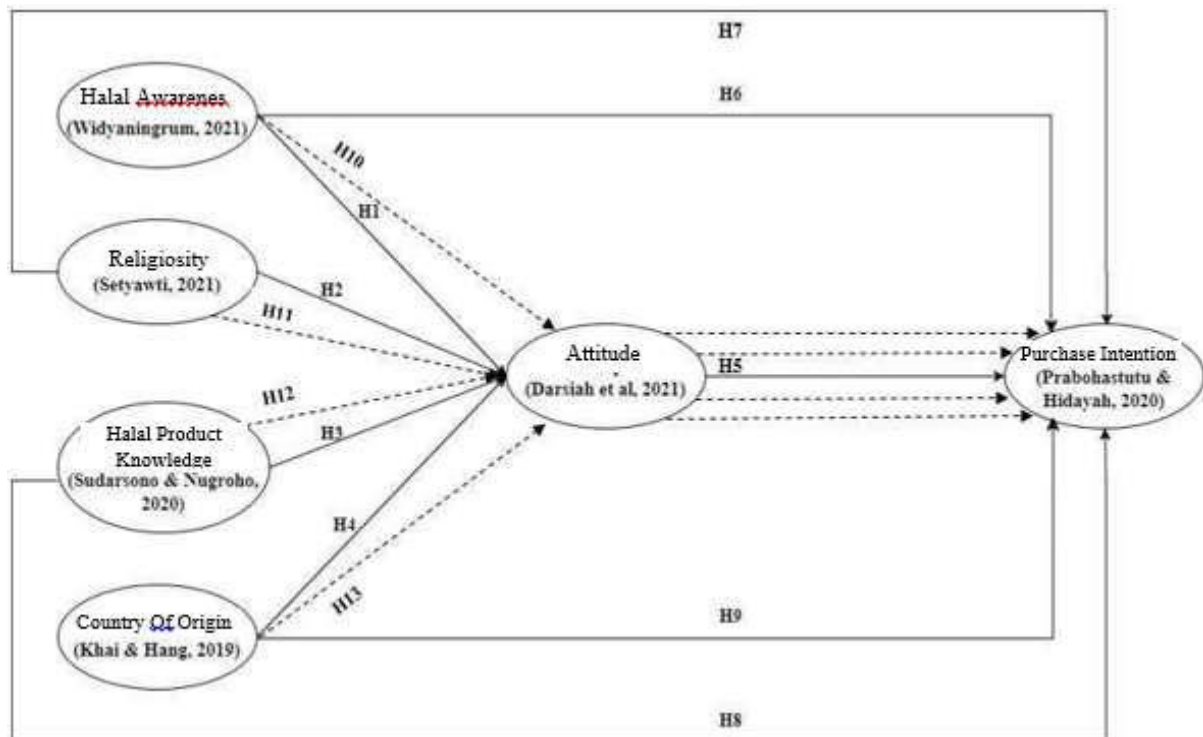
figure 2. Research Framework

H1: Halal awareness has a positive and significant effect on Muslim attitudes towards food from South Korea.

H2: Religiosity has a positive and significant effect on Muslim attitudes towards food from South Korea.

H3: Halal product knowledge has a positive and significant effect on Muslim attitudes towards food from South Korea.

H4: Country of Origin has a positive and significant effect on Muslim attitudes towards food from South Korea.

H5: Attitude has a positive and significant effect on Muslim purchase intention on food from South Korea.

H6: Halal awareness has a positive and significant effect on Muslim buying interest in food from South Korea.

H7: Religiosity has a positive and significant effect on Muslim purchase intention on food from South Korea.

H8: Country of origin has a positive and significant effect on Muslim purchase intention on food from South Korea.

H9: Halal product knowledge has a positive and significant effect on Muslim buying interest in food from South Korea.

H10: Attitude mediates the effect of halal awareness on Muslim buying interest in food from South Korea.

H11: Attitude mediates the effect of religiosity on Muslim buying interest in food from South Korea.

H12: Attitude mediates the effect of halal product knowledge on Muslim buying interest in food from South Korea.

H13: Attitude mediates the effect of country of origin on Muslim buying interest in food from South Korea.

METHOD

Type, Sample, Research Population

Population refers to the entire group of people, events, or things of interest that the researcher wants to investigate. It is the group of people, events, or things of interest about which the researcher wants to make inferences (Hair et al, 2019). The target population must be defined in terms of elements, geographical boundaries and time. Sampling is the process of selecting an appropriate number of elements from the population, so that the study of the sample and understanding of its properties or characteristics allows us to generalize those properties or characteristics to the population elements (Hair et al, 2019). In determining the sample, the researcher uses purposive sampling technique or sample according to research objectives which means a way of sampling, with a procedure where the researcher identifies people who have special knowledge about the topic being studied. To determine the sample size of a population, experts suggest various ways. The determination of the sample size in this study was calculated based on the theory of Hair et al. (2019), which states that the minimum number of samples required for analysis using structural equation modeling (SEM) is the number of items in a questionnaire multiplied by five. If there are 32 indicators, then the sample size that must be taken is at least 160 respondents as a condition for getting good goodness-of-fit.

Time, and Place of Research

This research was conducted starting from November 2023 until completion. The research area was conducted in Jabodetabek. The subject studied was a Muslim who has a passion for K-Drama and / or K-POP, is over 17 years old and has purchased food products from South Korea. The objects studied are halal awareness, religiosity, halal product knowledge, country of origin, attitudes and purchase intention of food from South Korea.

Definition and Operational Variables

The operational definition of a variable is a dimension given to a variable by giving meaning or specifying activities or justifying an operation needed to measure the variable (Ghozali, 2021). Purchase intention, attitude, halal awareness, religiosity, halal product knowledge and country of origin:

Tablo 3. Item of Questioner

Variable	Dimension	Indicator	Scale
Purchase Intention (Purbohastutu & Hidayah, 2020)	Transactional interest Refrential interest	Willingness to buy the product Willingness to recommend to others	Ordinal
	Preferential interest	Making the consumed product the first choice	
	Exploratory interest	Desire to find information about the product	

Attitude (Hendradewi *et al* , 2021)	Cognitive Component	Consuming halal-certified food Halal food is healthier	Ordinal
	Affective Component	Restaurants that are guaranteed halal Halal guarantee on food Avoiding restaurants that do not have halal labels	
	Conative Component	Prefer halal guaranteed food Choosing halal food now and in the future Prioritizing those labeled halal	
Halal Awareness (Alinda & Adinugraha, 2022)	Knowledge Attitude Behavior Concern Trust	Reading and searching for information Paying attention to the halal logo In accordance with religious teachings Consuming halal products Believe in halal products	Ordinal
Religiosity (Setyawati, 2021)	Belief Dimension Ritualistic Dimension Experimental Dimension Intellectual Dimension Consequential Dimension	*Religious Belief* R*eligious Practice* *Religious Feeling* R*eligious Knowledge* R*eligious Effect*	Ordinal
Halal Product Knowledge (Rohman & Hidayatulloh, 2023)	Product grade Product shape Brand Model/Features	Target market Physical form Brand image Model variants	Ordinal
Country of Origin (Gantulga & Ganbold, 2022)	Country Beliefs Country Affect Desired Interaction	innovative in manufacturing reputable creative workforce high quality workforce high education and technology mastery ideal country to visit	Ordinal

Source: Author's data source, 2024

Research Instruments, Procedures, and Techniques

Measurement of variables in this study by giving a score of 1 - 5 in the questionnaire. The questionnaire uses a Likert Scale, according to (Hardani, 2020), the Likert Scale is designed to examine how strongly the subject agrees or disagrees with the statement. The data source in this study is primary data, namely data directly obtained by researchers from respondents. The questionnaire was distributed online using google form through online communities on social media platforms. A questionnaire is a set of pre-formulated written questions to which respondents record their answers, usually in rather close alternatives. Questionnaires are generally designed to collect large amounts of quantitative data (Hair et al, 2019). Hypothesis testing 1 to hypothesis 13 uses a structural equation model data analysis tool as a structural equation model (Hair et al, 2019). The initial step was descriptive analysis of the general

description of respondents and research variables. After that, validity and reliability tests were carried out. The next step is hypothesis testing using a structural equation model with Smart PLS.

RESULT AND DISCUSSION
Description of Respondents
Respondents in this study consisted of Muslim individuals spread across several Jabodetabek areas. The total number of respondents was 160 people, who were purposively selected based on the criteria of having knowledge or interest in food from South Korea. The characteristics of the respondents are described in detail as follows:

Tabel 4. Description of Respondents

Age	Frequency	Percentage
17 - 25 Years	79	49.38%
26 - 35 Years	63	39.38%
> 36 Years	18	11.25%
Total	160	100%
Spending	**Frequency**	**Percentage**
< 4 Million	113	70.63%
5 - 10 Million	31	19.38%
11 - 20 Million	10	6.25%
> 20 Million	6	3.75%
Total	160	100%
Type of Work	**Frequency**	**Percentage**
Student	92	57.50%
Private Employee	23	14.38%
Public Servant	10	6.25%
Self-employed	15	9.38%
Housewife	8	5.00%
Others	12	7.50%
Total	160	100%
Gender	**Frequency**	**Presentase**
Men	49	30.6%
Women	111	69.4%
Jumlah	160	100%

Source: Author's data source, 2024

based on table 4, the majority of respondents were in the age range of 17-25 years, which amounted to 49.38% or 79 people. This age group reflects the younger generation who are most exposed to Korean popular culture through social media, drama, music and other entertainment content. A total of 70.63% or 113 respondents have a monthly expenditure below Rp4,000,000. This group generally consists of

university students or entry-level workers who have limited budget for premium food consumption. Most of the respondents were students, which amounted to 57.50% or 92 people. This shows the dominance of the younger generation in this study, who generally have a high interest in Korean culture. The distribution of respondents' domicile covers the five regions of Jabodetabek. Respondents from Jakarta accounted for 29.38% or 47 people. This reflects the concentration of Muslim consumers in urban areas who are more exposed to food from South Korea. Most of the respondents were female, amounting to 69.4% or 111 people. This shows that women tend to be more active in seeking information related to food products, including checking halal aspects before buying.

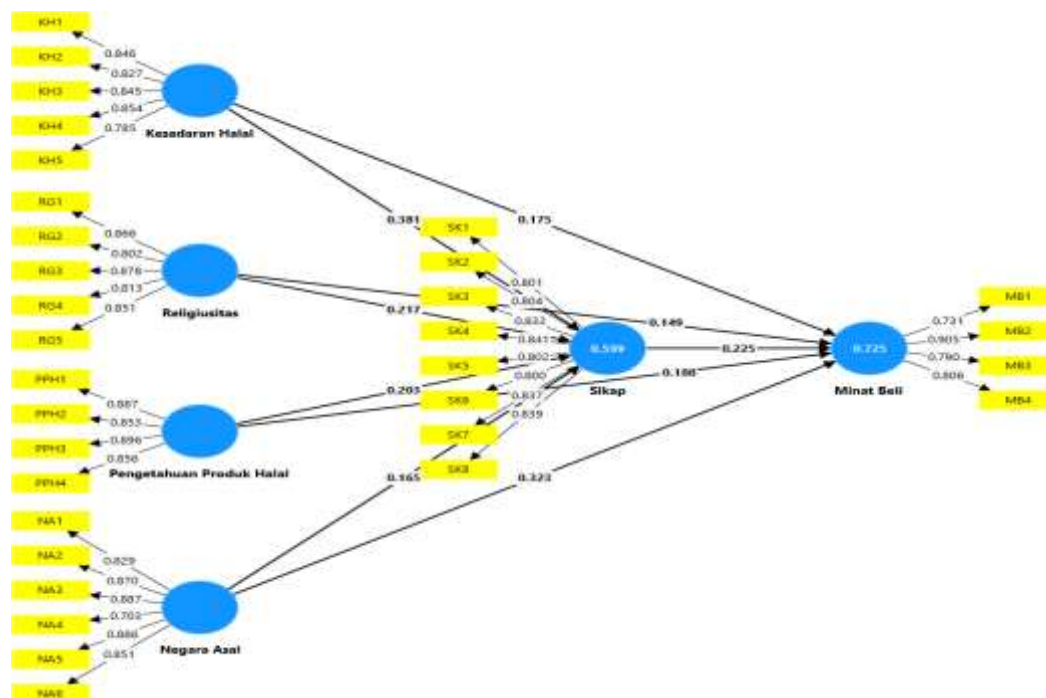Measurement Results Outer Model

figure 3. Results of Path Diagram Output

Based on figure 3, it can be explained that all indicators on the variables studied show a loading factor value above 0.7, which is the minimum limit for convergent validity according to Hair et al. (2019). At the next stage, look at the Average Variance Extracted (AVE) results. Good model requirements if the AVE of each construct is greater than 0.50 (Ghozali, 2021). The results of checking the AVE value in this study have met the requirements for the AVE value ≥ 0.5.

Convergent Validity Test Using Average Variance Extracted (AVE)

Tabel 5. Results of Respondents' Responses to Purchase Interest Variables

Variable	Average Variance Extracted (AVE)	Condition	Results
Halal Awareness	0.691	**> 0.5**	**Valid**
Purchase Intention	0.657	**> 0.5**	**Valid**
Country of Origin	0.705	**> 0.5**	**Valid**
Halal Product Knowledge	0.762	**> 0.5**	**Valid**
Religiosity	0.710	**> 0.5**	**Valid**
Attitude	0.672	**> 0.5**	**Valid**

Source: Author's data source, 2024

Based on the table 5, all variables have an Average Variance Extracted (AVE) value above 0.5, thus meeting the criteria for convergent validity.

Discriminant Validity Test Discriminant Validity Test with Fornell-Lecker

Tabel 6. Results of Respondents' Responses to Purchase Interest Variables

Variable	Halal Awareness	Purchase Intention	Country of Origin	Halal Product Knowledge	Religiosity	Attitude
Halal Awareness	**0.832**					
Purchase Intention	0.639	**0.811**				
Country of Origin	0.446	0.709	**0.840**			
Halal Product Knowledge	0.543	0.662	0.511	**0.873**		
Religiosity	0.460	0.645	0.570	0.522	**0.842**	
Attitude	0.665	0.726	0.563	0.608	0.593	**0.820**

Source: Author's data source, 2024

Based on the table 6, the results of the discriminant validity test based on the Fornell Lecker value show that the square root of the Average Variance Extracted for each construct is greater than the correlation between one construct and another construct in the model. From the table, based on the table, all variables have an Average Variance Extracted (AVE) value above 0.5, thus meeting the criteria for convergent validity.

Test Discriminant Validity Test with Heterotrait-Monotrait Ratio Value

Tabel 7. Testing Result of Heterotrait-Monotrait Ratio Value

Variables	Halal Awareness	Purchase Interest	Country of origin	Halal Product Knowledge	Religiosity	Attitude
Halal Awareness						
Purchase Interest	0.738					
Country of origin	0.494	0.812				
Halal Product Knowledge	0.609	0.765	0.558			
Religiosity	0.515	0.751	0.622	0.580		
Attitude	0.727	0.828	0.607	0.662	0.650	

Source: Author's data source, 2024

Based on the table 7, the criteria set by Henseler et al. (2015), Heterotrait-Monotrait Ratio values smaller than 0.90 (or 0.85 for more restrictive models) indicate that some HTMT values exceed the 0.90 limit, indicating potential discriminant validity issues. This study shows that there is no problem with discriminant validity.

Test Construct Reliability Cronbach's Alpha & Composite Reliability

Reliability testing in PLS uses two main methods, namely Cronbach's Alpha and Composite Reliability, where the recommended value for both is above 0.7. However, Cronbach's Alpha values above 0.6 are still acceptable Hair et al. (2019).

Tabel 8. Cronbach's Alpha & Composite Reliability Results

Variable	Cronbach's alpha	Composite reliability
Halal Awareness	0.888	0.918
Purchase Intention	0.823	0.884
Country of Origin	0.915	0.935
Halal Product Knowledge	0.896	0.928
Religiosity	0.897	0.924
Attitude	0.930	0.942

Source: Author's data source, 2024

Based on the table 8, in this study, the results of Composite Reliability and Cronbach's Alpha testing showed satisfactory values, namely all latent variables were reliable because all latent variable values had Composite Reliability and Cronbach's Alpha values ≥ 0.70. It can be concluded that all variables in the study have met the reliability requirements, both based on the Cronbach's Alpha and Composite Reliability values.

Structural Model Test Results Inner Model

Inner model testing to show the relationship or strength of the estimate between latent variables or constructs based on substantive theory (Ghozali, 2021). The stages of testing the structural model (inner model) consist of coefficient of determination (R2), predictive relevance (Q2), and Path Coefficients.

Coefficient Of Determination (R^2)

Tabel 9. R Square Value Result

Variable	R Square	R Square Adjusted
Purchase Intention	0.725	0.716
Attitude	0.599	0.588

Source: Author's data source, 2024

Based on the table 9, the adjusted R-square value of 0.716 for the Purchase Intention variable indicates that the model has strong predictive ability even after considering the number of variables used. Meanwhile, the adjusted R-square value of 0.588 for the Attitude variable indicates that the model still has a good level of fit, although there is a slight decrease in predictive power after considering the number of variables.

Predictive Relevance (Q^2)

Tabel 10. Results of Cross-Validated Redundancy Value

Variable	SSO	SSE	Q^2 (=1-SSE/SSO)
Purchase Intention	640,000	347,107	0.458
Attitude	1280,000	777,114	0.393

Source: Author's data source, 2024

Based on the table 10, the Q-Square test results for the Purchase Interest variable recorded a Sum of Squares Observed (SSO) value of 640,000 and a Sum of Squares Error (SSE) of 347.107. By applying the formula $Q^2 = 1 - (SSE/SSO)$, a Q^2 value of 0.458 was obtained. This value, which is greater than 0, indicates that the model has good predictive relevance for the Purchase Interest variable. Meanwhile, for the Attitude variable, the SSO value is 1280,000 and the SSE is 777.114. Using the same formula, the resulting Q^2 value is 0.393. Although this value is also greater than 0, indicating predictive relevance, the lower Q^2 value compared to the Purchase Interest variable indicates that the model for the Attitude variable has relatively lower predictive relevance.

Effective Size (f^2)

Tabel 11. Result of f Square Value

Variable Relationship	f-square
Halal Awareness -> Purchase Interest	0.058
Halal Awareness -> Attitude	0.234
Country of Origin -> Purchase Interest	0.219
Country of Origin -> Attitude	0.041
Halal Product Knowledge -> Purchase Interest	0.070
Halal Product Knowledge -> Attitude	0.060
Religiosity -> Purchase Interest	0.045
Religiosity -> Attitude	0.069

Attitude -> Purchase Interest	0.074

Source: Author's data source, 2024

Based on the table 11, the results of f square (f²) will change if one of the independent variables (exogenous construct) is removed from the research model, then to evaluate whether the omitted independent variable can have an important impact on the dependent variable (endogenous constructs), it can be seen from the results of the effect size f². According to Hair et al. (2019) A value of 0.02 represents a small effect, a value of 0.15 represents a medium effect, and 0.35 represents a large effect. An effect size value of less than 0.02 (f 2<0.02) indicates that there is no effect.

Model Fit Test using Standardized Root Mean Square Residual (SRMR)

Tabel 12. SRMR Test Results

	Saturated Model	Estimated Model
SRMR	0.086	0.086

Source: Author's data source, 2024

Based on the table 12, the model fit test uses several statistical indicators including; Standardized Root Mean Square Residual (SRMR). Hair et al. (2019) adopted the SRMR standard developed by (Hu & Bentler, 1999) for use in PLS-SEM. SRMR value ≤ 0.08: Indicates good model fit. SRMR ≤ 0.10: Still acceptable, but less than ideal. The SRMR value of 0.086 is less than 0.08. From these indicators it can be concluded that the model formed has not met the suitability criteria so that the model can be used an is good at describing the relationship between variables.

Bootstrapping

Hypothesis testing in research aims to determine the significance of the effect of exogenous variables on endogenous variables. This significance value can be obtained by the bootstrapping procedure. The significance value is expressed in the T-Statistic test value. The resulting T-Statistic significance value is > 1.96 or significant at 0.05 (Ghozali, 2021). Bootstrapping testing in this study was carried out using smartPLS.

Tabel 13. Hypothesis Testing Results (Direct & Indirect Effect)

Variable Relationship	Original Sample (O)	Sample mean (M)	Standard deviation (STDEV)	T Statistics (|O/STDEV|)	P Value
Halal Awareness -> Purchase Interest	0.175	0.176	0.081	2,169	0.030
Halal Awareness -> Attitude	0.381	0.386	0.092	4,119	0,000
Country of Origin -> Purchase Interest	0.323	0.318	0.059	5,451	0,000
Country of Origin -> Attitude	0.165	0.168	0.069	2,404	0.016
Halal Product Knowledge -> Purchase Interest	0.188	0.189	0.074	2,541	0.011
Halal Product Knowledge -> Attitude	0.203	0.201	0.082	2,494	0.013
Religiosity -> Purchase Interest	0.149	0.148	0.055	2,738	0.006
Religiosity -> Attitude	0.217	0.215	0.066	3,311	0.001

Variable Relationship	Original Sample (O)	Sample mean (M)	Standard deviation (STDEV)	T Statistics (|O/STDEV|)	P Value
Attitude -> Purchase Interest	0.225	0.225	0.090	2,492	0.013
Halal Awareness -> Attitude -> Purchase Interest	0.086	0.085	0.038	2,231	0.026
Country of Origin -> Attitude -> Purchase Intention	0.037	0.040	0.025	1,484	0.138
Halal Product Knowledge -> Attitude -> Purchase Intention	0.046	0.046	0.028	1,632	0.103
Religiosity -> Attitude -> Purchase Interest	0.049	0.048	0.024	2,008	0.045

Source: Author's data source, 2024

Halal Awareness (X1) towards Attitude (Z) has a path coefficient of 0.381 indicating a positive relationship. So H1: Halal awareness has a positive and significant effect on acceptable attitudes. The higher a person's halal awareness, the more positive their attitude towards halal products. The T-Statistics value of 4.119> t-table (1.97) and the P-Value of 0.000 <0.05 indicate a significant effect. This finding supports the research of Alinda & Adinugraha (2022) and Astuti & Asih (2021) which states that halal awareness contributes significantly to forming positive attitudes towards halal-labeled products. Religiosity (X2) towards Attitude (Z) has a path coefficient of 0.217 indicating a positive relationship. So H2: Religiosity has a positive and significant effect on acceptable attitudes. The higher a person's level of religiosity, the more positive their attitude towards halal products. The T-Statistics value of 3.311 > t-table (1.97) and P-Value 0.001 < 0.05 indicate a significant influence. Research conducted by Rizkitysha & Hananto (2022); Fauziah & Al Amin (2021); Ummah et al. (2023) shows that religiosity has a significant influence on consumer attitudes which ultimately has an impact on increasing purchasing decisions for halal products.

Halal Product Knowledge (X3) towards Attitude (Z) has a path coefficient of 0.203 indicating a positive relationship. So H3: Knowledge about halal products has a positive and significant effect on acceptable attitudes. The higher the consumer's knowledge about halal products, the more positive their attitude towards halal products. The T-Statistics value of 2.494> t-table (1.97) and P-Value 0.013 <0.05 indicates a significant effect. Rohman et al. (2023); Lisdiani and Annisa (2022); Sudarsono and Nugrohowati (2020) found that knowledge about halal products has a positive effect on consumer attitudes in consuming halal food, cosmetic, and pharmaceutical products. Country of Origin (X4) towards Attitude (Z) has a path coefficient of 0.165 indicating a positive relationship. So H4: Country of Origin has a positive and significant effect on acceptable attitudes. The better the consumer's perception of the country of origin of a product, the more positive their attitude towards the product. The T-Statistic value of 2.404 > t-table (1.97) and the P-Value of 0.016 < 0.05 indicate a significant influence. A study conducted by Ardisa et al. (2022); Siwu et al. (2023); Abdullah et al. (2021) revealed that country of origin not only influences consumer attitudes directly, but also through perceived quality.

Attitude (Z) towards Purchase Intention (Y) has a path coefficient of 0.225 indicating a positive relationship. So H5: Attitude has a positive and significant effect on purchase intention can be accepted. The more positive the consumer's attitude towards halal products, the greater their purchase intention. The T-Statistics value of 2.492> t-table (1.97) and P-Value 0.013 <0.05 indicate a significant influence. This is supported by the findings of Hassan et al. (2022); Alinda & Adinugraha (2022); Aruan &

Wirdania (2020) which emphasize that attitude is a significant mediator between halal awareness and purchase intention, especially for Muslim consumers in Indonesia. Halal Awareness (X1) towards Purchase Intention (Y) has a path coefficient of 0.175 indicating a positive relationship. So H6: Halal awareness has a positive and significant effect on purchase intention can be accepted. The higher the halal awareness, the greater the consumer's purchase interest in halal products. The T-Statistics value of 2.169 > t-table (1.97) and P-Value 0.030 <0.05 indicate a significant influence. Nasution (2020); Nurhayati and Hendar (2020); Öztürk (2022), emphasized that halal product knowledge has a significant effect on consumer attitudes and purchasing interest in halal products.

Religiosity (X2) on Purchase Interest (Y) has a path coefficient of 0.149 indicating a positive relationship. So H7: Religiosity has a positive and significant effect on purchase interest can be accepted. The higher a person's level of religiosity, the greater their purchase interest in halal products. The T-Statistics value of 2.738> t-table (1.97) and P-Value 0.006 <0.05 indicate a significant influence. Support for these findings is also strengthened by research by Ummah et al. (2023); Hamdani et al. (2021); Hendradewi et al. (2021) which states that religiosity plays a significant role in increasing purchase interest in halal food products in general. Halal Product Knowledge (X3) on Purchase Interest (Y) has a path coefficient of 0.188 indicating a positive relationship. So H8: Halal product knowledge has a positive and significant effect on purchase interest can be accepted. The higher the consumer's knowledge of halal products, the greater their purchase interest. The T-Statistics value of 2.541 > t-table (1.97) and P-Value 0.011 < 0.05 indicate a significant influence. Ali et al. (2020); Nurhayati & Hendar (2020); Widyanto & Sitohang (2022), revealed that a good understanding of halal can increase halal awareness which ultimately has a positive impact on the intention to buy halal products.

Country of Origin (X4) on Purchase Intention (Y) has a path coefficient of 0.323 indicating a positive relationship. So H9: Country of Origin has a positive and significant effect on purchase intention can be accepted. The better the consumer's perception of the country of origin of a product, the greater the purchase intention they have. The T-Statistics value of 5.451> t-table (1.97) and the P-Value of 0.000 <0.05 indicate a significant influence. This is in line with the research results of Hien et al. (2020); Abdullah et al. (2021); Gantulga and Ganbold (2022) which state that country of origin image not only affects consumer perceptions of brands but also increases more positive purchase intentions. Mediation of Attitude (Z) on Halal Awareness (X1) on Purchase Intention (Y) has a path coefficient of 0.086 indicating a positive influence. The T-Statistics value of 2.231> t-table (1.97) and P-Value of 0.026 <0.05 indicate that the mediation of attitude in this relationship is significant. So H10: Attitude has a positive and significant effect in mediating Halal Awareness on Purchase Interest can be accepted. Hassan et al (2022); Ikhsan & Sukardi (2020); Setyawati (2021), found that attitude acts as a significant mediator between halal awareness and purchase interest, where increasing halal awareness has a positive effect on attitudes which ultimately drives the purchase interest of Muslim consumers in Indonesia.

Mediation of Attitude (Z) towards Religiosity (X2) towards Purchase Intention (Y) has a path coefficient of 0.049 which indicates a positive influence. The T-Statistics value of 2.008> t-table (1.97) and P-Value of 0.045 <0.05 indicate that the mediation of attitude in this relationship is significant. Thus H11: Attitude has a positive and significant influence in mediating Religiosity towards Purchase Intention can be accepted. Similar results were also revealed by Setyawati (2021); Ikhsan and Sukardi (2020); Yassin (2022) who stated that attitude is an intervening variable in the relationship between product knowledge and religiosity towards the decision to purchase halal products. Mediation of Attitude (Z) towards Halal Product Knowledge (X3) towards Purchase Intention (Y) has a path coefficient of 0.046 which indicates a positive influence. However, the T-Statistics value of 1.632 < t-table (1.97) and P-Value 0.103 > 0.05 indicate that the mediation effect of attitude in this relationship is not significant. Thus, H12: Attitude does not have a significant effect in mediating Halal Product

Knowledge on Purchase Intention cannot be accepted. Furthermore, Fauziah & Al Amin (2021); Zumrotun & Ajib (2022); Adriani & Ma'ruf (2020), also found that consumer knowledge of halal products, combined with the level of religiosity and halal awareness, contributed significantly to the decision to purchase halal products. The mediation of Attitude (Z) towards Country of Origin (X4) on Purchase Intention (Y) has a path coefficient of 0.037, indicating a positive effect. However, the T-Statistics value of $1.484 <$ t-table (1.97) and P-Value of $0.138 > 0.05$ indicate that the mediating effect of attitude in this relationship is not significant. Thus, H13: Attitude does not have a significant effect in mediating Country of Origin on purchase intention cannot be accepted. Research conducted by Hassan et al. (2022); Yassin (2022), revealed that consumer attitudes play a significant mediating role in the relationship between country of origin and purchase intention of halal products, especially for Muslim consumers in Indonesia.

CONCLUSION

Based on the results of testing the thirteen hypotheses proposed, this study provides several important findings regarding the factors that influence consumer Purchase Intention for Food from

South Korea, taking into account variables such as Halal Awareness, Religiosity, Halal Product Knowledge, Country of Origin, and Attitude. In general, the results of this study show: 1. Halal awareness has a positive and significant effect on consumer attitudes towards food from South Korea. 2. Religiosity has a positive and significant effect on consumer attitudes towards food from South Korea. 3. Knowledge of halal products has a positive and significant effect on consumer attitudes towards food from South Korea. 4. Country of Origin has a positive and significant effect on consumer attitudes towards food from South Korea. 5. Attitude has a positive and significant effect on Muslim buying interest in food from South Korea 6. Halal awareness has a positive and significant effect on buying interest in food from South Korea. 7. Religiosity has a positive and significant effect on buying interest in food from South Korea. 8. Halal product knowledge has a positive and significant effect on Muslim buying interest in food from South Korea. 9. Country Of Origin has a positive and significant effect on Muslim buying interest in food from South Korea. 10. Attitudes have a positive and significant effect on mediating Halal Awareness on Muslim buying interest in food from South Korea. 11. Attitudes have a positive and significant effect can mediate Religiosity on Muslim buying interest in food from South Korea. 12. Attitudes have no significant effect on mediating Knowledge of halal products on Muslim buying interest in food from South Korea. 13. Attitudes have no significant effect on mediating Muslim buying interest in food from South Korea.

SUGGESTION

Based on the research results and conclusions that have been described previously, the researcher would like to convey several recommendations that can be used as considerations for companies in increasing purchasing interest in halal products. 1. In the results of the highest path coefficient for the Halal Awareness variable, it was obtained that Halal Awareness has a significant effect on Attitude with a path coefficient of 0.381, and has a significant effect on Purchase Intention with a path coefficient of 0.175. Therefore, companies need to increase education about the halal concept, both through marketing campaigns and more transparent information related to halal certification on product packaging. This strategy can be strengthened by utilizing digital media and collaborating with the halal community to build consumer awareness. 2. The sample size in this study can be increased to be more representative so that the results of the study can better describe the population as a whole, especially consumers who are concerned about halal products and the factors that influence their purchasing interest. 3. It is hoped that further research can add other independent or intervening variables, such as trust in halal

certification, social factors, brand loyalty, and price perception, to see a broader influence on purchasing interest in halal products. This can help in better understanding the factors that contribute to consumer purchasing decisions.

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