

FACTORS DRIVING GEN Z PURCHASING DECISIONS TOWARDS STREET FOOD WITH THE MEDIATING ROLE OF PURCHASE INTENTION

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ABSTRACT

Introduction: This study examines the influence of product knowledge, halal awareness, subjective norms, and attitudes on street food purchasing decisions through purchase intention as a mediating variable.

Method: This research includes quantitative research with an explanatory research approach. The population used in this study is Gen Z Muslims in Surabaya. The sample in this study amounted to 330 respondents obtained from the sampling technique, namely accidental sampling. To test the hypotheses built using partial least square (PLS) analysis techniques with Smart-PLS Version 3.2.9 software tools.

Results: The results stated that product knowledge, halal awareness, attitude, and subjective norms do not significant effect on purchasing decisions partially. However, all dependent variables affect decisions through purchase intention. This means, that customer intentions become a critical point before they make purchases.

Conclusion and suggestion: In summary, understanding purchase intention through customer behavior is essential to be considered by business actors to increase consumer assessment of these products. In this case, business actors need to educate related to food regulations such as having a halal logo and ensuring product safety. By having proper assessment food vendors will be able to promote their products and increase customer purchasing intention. Furthermore, policymakers and related stakeholders also need to support food regulation and safety by having proper laws and a supply chain of halal ingredients.

INTRODUCTION

Nowadays, the halal industry is experiencing a rapid growth trend. It has penetrated the global market with the increasing consumption of halal products around the world. Based on the State of the Global Islamic Economy 2022 report, the amount of spending made by consumers on halal products reached USD 2 trillion in 2022 and is projected to reach USD 2.8 trillion by 2025 with a cumulative annual growth rate (CAGR) of 7.5% ([Dinar Standard, 2023](#)). The projections of halal consumption growth are partly driven by changes in the halal lifestyle in society. Consumer lifestyles, especially halal lifestyles, will increasingly develop ([Pujiatuti et al., 2022](#)). A growing phenomenon in society, namely, the hijrah movement, triggers changes in one's lifestyle. This phenomenon is a form of transformation of a person's religious behavior in group activities that can lead to a desire to become a better individual in terms of Islam ([Juliana et al., 2022](#)). With this, societal halal lifestyle changes can continue to grow and will continue to be a necessity.

State of the Global Islamic Economy Report 2022 shows that the highest spending made by Muslims is in the halal food sector, which is USD 1,140 billion. It indicates that consumers are increasingly aware of the benefits of using halal food products, such as providing safety and reassurance in terms of health ([Laluddin et al., 2019](#)). Since consuming food is a basic human need, a Muslim must adhere to halal rules based on the Qur'an and Sunnah ([Henderson, 2016](#)). One of the consumers of halal products is Gen Z. They are the consumers who dominate the use of halal products ([Pebriyanti et al., 2023](#)). Based on the 2022 Global Muslim Travel Index Report, the world's Muslim population is dominated by Gen Z, making up as much as 27.2% of the world Muslim population ([Mastercard-Crescentrating, 2022](#)). Increasing the number of Muslims encourages halal needs to continue to increase. With the expanding Muslim population, there is an increase in the demand for halal products due to the many interests in and offers of halal food products ([Rejeb et al., 2022](#)).

One of the foods that is popular with the public is street food. This is because street food provides various types of food with distinctive tastes unique, and affordable prices ([Seo & Lee, 2021](#)). Street food is fast food marketed in public spaces such as markets, fairs, and most often on sidewalks using temporary street carts ([WHO, 2009](#)). This food is characterized by being cheap, easy to find, and available in various types of food commonly found on carts or street stalls on public streets. Based on *TasteAtlas 2023*, the most popular street foods in Indonesia are *siomay*, *batagor*, *pempek*, *canai*, *bubur ayam*, *serabi*, and the various kinds of *gorengan*. Among the people who love street food, the most dominant are Gen Z. According to [Lee et al. \(2021\)](#), Gen Z's habit is to eat outside the home and is particularly interested in light meals and street food. In addition, Gen Z is also referred to as a generation of foodies because they like to eat out and always want to try new foods ([Kim et al., 2013](#)). However, the increasing consumption in the halal food and beverage sector is accompanied by something other than halal assurance. The certification rate for food products still needs to be higher.

Based on data from the Halal Information System (SIHALAL) from 2019 to 2022, halal-certified products reached 749,971 products, and the remaining 30 million products still do not have halal certification. However, this is due to the knowledge of the urgency of halal food and beverages for traders in the low category ([Anggraeni & Anwar, 2023](#)). In addition, in terms of consumer awareness, it is still relatively low to choose, buy, and consume halal products ([Khasanah, 2022](#); [Pramintasari & Fatmawati, 2017](#))

Several studies discuss purchasing halal food are [Afendi \(2020\)](#) ; [Alfian et al. \(2023\)](#); [Budiman \(2019\)](#); [Dewi & Gunanto \(2023\)](#); [Millatina & Sayyaf \(2023\)](#); [Paramita et al. \(2023\)](#); [Rektiansyah & Auwalin \(2022\)](#). Some studies on halal food found that several factors can influence food purchasing decisions. According to [Rachmawati et al. \(2022\)](#) product knowledge is one of the factors that can influence purchasing decisions. With knowledge about the product, it will be easy for consumers to choose which one to buy. Product knowledge is a fact or experience known by individuals about a product. When consumers have product knowledge that tends to be high, it will make it easier to make purchasing decisions ([Rizkitysha & Hananto, 2022](#)); [Musthofa & Buhanudin, 2021](#)). In difference to the findings of ([Adiba, 2019](#)), product knowledge does not affect purchasing decisions.

[Arifin et al. \(2023\)](#) state that consumer awareness of halal products positively and significantly affects purchasing decisions. Through halal awareness, consumers will pay attention to the advantages and disadvantages of halal food products, from the process to the benefits ([Bashir, 2020](#)). However, [Anggraini & Dewanti\(2020\)](#) findings are that halal awareness only significantly affects purchasing decisions. Furthermore, attitude is also one of the determinants of consumer purchasing behavior. The findings of [Fadhila et al. \(2020\)](#) show that attitudes positively and significantly influence purchasing decisions. An attitude that results from a positive assessment or response will make a person better at purchasing decisions ([Juliana, 2019](#)). Which is different from [Tuhin et al. \(2022\)](#) who state that attitude has no direct effect on purchasing decisions. Furthermore, food purchasing decisions can be influenced by subjective norms. The findings of [Miftahuddin et al \(2020\)](#) state that subjective norms significantly positively affect purchasing decisions. Subjective norms can be assumed to be an individual's perception of the beliefs of people around him who can influence a person's actions in doing or not doing a specific behavior ([Pradana et al., 2020](#)). However [Sa'diah et al. \(2021\)](#) states that subjective norms do not affect purchasing decisions.

[Bashir \(2019\)](#) states that purchase intention positively affects purchasing decisions, and purchase intention significantly acts as a mediator. Similarly, [Ong et al. \(2021\)](#) state that purchase intention positively and significantly mediates the influence of purchasing decisions. When the purchasing intention arises, a product will be purchased to encourage consumers to carry out future behavior ([Varinli et al., 2016](#)). Through purchase intention, it will help consumers determine whether or not to make a purchase decision ([Ashraf, 2019](#)). However,

apart from existing research, there still needs to be further debate regarding the role of purchase intention as a mediator, namely in the research of ([Aqdas et al., 2020](#)), which states that purchase intention does not act as a mediating variable in the influence of purchasing decisions. In addition, most other researchers ([Aslan, 2023](#); [Divianjella et al., 2020](#); [Y. H. Lim et al., 2022](#); [Liu et al., 2021](#); [Pradana et al., 2020](#)) use purchase intention as an endogenous variable so that the mediating role of purchase decision is still little explored. So that is the reason why the study uses purchase intention as a mediating variable.

This study uses the theory of reasoned action (TRA) to build an understanding of consumer behavior among Generation Z. The TRA model was developed to predict individual behavior, including making reasonable decisions about their behavior ([Ajzen & Fishbein, 1980](#)). Consumer purchasing behavior in the TRA model can arise from purchase interest and purchase decisions. In its development, behavioral interest is influenced by attitudes and subjective norms, while behavioral interest can influence purchasing decisions ([Ajzen, 1991](#)). This study explores the explanation of construct variables influencing purchase intention and purchase decisions for halal food. Some studies state that purchase intention can be influenced by product knowledge and halal awareness ([Aqdas et al., 2020](#); [Nur et al., 2023](#)). Meanwhile, product knowledge, halal awareness, attitudes, and subjective norms influence purchasing decisions ([Djunaidi et al., 2021](#); [Ogiemwonyi et al., 2023](#); [Purnasari et al., 2019](#); [Rahmawati & Aji, 2022](#)).

Based on the phenomenon raised and the inconsistencies in previous research findings, this study aims to test and analyze the direct influence of product knowledge, halal awareness, subjective norms, and attitudes on street food purchasing decisions. In addition, this study was conducted to test and analyze the indirect effect between product knowledge, halal awareness, subjective norms, and attitudes on street food decisions through purchase intention as a mediating variable.

LITERATURE REVIEW

Theory of Reasoned Action (TRA)

TRA (Theory of Reasoned Action) is a model used to explain human social behavior. [Ajzen & Fishbein \(1980\)](#) introduced the TRA theory model, which states that individuals in doing or not doing a behavior are influenced by interest. In TRA, individuals tend to make reasonable decisions in their behavior. Therefore, from the TRA perspective, it is necessary to have an interest before deciding to behave. [Ajzen & Fishbein \(1980\)](#) explain that a person's behavior is based on interest because a behavior is voluntary and is under the control of interest. Furthermore, individual interest in doing or not doing a behavior can be influenced by two determinants, namely attitude and subjective norms. With this, TRA theory explains the factors influencing human behavior and the relationship between beliefs, attitudes, subjective norms, intentions, and individual behavior ([Edi, 2020](#)).

In several studies, TRA predicts consumer behavior related to product and service purchasing decisions ([Garg & Joshi, 2018](#)). As a form of TRA development, it is carried out by expanding exogenous constructs to clarify the factors influencing purchase intention ([Hussain et al., 2016](#)). This study identifies factors influencing Gene Z's purchasing decisions on street food using exogenous variables of product knowledge and halal awareness with TRA predictions. According to various studies, TRA has an important role in reviewing the prediction of consumer behavior, especially in product purchase interests and decisions ([Widyanto & Sitohang, 2022](#)).

Purchase Decision

Purchasing is a decision-making process for determining what to buy ([Kotler & Keller, 2012](#)). [Zusrony \(2021\)](#) defines purchasing decisions as individual activities to obtain and use the goods offered. When making decisions, a consumer will face two or more alternative actions. According to [Setiadi \(2019\)](#), purchasing decisions are a process of combining a combination of knowledge that aims to evaluate two or more alternative behaviors and choose one of them. Purchasing decisions can also be interpreted as purchasing decision behavior, which refers to consumers' final behavior in purchasing goods and services for personal consumption ([Juliana et al., 2022](#)). Based on these several definitions, purchasing decisions are the process of determining the final purchasing behavior resulting from the evaluation of several alternative courses of action. In deciding to buy a product, a consumer will consider various aspects such as product category, product brand, and information obtained ([Astuti & Amanda, 2020](#)). In this point, consumer decision-making is related to involvement with a product to be purchased.

Product Knowledge

[Peter & Jerry C \(2013\)](#) defined product knowledge as knowledge whose function is to identify product attributes or characteristics, the consequent benefits of using the product and achieving consumer value. Meanwhile, [Sumarwan \(2002\)](#) argues that product knowledge is information about products, including product types, brands, product technology, prices, product attributes, and beliefs about products. Consumer knowledge of the product is seen as a perception that consumers have both before and after using the product, so this knowledge is something that a consumer must possess before purchasing a product. Purchases can describe consumer behavior, where a consumer will collect much information about a product before deciding on a purchase. [Engel et al. \(1994\)](#) state that a decision is a belief about a product or brand and its attributes, followed by a change in attitude towards purchasing actions, and then influenced by internal and external factors.

[Nugraha et al. \(2021\)](#) state that when consumers want to carry out a specific behavior, they will try to pay attention to and process the product information needed. In line with

[Nitisusastro \(2012\)](#), consumer knowledge of product characteristics will affect buying behavior, whereas the level of consumer knowledge, understanding, and belief about a product will affect their buying behavior. The results of empirical studies [Ishak et al \(2020\)](#) show that knowledge has a positive effect on product purchasing decisions, and in line with the results of research [Ahmadi et al. \(2021\)](#); [Khomsin et al. \(2022\)](#); [Rachmawati et al. \(2022\)](#) show a positive and significant influence between knowledge and purchasing decisions for halal products. Several previous studies show the significant effect of product knowledge on purchasing decisions.

H1: Product knowledge has a positive and significant effect on purchasing decisions.

Halal Awareness

According to [Fauziah et al. \(2021\)](#) halal awareness is a Muslim's understanding of what is allowed and prohibited by Sharia. [Nurcahyo & Hudrasyah \(2017\)](#) states that halal awareness is the level of understanding a Muslim knows things related to the concept of halal. Before deciding to buy a product, a consumer must have the ability to understand, feel, and become aware of adhering to a product, which can be interpreted as awareness about the product ([Rachmawati et al., 2022](#)). Based on [Muslichah et al. \(2020\)](#), awareness is a form of understanding and the ability to realize, feel, and understand. In the context of halal awareness, it can be interpreted as the level of insight into halal products ([Cupian et al., 2023](#)).

Increasing people's awareness of halal products will increase their willingness to pay for them. Awareness of halal products refers to familiarity with things that Muslims can consume or practice. Halal awareness includes understanding what products can be consumed, ingredients, and production processes. [Amri et al. \(2023\)](#); [Djunaidi et al. \(2021\)](#); [Septianti et al. \(2021\)](#) finding that halal awareness positively and significantly affects purchasing decisions. A higher level of consumer awareness of halal products will increase consumers' purchasing decision behavior.

H2: Halal awareness has a positive and significant effect on purchasing decisions.

Attitude

[Aizen \(1991\)](#) defines attitude as an individual's assessment of the behavior to be carried out, considering whether it is profitable. Attitude can be explained as a reaction or response still closed by consumers to various stimuli provided by companies and marketers. Attitude is an individual's tendency to respond to an object liked or disliked ([Firmansyah, 2023](#)). According to [Priansa \(2017\)](#), consumer attitudes are a readiness to react to objects in a particular environment as a form of appreciation for the products produced. In this case, attitude is a person's tendency to behave about beliefs and judgments about a particular object.

In purchasing, attitude is a psychological factor that can influence behavioral decisions. Individuals who tend to have a positive attitude will make it possible to purchase a product ([Setiadi, 2019](#)). The research by [Tuhin et al. \(2022\)](#) shows that attitude has a significant effect

on purchasing decisions. This research is the same with [Hasyim & Purnasari, \(2021\)](#); [Rasyda & Santosa \(2023\)](#); [Sa'diah et al \(2021\)](#); [Syihabudin & Najmudin \(2023\)](#) that attitudes significantly influence purchasing decisions. The more positive an individual's attitude towards a product, the higher the purchasing decision will be.

H3: Attitude has a positive and significant effect on purchasing decisions.

Subjective Norms

Subjective norms are social pressures that can encourage a person to engage in or not engage in certain behaviors ([Ajzen, 1991](#)). Meanwhile, based on [Jogiyanto \(2007\)](#), subjective norms are a person's perception or view of other people's beliefs to influence the intention to do or not do a particular behavior under consideration. A subjective norm is an individual's belief in certain behaviors where the behavior is based on the views of the group who become role models if an individual is involved in the behavior ([Gundala et al., 2022](#)). According to [Garg & Joshi \(2018\)](#) it is explained that subjective norms are an essential component when evaluating consumer buying interest. It shows that subjective norms can act a certain way depending on these groups.

In this case, subjective norms are individual perceptions that refer to other people's approval of a particular behavior that will motivate their interest in doing the behavior. Usually, someone who perceives that the views of a group support them to perform a behavior will tend to feel social pressure to bring up the behavior. However, if someone perceives that the social group does not approve of a behavior, they will tend to feel social pressure not to do it. The research results [Choirunnisa & Firmansyah \(2021\)](#); [Li & Jaharuddin \(2020\)](#); [Ogiemwonyi et al. \(2023\)](#) show that subjective norms positively and significantly affect purchasing decisions. So, the higher the subjective norm, the more purchase intention will increase.

H4: Subjective norms have a positive and significant effect on purchasing decisions.

Purchase Intention

[Kotler \(2005\)](#), define purchase interest is something that precedes and determines the behavior of every consumer. Interest is a tendency to act, behave, or do something that immediately precedes actual buying behavior. Purchase interest is also a combination of consumer interest in the product and the opportunity to buy the product. In other words, purchase interest represents the possibility of consumers planning to purchase certain goods or services in the future ([Baihaqi, 2021](#)).

Consumer buying interest can be influenced by several variables, including product knowledge, halal awareness, attitudes, and subjective norms as the results of research findings [Marmaya et al. \(2019\)](#); [Nurfajrina et al. \(2021\)](#); [Pradana et al. \(2020\)](#) product knowledge, halal awareness, attitudes, and subjective norms significantly influence that purchase intention. In

addition, other findings show that interest has a positive and significant influence on purchasing decisions ([Fachrurrozie et al., 2023](#); [Nguyen et al., 2023](#); [Vizano et al., 2021](#)). Then, the results of the study show that purchase intention acts as a mediating variable in the relationship between product knowledge, halal awareness, attitude, and subjective norms ([Aqdas et al., 2020](#); [Ong et al., 2021](#); [Rachmawati et al., 2022](#); [Septianti et al., 2021](#)).

H5: Product knowledge indirectly affects purchasing decisions through purchase intention as a mediating variable.

H6: Halal awareness indirectly affects purchasing decisions through purchase intention as a mediating variable.

H7: Attitude indirectly affects purchasing decisions through purchase intention as a mediating variable.

H8: Subjective Norms indirectly affect purchasing decisions through purchase intention as a mediating variable.

Based on the results of the hypothesis that has been built, the relationship between variables in this study, namely the effect of exogenous variables of product knowledge, halal awareness, attitudes, and subjective norms on endogenous variables of purchasing decisions mediated by purchase intention, can be described through the conceptual framework presented in Figure 1.

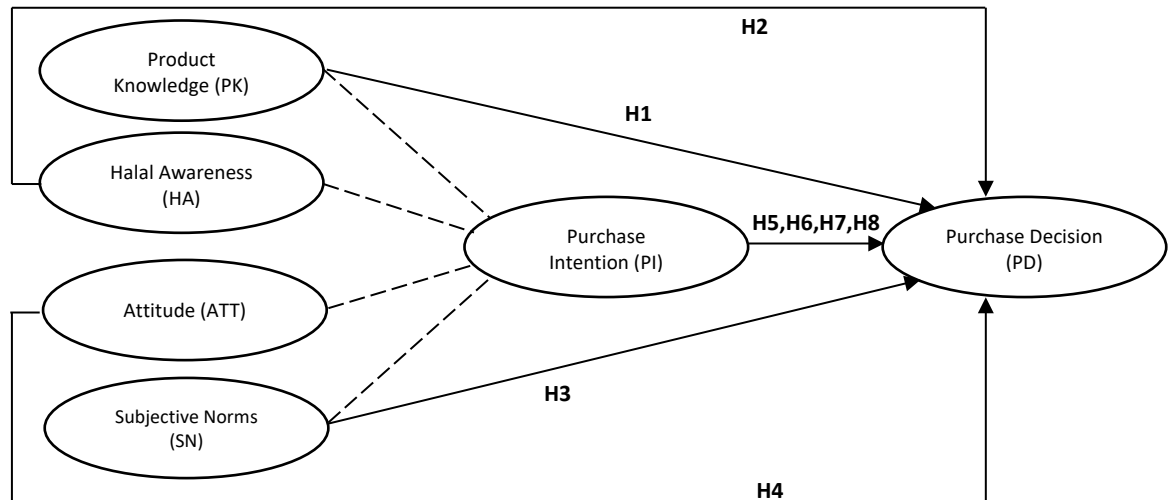


Figure 1. Conceptual Framework

—————▶ : Direct Effect
 - - - - -▶ : Indirect Effect

RESEARCH METHODS

This study examines the effect of product knowledge, halal awareness, subjective norms, and attitudes on purchasing decisions by using purchase intention as a mediating variable. The approach used in this research is quantitative, which is explanatory research. In quantitative research, a conclusive research design aims to test the hypothesis and relationship of each construct of the research variable ([Zainuddin et al., 2023](#)). This type of explanatory research is a research method that explains the position and influence between variables ([Sani & Ekowati, 2022](#)). The research object used is street food products spread across Surabaya. Street food is a snack consisting of ready-to-eat food and drinks marketed by street vendors in crowded places and other public places; usually, most sellers are scattered on street sidewalks ([Cempaka et al., 2019](#)). Street food is often found in every corner of a city like Surabaya. Surabaya is a metropolitan city with a population density of 8,633 people/km, and most of the population is Muslim ([Statistics of Surabaya Municipality, 2023](#)). In addition, the city is the economic center of East Java, which has the potential to develop the halal industry, especially halal food products ([Gani & Suprayogi, 2023](#)).

The population used is the Muslim population of Surabaya City, which consumes street food and belongs to the Gen Z group aged 11 - 27 years. According to [Stillman & Stillman \(2018\)](#), Gen Z was born between 1996 and 2012. The sampling technique in this study used accidental sampling. The sampling technique in this study used accidental sampling. To get a minimum number of good samples in describing the total research population, use the number of latent variable arrows multiplied by 10 or the number of indicators used multiplied by 10, so that the results were 330 respondents ([Hair et al., 2021](#)).

This research was conducted by collecting data from primary data sources obtained through questionnaires distributed to street food consumers in the city of Surabaya from among Gen Z Muslims. The questionnaire was measured using a Likert scale with answer preference levels, namely numbers 1 (*strongly disagree*), 2 (*disagree*), 3 (*neutral*), 4 (*agree*), and 5 (*strongly agree*). The data obtained from this study were analyzed using the *Partial Least Square* (PLS) technique to examine causal relationships and test hypotheses using SmartPLS software version 3.2.9. This model was created as an alternative for conditions where the theoretical basis for model design is weak and the available indicators do not fulfill the reflective dimension model ([Innayah et al., 2022](#)). The variables used in this study are measured through the indicators shown in Table 1.

Table 1. Item Construct

Variable	Indicators	Reference
Product Knowledge (PK)	1. I know that products made from halal ingredients are hygiene and food safety	(Abd Rahman et al., 2015; Azam, 2016; Nurhayati & Hendar, 2020)
	2. I know the information about street food ingredients is very important	
	3. I know that product ingredients reflect the safety and quality of halal packaged food products	
	4. I understand about halal criteria on street food product	
	5. I know about the current issues regarding the food ingredients that are suspected of being haram	
	6. I know about halal certification for food	
Halal Awareness (HA)	1. I understand the different definitions of halal and haram	(Azam, 2016; Nurhayati & Hendar, 2020)
	2. I am aware of halal due to religious obligation	
	3. I always make sure that the food I consume is halal	
	4. I always make sure that the food I consume has a halal label	
	5. I always make sure that the food I consume has halal food additives	
Attitude (ATT)	1. I like to choose halal street food product	(Abd Rahman et al., 2015; Garg & Joshi, 2018; Rizkitysha & Hananto, 2022)
	2. I always make sure the halal label when I buy street food	
	3. I feel street food products with the halal label are important	
	4. I feel eating halal street food products is my own choice	
Subjective Norms (SN)	1. I buy street food following the trend	(Garg & Joshi, 2018; Lada et al., 2009; Widyanto & Sitohang, 2022)
	2. I buy street food because my friends do so	
	3. My family members prefer street food product	
	4. I buy street food based on the recommendation of an important person	
Purchase Intention (PI)	1. I will look for information about the halal status of street food products before buying it	(Irfany et al., 2023; Razak, 2016; Widyanto & Sitohang, 2022)
	2. I want to buy street food	
	3. I will choose the street food products that have halal status to consume	
	4. I will pay attention to the quality of street food products before purchasing	
	5. I am likely to choose street food with halal ingredients in the future	
Purchase Decision (PD)	1. I make street food buying decisions based on hygienic and healthy consumption	(Fadillah et al., 2023; Firmansyah, 2023; Kotler, 2005; Millatina)
	2. I choose to buy street food with a halal label	
	3. I buy street food products based on halal ingredients	

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4. I believe that buying street food with the halal status is the right decision ([& Sayyaf, 2023; Rafiki et al., 2023](#))
 5. I recommend street food products that are routinely consumed by people around me
 6. I advise my family to buy street food
 7. I repeatedly buy street food products that I like
 8. I buy street food consistently in the future
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Source: Analysis by Author (2023)

RESULT AND ANALYSIS

Respondent Demography

Based on the results of distributing questionnaires addressed to Gen Z Muslims of Surabaya city who consume street food as many as 330 respondents, a description of the characteristics of respondents classified by gender, age group, latest education, type of work, total income, and total expenditure on street food was obtained. The description of the characteristics of respondents is presented through the frequency distribution results as follows in Table 2:

Table 2.
Respondent Demographic

Characteristics	Description	Amount	Percentage
Gender	Male	102	31%
	Female	228	69%
Age	11 – 16 years	62	19%
	17 – 22 years	141	43%
	23 – 27 years	127	38%
Education	Elementary School	27	8%
	Junior High School	36	11%
	Senor High School	156	47%
	Diploma	20	6%
	Bachelor	79	24%
	Master	9	3%
Work	Doctoral	3	1%
	Student	228	69%
	Teacher	17	5%
	TNI/Polri/PNS	13	4%
	Private Employed	56	17%
Monthly Income	Self Employed	16	5%
	< Rp. 500.000	88	27%
	Rp. 500.0001 – Rp. 1.500.000	106	32%
	Rp. 1.500.001 – Rp. 3.000.000	61	18%

Rp. 3.000.001 – Rp. 5.000.000	50	15%
>Rp. 5.000.001	25	8%

Source: Data processing, 2023

The distribution of respondents in this study was dominated by female gender, amounting to 228 people. Meanwhile, the age of respondents who filled out the questionnaire was mostly 17-22 years, which is 141 people (43%). Then, from the aspect of the latest education owned by respondents, most high school students are 156 people (47%). In addition, most respondents in this study are students with a total of 229 people (69%), and their income is Rp. 3,000,001 - Rp. 3,000,000, which is 106 people (32%).

Validity and Reliability Test

Table 3. Loading Factor

Variable	Items	Loading Factor	Description
Product Knowledge (PK)	PK1	0.813	Valid
	PK2	0.773	Valid
	PK3	0.803	Valid
	PK4	0.805	Valid
	PK5	0.859	Valid
	PK6	0.847	Valid
Halal Awareness (HA)	HA1	0.809	Valid
	HA2	0.849	Valid
	HA3	0.822	Valid
	HA4	0.805	Valid
	HA5	0.858	Valid
Attitude (ATT)	ATT1	0.841	Valid
	ATT2	0.899	Valid
	ATT3	0.792	Valid
	ATT4	0.899	Valid
Subjective Norms (SN)	SN1	0.843	Valid
	SN2	0.864	Valid
	SN3	0.872	Valid
	SN4	0.812	Valid
Purchase Intention (PI)	PI1	0.795	Valid
	PI2	0.839	Valid
	PI3	0.834	Valid
	PI4	0.781	Valid
	PI5	0.830	Valid
	PI6	0.821	Valid
Purchase Decision (PD)	PD1	0.785	Valid
	PD2	0.805	Valid
	PD3	0.756	Valid
	PD4	0.797	Valid

	PD5	0.830	Valid
	PD6	0.848	Valid
	PD7	0.824	Valid
	PD8	0.743	Valid

Source: Data Processed, 2023

The validity test results in Table 3 show that the loading factor values of all indicators used to build constructs in measuring variables in this study, namely product knowledge, halal awareness, attitudes, subjective norms, purchase intention, and purchase decisions, have a value > 0.7 . In this case, it is stated that all instruments are declared valid and have a high correlation.

Table 4. Composite Reliability and Cronbach's Alpha

Variable	Composite Reliability	Cronbach's Alpha	Description
Product Knowledge (PK)	0.900	0.923	Reliable
Halal Awareness (HA)	0.886	0.916	Reliable
Attitude (ATT)	0.880	0.918	Reliable
Subjective Norms (SN)	0.870	0.911	Reliable
Purchase Intention (PI)	0.900	0.923	Reliable
Purchase Decision (PD)	0.919	0.934	Reliable

Source: Data Processed, 2023

The reliability test results in Table 4 can be seen through the composite reliability and *Cronbach's Alpha* values, where the variable can be said to be reliable if the *Composite Reliability* (CR) value is > 0.70 . Based on these results, the CR value on the product knowledge variable is 0.900; the halal awareness is 0.886; the attitude is 0.880; subjective norms are 0.870; purchase intention is 0.900; and purchase decision 0.919 so these variables have good reliability because the CR value is above 0.70. In addition, Cronbach's alpha value of all constructs is > 0.7 so that all constructs can be declared to have a good level of reliability or reliability.

R-square Analysis

Table 5. R-Square Value

Variable	R Square	Percentage
Purchase Intention (PI)	0.838	83,8%
Purchase Decision (PD)	0.844	84,4%

Source: Data Processed, 2023

Based on Table 5, it can be seen that endogenous variables, namely product knowledge, halal awareness, attitudes, and subjective norms, can explain the exogenous variable, namely purchase intention of 0.838 or 83.8%, and other factors outside the research variables explain the remaining 16.2%. Meanwhile, the exogenous variable of purchasing decisions can be explained by the endogenous variables, namely product knowledge, halal awareness, attitudes, and subjective norms of 0.844 or 84.4%, and other factors outside the research variables explain the remaining 15.6%.

Structural Model Analysis

The hypothesis can be tested by looking at the *t-statistic* and *p-value*. In this test (see Table 6), the hypothesis criteria are accepted if the *t-statistic* value > 1.96 and apply otherwise. The criteria for accepting the hypothesis using the probability value is if the *p-value* < 0.05.

Table 6. Hypothesis Analysis

Hypothesis	Path Coefficient	t-statistic	p-value	Description
Product Knowledge → Purchasing Decision	0.086	1.599	0.180	Rejected
Halal Awareness → Purchasing Decision	0.019	0.358	0.689	Rejected
Attitude → Purchasing Decision	-0.001	0.098	0.947	Rejected
Subjective Norms → Purchasing Decision	0.168	3.433	0.000	Accepted
Product Knowledge → Purchase Intention → Purchasing Decision	0.085	2.371	0.020	Accepted
Halal Awareness → Purchase Intention → Purchasing Decision	0.212	4.810	0.000	Accepted
Attitude → Purchase Intention → Purchasing Decision	0.248	5.219	0.000	Accepted
Subjective Norms → Purchase Intention → Purchasing Decision	0.122	3.116	0.001	Accepted

Source: Data Processed, 2023

DISCUSSION

The Effect of Product Knowledge on Purchase Decision

Based on the hypothesis testing process, the results show that product knowledge does not significantly affect purchasing decisions. It indicates that Gen Z Muslims' product knowledge level is in the low category, so it cannot directly influence purchasing decisions. The results show that Gen Z, as respondents, must be fully aware of halal raw materials in street food products. They need to pay more attention to information about the halal awareness of street food products, such as the content of halal raw materials and the manufacturing process following Islamic law. This is in line with [Ratih et al. \(2022\)](#), who stated that product knowledge does not directly affect purchasing decisions due to low consumer knowledge due to the need

for more information about halal food products provided by market players and developers. This is due to the absence of halal certification and logos owned by street vendors as a form of guarantee and information that the products offered are fully halal. In addition, consumers with low knowledge of halal products will make purchasing decisions based on the assumption that the food sold is considered halal for sellers with attributes that reflect a Muslim ([Millatina & Sayyaf, 2023](#)). Food vendors have a role in providing halal food education to consumers ([Shafiee et al., 2017](#)). The need for more information about halal food products will affect consumers' knowledge.

In addition, as street food consumers, Gen Z pays less attention to the level of product safety related to health from the manufacturing process to packaging in buying products, so Gen Z's product knowledge is more than is needed to influence purchasing decisions. Lack of knowledge among consumers due to limited knowledge about health in food products can reduce the level of purchasing decisions for street food ([Rahman et al., 2022](#)). With this, product knowledge only significantly affects purchasing decisions, which supported by previous studies ([Adiba, 2019](#); [Febriyantri, 2022](#); [Hertanto et al., 2020](#); [Rahman et al., 2022](#); [Siddique et al. 2021](#)).

The Effect of Halal Awareness on Purchase Decision

The testing results on the level of halal awareness of purchasing decisions show no significant relationship. Gen Z consumers still need to pay full attention to the halal label on street food products. It can be triggered by Generation Z's lack of knowledge about Islamic law in the context of halal and haram. In addition, the lack of awareness of consuming halal food as a religious obligation for Gen Z Muslims will have an impact on reducing the decision to buy street food. [Djunaidi et al. \(2021\)](#) state that consumers have low halal awareness due to consumer behavior, which tends to be driven by affective conditions, namely religiosity rather than cognitive conditions or halal awareness. So, the halal awareness does not affect purchasing decisions.

According to [Fadillah et al. \(2023\)](#), the level of understanding of the halal food law tends to be low, so these conditions can make halal awareness unable to influence street food purchasing decisions directly. Low halal awareness can also be caused by external factors, namely, relatively low halal information from street food sellers could be higher, making it difficult for consumers to identify halal products in street food. This information includes halal labeling and halal certification owned by sellers. When halal product information is still low, purchasing decisions will decrease, and consumers tend to doubt the food products to be purchased or consumed (Usman et al., 2021). The results of this study are in line with the previous findings ([Djunaidi et al., 2021](#); [Esa et al., 2021](#); [Fadillah et al., 2023](#); [Mahliza &](#)

[Prasetya, 2023](#); [Monoarfa et al., 2023](#); [Munir et al., 2019](#); [Saputra et al., 2023](#); [Sitompul et al., 2021](#))

The Effect of Attitude on Purchase Decision

Based on the results, it is found that the effect of attitude on purchasing decisions shows a negative and insignificant relationship. It shows that attitude does not influence/street food purchasing decisions and have a negative direction. In this study, Gen Z agrees that buying street food can arise from their judgment about their preference for something to consume. This assessment will determine whether they are willing to make a buying decision according to their choice. With the increase in consumer assessments and perceptions of a product, it has yet to be able to influence purchasing decisions ([Achmad & Rahmawati, 2020](#)). The results state that Generation Z decides to buy street food according to their self-assessment. However, Generation Z's assessment of the product of their choice has yet to encourage their personal decision to purchase street food significantly. This condition is partly due to the need for more knowledge about product safety and understanding of the halal concept in street food, as previously described. From this condition, the attitude variable does not directly affect street food purchasing decisions.

According to [Nugraha et al. \(2021\)](#), individual attitudes towards a product are described through knowledge, feelings, and a tendency to act to perform a behavior. Therefore, when consumers' product assessment is low, the decision to purchase will be reduced. These findings are inconsistent with the TRA presented by [Ajzen \(1991\)](#), which states that an attitude is a form of individual assessment of the behavior to be carried out by considering whether it has advantages or not. In the context of purchasing behavior, a consumer will tend to assess a product before buying it. [Ali et al \(2021\)](#) claim that attitude is not the main factor directly influencing purchasing decisions. [Setyawati \(2021\)](#) also states that purchasing decisions are not directly influenced by attitude variables. Overall, this study's findings align with previous researches ([Achmad & Rahmawati, 2020](#); [Ali et al., 2021](#); [Lim & Lady, 2023](#); [Puspitasari et al., 2021](#)).

The Effect of Subjective Norms on Purchase Decision

The results show that subjective norms positively and significantly affect purchasing decisions. It shows that subjective norms directly influence street food purchasing decisions in the direction of a positive relationship. It means that the higher the subjective norms of Gen Z Muslims, the more street food purchasing decisions will increase. The results show that Generation Z feels encouraged to purchase because of the support of others around them, such as societal trends and the closest family. In addition, most of them consider the opinions of others around them who are considered important to influence their decision to buy street food. In this study, Gen Z Muslims agree that the decision to purchase street food arises from the beliefs of the surrounding people that the individual should or should not do a behavior.

[Fathoni et al. \(2023\)](#) state that strong encouragement from the social environment is a factor that influences consumers to make food purchases.

The results were consistent with the TRA built by [Ajzen \(1991\)](#), which states that subjective norms are social pressures that encourage individuals to perform or not perform a behavior. It shows that individual perceptions of performing a behavior refer to the views of others considered important and motivate them to behave in a certain way. Social influence that comes from the surrounding environment can be a factor that influences individuals in deciding whether or not to do a behavior ([Jogiyanto, 2007](#)). The social environment around individuals has a significant role in decision-making. It can arise from individuals because they believe in the value of the norms adopted by their family or group, which encourages them to carry out certain behaviors. [Hasyim & Purnasari \(2021\)](#) state that subjective norms directly affect purchasing decisions because they are based on the role of other people who can impact product purchasing decisions. All in all, this paper's finding is in line with the previous results by [Choirunnisa & Firmansyah \(2021\)](#); [Fathoni et al. \(2023\)](#); [Hasyim & Purnasari \(2021\)](#); [Miftahuddin et al. \(2020\)](#); [Ogiemwonyi et al. \(2023\)](#); and [Wibowo et al. \(2022\)](#).

The Mediating Effect of Purchasing Intention

Based on the results, purchase intention is an important mediator in street food purchasing decisions. Before someone decides whether to do an actual behavior, it tends to be preceded by interest, which can be referred to as a decisive phase in determining a decision. According to [Baihaqi \(2021\)](#), purchase interest represents the possibility of consumers planning to purchase certain goods or services. In this case, purchase interest highly influences consumer opportunities to buy a product in the future.

The results show that product knowledge indirectly affects purchasing decisions through purchase intention as a mediating variable. Thus, good product knowledge can generate Generation Z Muslim buying interest in street food in Surabaya City. Furthermore, the high buying interest of Generation Z Muslims will affect street food purchasing decisions. Consumer insight into product characteristics and attributes can foster the desire to get the product ([Widyanto & Sitohang, 2022](#)). With product knowledge, consumers will find it easy to choose and consider products that match the desired criteria ([Rohman et al., 2023](#)). The better the consumer's knowledge of a product, the more it will foster the desire to buy it and increase actual purchasing behavior. The research results align with the findings of [Kartikasari et al. \(2018\)](#) and [Nur et al. \(2023\)](#).

Furthermore, the research findings show that halal awareness indirectly affects purchasing decisions through purchase intention as a mediating variable. In this study, the high level of halal awareness of Generation Z Muslims will increase buying interest in street food. When their desire increases, it will encourage purchasing decisions for street food. So, halal

awareness indirectly affects purchasing decisions through purchase intention as a mediating variable. [Jannah & Al-Banna \(2021\)](#) state that the more halal awareness consumers possess, the more they will consider buying food. [Handriana et al \(2020\)](#) also stated that religious beliefs and understanding of the halal concept owned by consumers will impact their interest in buying products. After consumers evaluate choices, purchase interest will arise, which can lead to purchasing decisions ([Fasha et al., 2022](#)). The findings of this study are consistent with the research results of [Aqdas et al. \(2020\)](#) and [Fadillah et al. \(2023\)](#).

The research findings found that purchase intention can mediate the influence of attitudes on purchasing decisions. The increasing assessment of Gen Z Muslims on street food will affect the desire to buy it. A high desire to buy street food will encourage Gen Z to make purchasing decisions. Consumer assessment of a product can influence purchasing decisions by explaining interest as a mediating variable ([Luthfiyah & Salwa, 2019](#)). [Fadillah et al. \(2023\)](#) added that Muslim consumers' awareness of food will increase their desire to consume it, and encouraging this desire will increase the decision to purchase. With this, attitudes indirectly affect purchasing decisions through purchase intention as a mediating variable ([Basir, 2018](#); [Hasyim & Purnasari, 2021](#); [Li & Jaharuddin, 2020](#); [Ong et al., 2021](#); [Vizano et al., 2021](#))

The study's results showed that subjective norms indirectly affect purchasing decisions through purchase intention. It shows that Gen Z Muslims have subjective norms that arise from beliefs that the closest people will increase their desire to plan purchases of street food. Gen Z will consider the opinions and judgments of the surrounding environment as a source of information in making these considerations. When others around them approve of individuals doing a behavior, they will be motivated and feel the urge to take action ([Novitasari et al., 2021](#)). Belief in the support of others around will increase a person's interest in buying a product, and, in the end, this positive desire will encourage them to decide to make actual purchases ([Hasyim, 2022](#); [Wiguna, 2022](#)). This finding is in line with [Amalia et al. \(2020\)](#); [Ong et al. \(2021\)](#); and [Saputra & Jaharuddin \(2022\)](#).

The result shows that intention is important in mediating the relationship between product knowledge, halal awareness, attitudes, and subjective norms on purchasing decisions. Interest is the number of people who want to try and plan efforts and steps to realize the behavior ([Ajzen, 1991](#)). The findings align with the TRA that individual behavior can be predicted through interest in taking action. In the context of this study, purchase interest can be influenced by four factors, namely product knowledge, halal awareness, attitudes, and subjective norms. Before consumers buy street food, a desire will arise driven by product knowledge, halal awareness, attitudes, and subjective norms.

CONCLUSION

This study reveals that product knowledge, halal awareness, attitude, and subjective norms have no significant effect on purchasing decisions. In addition, all those 4 independent variables indirectly affect purchasing decisions for street food in Surabaya City through purchase intention. The results indicated the importance of halal certification in food products to prove and increase consumer confidence that the product is halal, thus creating a positive consumer attitude towards the product. In this case, halal knowledge and awareness are key in purchasing halal products. Based on this information,

The findings can provide important information to determine the behavior of GenZ Muslims towards halal food purchasing decisions, whereas it's indicated low level of product knowledge and halal awareness. Therefore, food vendors must provide halal product assurance through halal certification and halal logos that help provide information that the products sold are truly halal. Furthermore, food vendors can design halal product promotions through content containing halal product education. In addition, the government has an important role in supporting the marketing of halal food products by providing campaigns that focus on creating halal awareness in the community, especially for Gen Z Muslims, through social media and direct education in schools to increase halal food purchasing decisions.

However, this study only applies to certain regions and the demographics of the study are limited to certain age groups. Future research can be expanded in several ways. First, by exploring additional halal sectors beyond those covered in this study. Second, by investigating a wider range of factors that may influence consumer behavior, such as religiosity, halal label presence, halal certification, price, and product quality. Finally, examining potential moderating or mediating effects of variables like attitude and religiosity on the relationships between these factors could provide deeper insights.

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AUTHOR CONTRIBUTION

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