

Unveiling Gen Z Muslim Purchase Decisions: The Role of Product Quality, Social Media, and Halal Labeling in Indonesia's Instant Noodle Market

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Abstract.

This research examines the factors influencing the purchasing decisions of instant noodles among Generation Z (Gen Z) Muslims in Indonesia, focusing on product quality, halal labels, social media, and trust in the product. Using a quantitative approach with Partial Least Squares Structural Equation Modeling (PLS-SEM) and data from 210 respondents, this study aims to understand the relationships among these variables and the role of the halal label as a mediator. The findings show that product quality, including taste and packaging, as well as social media, through influencer content and reviews on platforms like TikTok and Instagram, are the primary drivers of purchasing decisions. Conversely, the halal label does not directly influence purchases, as Gen Z Muslims consider all instant noodles to be halal certified according to regulations in Indonesia, making it a requirement rather than a differentiating factor. Trust in products, supported by safety certifications such as BPOM, strengthens the perception of halal, but its influence on purchasing is more indirect. This research enriches the Theory of Planned Behavior by demonstrating the dominance of product quality and social media in the context of Muslim Gen Z, while also confirming the halal label as a hygiene factor. Practically, producers are advised to prioritize innovation in product quality and social media campaigns while ensuring transparent halal certification. Limitations of the research include focusing on Muslim Gen Z in Indonesia, so future research may explore other factors such as price or the influence of religious communities.

Keywords: *Purchasing Decisions; Instant Noodles; Muslim Gen Z; Product Quality; Halal Label; Social Media and Trust in Products.*

1. INTRODUCTION

The global food industry, particularly the instant noodles market, has experienced significant growth in line with shifting consumer preferences and the rise of a digitally literate young demographic, such as Generation Z (Gen Z) (Statista, 2024). In Indonesia—the world's second-largest instant noodles market—consumption of these products has become an integral part of daily eating habits, with an estimated 12.5 billion servings consumed annually (World Instant Noodles Association, 2023). Among Indonesian consumers, Muslim Gen Z, born between 1997 and 2012, represents a key segment due to its large population size, increasing purchasing power, and consumption patterns shaped by both digitalization and religious values (Francis & Hoefel, 2018; Setiawan et al., 2023). Understanding the factors that influence their purchasing decisions is essential for food producers seeking to tap into this dynamic market.

Gen Z consumers are known for their reliance on digital platforms, particularly social media, to obtain information and make purchasing decisions (Dimock, 2019). Research indicates that platforms such as TikTok and Instagram significantly influence Gen Z's brand perceptions and purchase intentions, as they actively engage with influencer content and user reviews (Vogel et al., 2022). In the context of food products, attributes such as product quality—including taste, packaging, and a sense of premium value—remain key drivers of consumer preference (Grunert & Aachmann, 2016). However, for Muslim consumers, the halal label is a non-negotiable criterion, reflecting adherence to Islamic dietary laws and influencing trust in food products (Ahmed et al., 2021). In Indonesia, where

approximately 87% of the population is Muslim, halal certification is a major determinant of market acceptance, especially among Gen Z Muslims who are highly aware of religious values (Setiawan et al., 2023).

Although the halal label plays a critical role, recent studies suggest that its influence on purchasing decisions may be more complex than previously assumed. For instance, while halal labeling enhances trust, it may act as a hygiene factor—considered essential but insufficient to differentiate products in a competitive market (Ali et al., 2022). In contrast, factors such as product quality and social media engagement often play a more decisive role in influencing young Muslim consumers (Hassan et al., 2024). Furthermore, trust in product safety, reinforced by certifications from regulatory bodies such as Indonesia's National Agency of Drug and Food Control (BPOM), also shapes consumer confidence, particularly in processed foods like instant noodles (Wibowo et al., 2021). These findings highlight the interplay between product attributes, digital influence, and cultural values in shaping purchasing behavior; however, empirical evidence specific to Muslim Gen Z remains limited.

This study aims to address that gap by examining the factors that influence the instant noodle purchasing decisions of Muslim Gen Z in Indonesia, with a focus on product quality, halal labeling, social media influence, and trust in the product. Drawing on the Theory of Planned Behavior (Ajzen, 1991), which posits that attitudes, subjective norms, and perceived behavioral control drive behavioral intentions, this research explores how these factors interact in a market that is both halal-sensitive and digitally driven. The objectives of this study are: (1) to assess the direct effects of product quality, halal labeling, social media, and trust on purchase decisions; (2) to analyze the mediating role of the halal label; and (3) to evaluate the predictive power of the proposed model. As such, this research contributes to the literature on consumer behavior in Islamic markets and offers practical insights for food manufacturers targeting Muslim Gen Z.

This study adopts the Theory of Planned Behavior (TPB) as its theoretical framework to understand the instant noodle purchasing decisions among Muslim Generation Z (Gen Z) consumers. According to Ajzen (1991), TPB posits that behavioral intention, the immediate antecedent of behavior, is influenced by three key components: attitude toward the behavior, subjective norms, and perceived behavioral control. In the context of instant noodle purchases, attitude can be represented by perceptions of product quality and trust in the product; subjective norms are reflected in the influence of social media; and perceived behavioral control relates to the belief in halal labeling as a prerequisite for consumption. TPB has been widely used in consumer food behavior studies, including those on halal products, due to its capacity to explain the interaction between internal and external factors in decision-making (Alam & Sayuti, 2011; Hassan et al., 2024).

Product quality, encompassing attributes such as taste, ingredients, and packaging, is a critical factor in food purchasing decisions. Grunert (2005) defines perceived product quality as a consumer's assessment of a product's superiority based on intrinsic cues (e.g., taste) and extrinsic cues (e.g., packaging). Within the Gen Z context, which is known for its discernment regarding quality and aesthetics, product quality plays a central role in shaping preferences (Francis & Hoefel, 2018). Research by Wibowo et al. (2021) in Indonesia found that young consumers tend to choose processed foods, such as instant noodles, based on taste preferences and visually appealing packaging. Additionally, product quality may also influence perceptions of other attributes, such as halalness, as consumers often associate high-quality products with trustworthy brands (Setiawan et al., 2023).

Halal labeling, which indicates compliance with Islamic dietary laws, is a critical factor in food markets in Muslim-majority countries such as Indonesia. Ahmed et al. (2021) assert that halal labels enhance consumer trust by ensuring product safety and alignment with religious values. However, the role of halal labeling in purchasing decisions is not always direct. Ali et al. (2022) found that halal certification is often perceived as a hygiene factor—essential but insufficient to drive purchases in the absence of other elements such as product quality or marketing efforts. In the context of Muslim Gen Z consumers, who are highly conscious of halal compliance, the halal label may serve as a

prerequisite that reinforces trust, yet its influence on purchase intention depends on the credibility of certifications and the authority of institutions such as the Indonesian Ulema Council (MUI) or the National Agency of Drug and Food Control (BPOM) (Hassan et al., 2024).

Social media has transformed how consumers—particularly Gen Z—engage with brands and make purchasing decisions. Vogel et al. (2022) found that Gen Z is heavily influenced by influencer content and user reviews on platforms like TikTok and Instagram, which enhance purchase intentions through emotional engagement and trust in information sources. In the context of halal food, social media can increase brand awareness, but its influence on perceptions of halalness tends to be limited. A study by Hassan et al. (2024) in Malaysia shows that young Muslim consumers rely more on official certifications than digital promotions to evaluate halal status. Nevertheless, social media remains an effective tool for encouraging food purchases through interactive marketing strategies (Mangold & Faulds, 2009).

Trust in the product, which includes confidence in safety and brand credibility, is a key factor in consumer behavior, especially for processed food products. Morgan and Hunt (1994) state that trust strengthens consumer commitment to a brand, which in turn fosters purchase loyalty. In the context of halal products, trust is often linked to certifications from official authorities, such as BPOM in Indonesia, which guarantee safety and quality (Wibowo et al., 2021). Research by Ali et al. (2022) indicates that product trust may mediate the relationship between halal labeling and purchase intention, particularly among young consumers who are critical of product information. For Muslim Gen Z, trust in a product is likely to reinforce halal perception and indirectly influence purchase decisions.

Purchasing decisions among Muslim Gen Z consumers are influenced by a combination of intrinsic factors (such as product quality and trust) and extrinsic factors (such as social media and religious norms). Setiawan et al. (2023) found that Muslim Gen Z in Indonesia tends to prioritize product quality and alignment with Islamic values, while also being highly responsive to digital marketing. This study highlights that although halal certification is a prerequisite, factors such as taste, packaging, and influencer recommendations often play a more decisive role in driving purchases. Moreover, trust in the product, supported by official certifications, can enhance purchase intentions by reinforcing consumer confidence in product safety and halal compliance (Ahmed et al., 2021).

Although existing literature has extensively discussed the influence of product quality, halal labeling, social media, and trust on purchase decisions, studies that specifically explore the interaction of these factors among Muslim Gen Z consumers remain limited—particularly in the context of instant noodles in Indonesia. Most prior research focuses on Muslim consumers in general or halal products in non-food markets (Ali et al., 2022; Hassan et al., 2024). Additionally, the role of halal certification as a mediating variable between factors such as product quality or social media and purchase decisions has not been fully understood, especially among digitally savvy young consumers. This study addresses that gap by testing a structural model that integrates product quality, halal labeling, social media, and product trust, with a specific focus on Muslim Gen Z in Indonesia. As such, this study contributes to the consumer behavior literature in halal markets and provides practical insights for marketing strategies targeting this segment.

Based on the Theory of Planned Behavior (Ajzen, 1991) and a review of relevant literature, this study proposes that product quality, halal labeling, social media, and trust in the product influence instant noodle purchasing decisions among Muslim Generation Z in Indonesia. Additionally, halal labeling is hypothesized to mediate the relationships between product quality, social media, and product trust with purchase decisions. These hypotheses are developed to test both causal and mediating relationships within a market that is highly sensitive to halal compliance and driven by digitalization.

H1: Halal labeling positively influences instant noodle purchasing decisions.

Halal certification is regarded as an essential requirement for Muslim consumers, including Gen Z, as

it ensures compliance with Islamic dietary laws (Ahmed et al., 2021). Research by Setiawan et al. (2023) shows that halal certification increases purchase intentions among young Indonesian consumers. Therefore, it is hypothesized that clear and credible halal labels will encourage instant noodle purchasing decisions.

H2: Product quality positively influences instant noodle purchasing decisions.

Product quality, including taste, ingredients, and packaging, is a key driver of Gen Z consumer preferences (Grunert, 2005). Wibowo et al. (2021) found that young Indonesian consumers prioritize attributes such as taste and packaging aesthetics when selecting processed foods. Hence, high product quality is hypothesized to enhance instant noodle purchase decisions.

H3: Product quality positively influences perceptions of halal labeling.

Consumers tend to associate high-quality products with brands that adhere to standards, including halal compliance (Setiawan et al., 2023). Research by Ali et al. (2022) indicates that perceived quality can reinforce trust in halal certification. Therefore, it is hypothesized that high product quality will enhance positive perceptions of halal labeling.

H4: Social media positively influences instant noodle purchasing decisions.

Gen Z is known to be highly responsive to digital marketing, particularly through influencers and user reviews on social media platforms (Vogel et al., 2022). Hassan et al. (2024) found that social media content increases purchase intentions for halal food among young consumers. Thus, it is hypothesized that active interaction on social media will positively influence instant noodle purchase decisions.

H5: Social media positively influences perceptions of halal labeling.

While social media is primarily known for increasing brand awareness, some studies suggest that digital information can also enhance perceptions of product attributes, including halalness (Hassan et al., 2024). Accordingly, it is hypothesized that social media will improve positive perceptions of halal labeling.

H6: Trust in the product positively influences instant noodle purchasing decisions.

Trust in the product—including belief in safety and brand credibility—is a key driver of consumer loyalty (Morgan & Hunt, 1994). Wibowo et al. (2021) found that safety certifications, such as those from BPOM, increase purchase intentions for processed foods in Indonesia. Therefore, it is hypothesized that trust in the product will encourage instant noodle purchase decisions.

H7: Trust in the product positively influences perceptions of halal labeling.

Trust in a product often enhances perceptions of halal certification, as consumers associate product safety with compliance to sharia standards (Ali et al., 2022). Thus, it is hypothesized that trust in the product will enhance positive perceptions of halal labeling.

H8: Halal labeling mediates the relationship between product quality and instant noodle purchasing decisions.

Product quality can increase trust in halal labeling, which in turn influences purchasing decisions (Setiawan et al., 2023). It is therefore hypothesized that halal labeling mediates this relationship, strengthening the impact of product quality on purchase decisions.

H9: Halal labeling mediates the relationship between social media and instant noodle purchasing decisions.

Social media may improve perceptions of halal labeling, which subsequently affects purchase intentions (Hassan et al., 2024). Thus, it is hypothesized that halal labeling mediates the relationship between social media and purchase decisions.

H10: Halal labeling mediates the relationship between trust in the product and instant noodle purchasing decisions.

Trust in the product may enhance perceptions of halal labeling, which in turn increases purchase intentions (Ali et al., 2022). Accordingly, it is hypothesized that halal labeling mediates the relationship between product trust and purchase decisions.

These hypotheses form a conceptual framework that integrates intrinsic factors (product quality, trust) and extrinsic factors (social media, halal labeling) to understand Muslim Gen Z purchasing behavior in the context of instant noodles in Indonesia.

Figure 1 illustrates the proposed research model, which integrates direct and mediating relationships among variables. This model will be tested using Partial Least Squares Structural Equation Modeling (PLS-SEM) to verify the hypotheses within the context of Indonesia's Muslim Gen Z consumers.

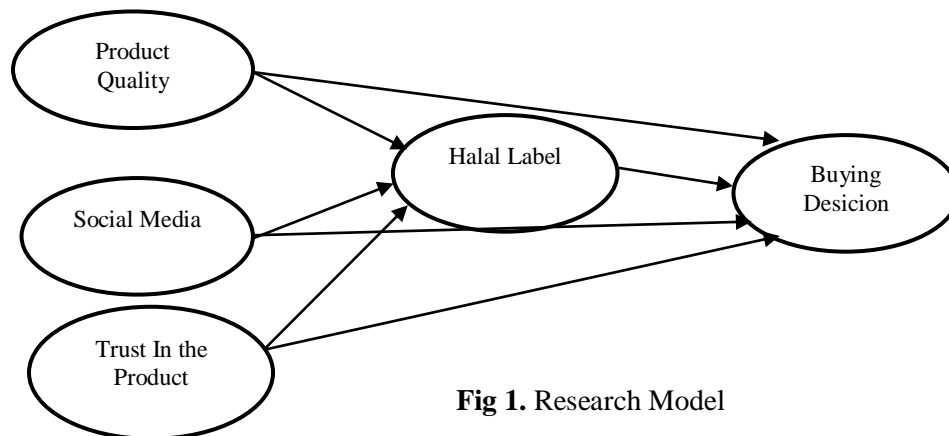


Fig 1. Research Model

II. METHODS

1. Research Design

This study employed a quantitative approach using a survey research design to examine the causal relationships among product quality, halal labeling, social media, product trust, and purchase decisions of instant noodles among Muslim Generation Z (Gen Z) consumers in Indonesia. This approach was selected due to its ability to empirically measure and analyze inter-variable relationships using primary data (Creswell & Creswell, 2018). The study adopts the Theory of Planned Behavior (Ajzen, 1991) as a theoretical framework to understand purchase intentions as the result of attitudes, subjective norms, and perceived behavioral control. Data were collected using a cross-sectional design during the period of April to May 2025, capturing the perceptions of Muslim Gen Z consumers within the competitive instant noodle market.

2. Population and Sample

The target population consisted of Muslim Gen Z individuals aged 18 to 28 years (born between 1997 and 2012) residing in Indonesia and having experience in purchasing instant noodles. Given that the Gen Z population in Indonesia is estimated at approximately 68 million (Badan Pusat Statistik, 2023), this study utilized a non-probability sampling technique, specifically purposive sampling, to ensure that respondents met the following criteria: (1) Muslim, (2) aged 18–28 years, and (3) have purchased instant noodles within the past six months. The required sample size was determined based on Hair et al. (2017), who recommend a minimum of 10 times the number of indicators in the structural model. With 29 indicators (see Table 1), a minimum of 200 respondents was required. A total of 210 valid responses were obtained, providing a sufficient margin for statistical analysis. Respondents came from various regions in Indonesia, particularly major urban areas such as Jakarta, Surabaya, and Bandung, to represent the diversity of Gen Z consumers.

3. Data Collection

Data were collected using an online questionnaire, distributed via social media platforms (WhatsApp, Instagram, and Telegram) to reach digitally active Gen Z users. The questionnaire was designed in Bahasa Indonesia to ensure optimal comprehension and was validated through a pilot test involving 30 respondents to evaluate item clarity and reliability. Respondents were asked to rate items on a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree) related to product quality, halal labeling, social media, product trust, and purchase decisions. The data collection process adhered to

ethical research principles, including informed consent and respondent anonymity. Of the 250 questionnaires distributed, 210 (84%) were returned and deemed complete for further analysis.

4. Variable Measurement

The research instrument was developed based on established literature to ensure content validity. Product quality was measured using five indicators adapted from Grunert (2005), covering perceptions of ingredients, taste, packaging, and durability. Halal labeling was measured with nine indicators adapted from Ahmed et al. (2021), assessing authenticity, clarity, and compliance with Islamic dietary standards.

Social media was measured using four indicators adapted from Vogel et al. (2022), including user interaction, informational influence, and influencer recommendations. Product trust was assessed with six indicators adapted from Morgan and Hunt (1994), evaluating safety and brand credibility. Purchase decisions were measured using five indicators adapted from Setiawan et al. (2023), encompassing satisfaction, willingness to recommend, and promotional influence.

All constructs demonstrated strong reliability (Cronbach's $\alpha > 0.7$) and convergent validity (Average Variance Extracted [AVE] > 0.5), as shown in Table 1.

5. Data Analysis

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS 4.0 software, which was selected for its capability to manage complex models with moderate sample sizes and non-normally distributed data (Hair et al., 2017). The analysis was carried out in two stages:

a. Measurement Model Evaluation

This involved assessing construct reliability (using Cronbach's α , Dijkstra–Henseler's ρ_A , and Composite Reliability) and validity (using AVE, Fornell-Larcker criterion, and HTMT ratio), as presented in Tables 1 and 2.

b. Structural Model Evaluation

This step examined inter-variable relationships through path coefficients (β -values), T-statistics, and effect sizes (f^2), as well as predictive power using R^2 and Q^2 values, as shown in Tables 3, 4, and 5. Hypothesis testing was performed using bootstrapping with 5,000 subsamples, generating 95% confidence intervals. Multicollinearity was tested using the Variance Inflation Factor (VIF), with values below 5 indicating no serious issues (Table 3). Finally, PLS Predict was used to evaluate the model's predictive relevance, with $Q^2_{\text{predict}} > 0$ indicating strong predictive validity (Table 5).

III. RESULT AND DISCUSSION

1. Result

a. Measurement Model Evaluation

The results of the measurement model, presented in Table 1, illustrate the extent to which consumers perceive product quality, halal labeling, trust in the product, purchase decisions, and the influence of social media in the context of instant noodles. Each construct demonstrates strong reliability and validity, reflecting that consumer perceptions of these products are shaped by real experiences and interrelated factors.

Consumers evaluated the quality of instant noodles favorably, as indicated by the reliability metrics: Cronbach's α (0.777), ρ_A (0.778), Composite Reliability (CR) (0.849), and Average Variance Extracted (AVE) (0.531). Respondents perceived the ingredients as premium (loading = 0.633) and found the taste to be well-aligned with their preferences (0.736). Packaging was also seen as a key attraction, with visually appealing designs (0.789) and clear information (0.755). Furthermore, consumers appreciated the product's flavor stability over time (0.720). These findings suggest that product quality forms a critical foundation for shaping positive consumer perceptions, although certain aspects, such as the perception of premium ingredients, may still benefit from enhancement.

The halal aspect of the product emerged as one of the strongest constructs in consumer evaluations, with Cronbach's alpha (0.902), ρA (0.904), CR (0.920), and AVE (0.560). Consumers expressed strong confidence in the authenticity of halal certification (0.774) and the clarity of information on the label (0.770). A halal label that adheres to Sharia standards (0.736), is clearly visible (0.732), and easy to find (0.703) contributes to a sense of safety (0.759) and trust in the product's compliance with Islamic principles (0.782). The presence of certification from an official authority (0.745) and alignment with halal standards (0.730) further reinforce the perception of reliability. This narrative underscores that halal labels are not merely formalities but are essential components in building consumer trust and comfort—particularly in markets that are highly sensitive to halal issues.

Consumer trust in the product was also notably high, with Cronbach's alpha (0.902), ρA (0.906), CR (0.925), and AVE (0.672). Safety information on the label was considered trustworthy (0.827), especially when issued by official institutions like BPOM (0.827). Consumers felt that the product was free from health hazards (0.786) and allergic risks (0.864), enhancing their sense of security. This trust was also reflected in their interest in purchasing (0.762) and habitual repurchasing behavior (0.847). These findings indicate that consumer trust is not only derived from technical elements such as safety certification but also from consistently positive product experiences.

Purchase decisions were supported by a high level of post-purchase satisfaction (0.824), which encouraged consumers to recommend the product to others (0.845). The influence of social media was also significant; advertisements on platforms like TikTok and Instagram (0.793) and credible reviews (0.794) played important roles in shaping purchase intent. Influencer recommendations also impacted purchase interest (0.747). With Cronbach's alpha (0.831), ρA (0.840), CR (0.887), and AVE (0.663), the construct shows that consumer decisions are not only driven by personal experience but also shaped by social dynamics and digital marketing exposure.

Social media itself plays a critical role in shaping consumer perceptions and decisions, supported by Cronbach's alpha (0.816), ρA (0.892), CR (0.862), and AVE (0.557). Consumers actively engaged with instant noodle content on social media through likes, shares, and comments (0.719), and acknowledged that information on these platforms strongly influenced their decisions (0.852). Influencer endorsements (0.761) and credible reviews (0.635) further reinforced social media's influence. Although review scores showed relatively lower loadings, this suggests that consumers may be more selective in trusting reviews compared to influencer endorsements or direct brand communication.

Overall, the measurement model results indicate that consumers hold positive perceptions of instant noodles, driven by adequate product quality, credible halal labeling, and strong trust in product safety. Their purchase decisions are supported by satisfying personal experiences and significantly influenced by social media, particularly through advertisements, reviews, and influencer endorsements. However, some elements—such as perceptions of premium ingredients and trust in user-generated reviews—still present opportunities for improvement. This narrative illustrates that in a competitive market, a strategic combination of product quality, consumer trust, and digital marketing is key to capturing the hearts and loyalty of consumers.

Table 1 Model Measurement Evaluation

Construct/Item	Loading	Cronbach's Alpha	Dijkstra–Henseler's rho (ρA)	Composite Reliability (CR)	Average Variance Extracted (AVE)
Product Quality		0.777	0.778	0.849	0.531
The ingredients used in the instant noodles feel premium.	0.633				
The taste of the instant noodles matches my preferences.	0.736				
The packaging of the instant noodles is visually attractive.	0.789				

Construct/Item	Loading	Cronbach's Alpha	Dijkstra–Henseler's rho (ρ_A)	Composite Reliability (CR)	Average Variance Extracted (AVE)
The packaging provides clear information.	0.755	0.902	0.904	0.920	0.560
The noodles remain tasty even after being stored for a long time.	0.720				
Halal Label					
The halal certificate on this instant noodle product appears authentic.	0.774	0.902	0.906	0.925	0.672
The information on the halal label is easy to understand.	0.770				
The halal label meets Sharia standards.	0.736				
The halal label is clearly visible and stands out on the packaging.	0.732				
The halal label is easy to find on the packaging.	0.703				
The halal label increases my confidence in the product's halal status.	0.782				
The halal label provides a sense of safety when consuming the product.	0.759				
The halal label is issued by an official institution.	0.745				
The halal label complies with recognized halal standards.	0.730				
Trust in the Product					
The safety information on the product label is trustworthy.	0.827	0.831	0.840	0.887	0.663
The safety label comes from an official institution (e.g., BPOM).	0.827				
The product with this safety label is free from health hazards.	0.786				
This safety label assures me that the product is free from allergy risks.	0.864				
I am interested in purchasing this instant noodle product.	0.762				
I frequently purchase this instant noodle product.	0.847	0.816	0.892	0.862	0.557
Buying Decision					
I feel satisfied after purchasing this instant noodle product.	0.824				
I would recommend this instant noodle product to my friends.	0.845				
I often see advertisements for instant noodles on TikTok or Instagram.	0.793				
Instant noodle reviews on social media are trustworthy.	0.794				
Influencer recommendations make me more interested in the instant noodles.	0.747	0.816	0.892	0.862	0.557
Social Media					
I often interact (like, share,	0.719				

Construct/Item	Loading	Cronbach's Alpha	Dijkstra–Henseler's rho (ρ_A)	Composite Reliability (CR)	Average Variance Extracted (AVE)
comment) with instant noodle content on social media.					
I believe information about instant noodles on social media significantly influences my decisions.	0.852				
Influencer recommendations make me more interested in the instant noodles.	0.761				
Reviews of instant noodles on social media are trustworthy.	0.635				

Source: Analysis Results

The discriminant validity results presented in Table 2 illustrate the extent to which the constructs in the measurement model—Buying Decision (BD), Halal Label (HL), Product Quality (PQ), Social Media (SM), and Trust in the Product (TIP)—are conceptually distinct, ensuring that each construct uniquely captures a separate aspect without significant overlap. Strong discriminant validity indicates that the model maintains conceptual clarity, allowing for a more accurate analysis of consumer perceptions toward instant noodles.

The Fornell-Larcker criterion confirms that the correlations between constructs do not exceed the square roots of the Average Variance Extracted (AVE) for each construct, reflecting the strength of each construct's internal consistency relative to other constructs. The diagonal values (square roots of AVE) for each construct—BD (0.814), HL (0.748), PQ (0.728), SM (0.746), and TIP (0.820)—indicate a sufficient degree of internal strength. Inter-construct correlations, such as between BD and PQ (0.628), BD and TIP (0.577), or HL and TIP (0.786), suggest reasonable relationships that are not excessively high to imply conceptual redundancy. For instance, the strong correlation between HL and TIP (0.786) illustrates that the halal label significantly contributes to consumer trust in the product, which is expected in a market highly sensitive to halal compliance. In contrast, the lower correlations between SM and HL (0.256) or SM and PQ (0.295) imply that social media influences are relatively independent from perceptions of product quality or halal certification, highlighting the distinct role of social media in shaping consumer behavior through digital marketing dynamics.

The Heterotrait-Monotrait ratio (HTMT) provides complementary insight by assessing conceptual distinctiveness among constructs, with values below 0.85 (or 0.90 in certain contexts) indicating adequate discriminant validity. Most HTMT values in the table fall below the recommended thresholds, confirming that the constructs are sufficiently distinct. For example, HTMT values between BD and PQ (0.776) and between BD and TIP (0.654) suggest that while buying decisions are influenced by product quality and trust, they remain separate constructs. However, HTMT values approaching the threshold—such as between HL and TIP (0.860) or PQ and TIP (0.797)—warrant attention. These values indicate a strong conceptual association, particularly between halal labeling and trust in the product, which is understandable given the pivotal role of halal certification in shaping consumer confidence in halal-sensitive markets. Nevertheless, these values remain within acceptable bounds, suggesting that despite being closely linked, these constructs retain their conceptual independence. Lower HTMT values, such as between SM and HL (0.253) or SM and TIP (0.322), further reinforce the position of social media as a relatively independent factor, more concerned with digital engagement than with direct perceptions of halal status or product trust.

The discriminant validity established through both the Fornell-Larcker criterion and the HTMT ratios demonstrates that this measurement model is robust and credible. Consumers view buying decisions, product quality, halal labeling, trust in the product, and social media influence as complementary yet distinct dimensions. The strong linkage between halal labeling and trust highlights the centrality of halal aspects in shaping consumer safety and assurance. Conversely, social media

stands out as a more independent construct, underscoring its role as a marketing tool that influences buying behavior through interaction and endorsement, rather than through direct assessments of quality or halalness.

These findings suggest that instant noodle marketing strategies should consider the unique role of each construct. Enhancing product quality and reinforcing halal labeling can boost trust and purchasing decisions, while strategic investment in social media can attract consumers through engaging digital content. However, particular attention should be given to the relationship between halal labeling and trust, ensuring that these elements are perceived as mutually reinforcing while still retaining their distinct identities.

Table 2 Discriminant Validity

		BD	HL	PQ	SM	TIP
Fornell–Larcker Criterion	BD	0.814				
	HL	0.485	0.748			
	PQ	0.628	0.619	0.728		
	SM	0.444	0.256	0.295	0.746	
	TIP	0.577	0.786	0.668	0.290	0.820
Heterotrait-monotrait (HTMT) ratio	BD					
	HL	0.546				
	PQ	0.776	0.737			
	SM	0.533	0.253	0.369		
	TIP	0.654	0.860	0.797	0.322	

Source: Analysis Results

b. Structural Model Evaluation

The structural model evaluation presented in Table 3 reveals the dynamics of the relationships among factors influencing the purchase decision (BD) of instant noodles, considering the roles of product quality (PQ), halal label (HL), social media (SC), and trust in the product (TIP). The analysis results show that while some relationships are statistically significant, others are not—offering key insights into what drives consumers to choose these products. The model also demonstrates good predictive power and minimal multicollinearity issues, confirming its structural robustness.

Product quality has a strong positive effect on purchase decisions ($\beta = 0.388$, $T = 4.876$, $CI [0.228; 0.539]$). With a moderate effect size ($f^2 = 0.157$), this indicates that consumers' perceptions of premium ingredients, desirable taste, and appealing packaging significantly influence their buying intention and behavior. A low VIF value (1.93) confirms that this relationship is not affected by multicollinearity. Clearly, consumers prioritize product quality as a key factor, making it a critical pillar in the marketing strategy of instant noodles.

Social media also plays a significant role in driving purchase decisions ($\beta = 0.265$, $T = 3.485$, $CI [0.100; 0.402]$). The effect size ($f^2 = 0.127$) is notable, particularly through consumer interaction with content on platforms like TikTok and Instagram, credible reviews, and influencer recommendations. The low VIF value (1.113) confirms the independence of this construct. This finding underscores the powerful influence of digital marketing on consumer preferences in a dynamic social media environment.

Trust in the product has a significant positive effect ($\beta = 0.254$, $T = 2.124$, $CI [0.016; 0.487]$), though with a smaller effect size ($f^2 = 0.042$). This suggests that consumer confidence in product safety—such as certifications from official institutions (e.g., BPOM) and assurance of being free from health risks—does influence purchasing decisions, though not as strongly as product quality or social media. A relatively high VIF (3.064) suggests a correlation with other constructs like the halal label, which should be considered in further analysis. Interestingly, the halal label does not show a significant effect on purchase decisions ($\beta = -0.016$, $T = 0.155$, $CI [-0.217; 0.180]$). With an effect size of zero ($f^2 = 0$), this indicates that while the halal label is perceived as important (as shown in

Table 1), its direct impact on purchase decisions is negligible. This may be because the halal label serves more as a basic expectation or requirement, rather than a main driver compared to quality or promotional factors. The halal label is significantly influenced by trust in the product ($\beta = 0.673$, $T = 10.272$, $CI [0.529; 0.786]$), with a large effect size ($f^2 = 0.674$). This confirms that consumer trust in the safety and authenticity of the product strongly enhances their perception of the halal label. Product quality also has a significant positive effect on the halal label ($\beta = 0.174$, $T = 2.414$, $CI [0.036; 0.315]$), although with a small effect size ($f^2 = 0.045$). Conversely, social media has no significant effect on halal label perception ($\beta = -0.012$, $T = 0.215$, $CI [-0.130; 0.098]$, $f^2 = 0$), indicating that digital marketing is irrelevant in shaping perceptions of halalness. VIF values (1.831 for $TIP \rightarrow HL$, 1.848 for $PQ \rightarrow HL$, 1.113 for $SC \rightarrow HL$) confirm no serious multicollinearity issues.

The model explains 50.2% of the variance in purchase decision ($R^2 = 0.502$, R^2 adjusted = 0.491) and 63.3% of the variance in halal label perception ($R^2 = 0.633$, R^2 adjusted = 0.627), indicating strong explanatory power. Predictive relevance values ($Q^2 = 0.312$ for BD and 0.34 for HL) confirm that the model has adequate predictive relevance, meaning it can accurately predict consumer behavior. The combination of R^2 and Q^2 demonstrates that the model not only fits the data well but also offers practical insights into the factors influencing consumer decisions. This structural model evaluation illustrates that the purchase decision for instant noodles is primarily driven by product quality, followed by the influence of social media and trust in the product. Product quality not only directly affects purchase decisions but also strengthens perceptions of the halal label, albeit to a lesser extent. Trust in the product plays a dual role—supporting both the decision to purchase and strengthening belief in the halal label. In contrast, the halal label itself has no direct impact on purchase decisions, likely because it is viewed as a baseline requirement. Social media, although powerful in influencing purchasing behavior, is not relevant to halal perceptions—highlighting its specific role in digital marketing. Given the absence of significant multicollinearity and the model's strong predictive capabilities, this model offers strategic guidance: enhancing product quality and optimizing social media campaigns can maximize product appeal, while maintaining a strong halal label remains crucial for building consumer trust through authenticity and safety.

Table 3 Structural Model Evaluation

Relationships	β	T value	Confidence interval (95%)	Variance explained (R^2)	R^2 adjusted	Predictive relevance (Q^2)	Effect size (f^2)	VIF
HL \rightarrow BD	-0,016	0,155	[-0.217; 0.180]	0,502	0,491	0,312	0	
PQ \rightarrow BD	0,388	4,876	[0.228; 0.539]	0,502	0,491	0,312	0,157	1,93
PQ \rightarrow HL	0,174	2,414	[0.036; 0.315]	0,633	0,627	0,34	0,045	1,848
SC \rightarrow BD	0,265	3,485	[0.100; 0.402]	0,502	0,491	0,312	0,127	1,113
SC \rightarrow HL	-0,012	0,215	[-0.130; 0.098]	0,633	0,627	0,34	0	1,113
TIP \rightarrow BD	0,254	2,124	[0.016; 0.487]	0,502	0,491	0,312	0,042	3,064
TIP \rightarrow HL	0,673	10,272	[0.529; 0.786]	0,633	0,627	0,34	0,674	1,831

Source: Analysis Results

c. Hypothesis Testing

The results of hypothesis testing in Table 4 provide a clear overview of the factors that significantly influence the purchase decision (BD) of instant noodles, as well as the role of the halal label (HL) as a potentially mediating variable. Of the ten hypotheses tested, four were supported, while six were not, revealing the complex dynamics underlying consumer preferences. These findings highlight the key drivers of purchasing behavior and indicate that while the halal label is important, it does not always play a direct or mediating role in the purchasing decision.

H1: Halal Label \rightarrow Purchase Decision (Not Supported):

The hypothesis that the halal label directly influences purchase decisions is not supported ($\beta = -0.016$, $T = 0.155$, $CI [-0.217; 0.180]$). The low T-value and a confidence interval that includes zero suggest that the halal label does not have a significant impact on consumers' purchase intentions or behavior.

This is noteworthy, given the importance of halal concerns in markets sensitive to Sharia compliance. Most likely, consumers perceive the halal label as a basic requirement rather than a compelling factor when compared to attributes like taste or promotional efforts.

H2: Product Quality → Purchase Decision (Supported):

Product quality has a strong positive influence on purchase decisions ($\beta = 0.388$, $T = 4.876$, CI [0.228; 0.539]). The high T-value and a confidence interval that excludes zero confirm that aspects such as premium ingredients, desirable taste, and appealing packaging significantly enhance consumer interest and loyalty. This finding reinforces the notion that product quality is the main driver in the instant noodle market, where sensory and aesthetic experiences are highly valued.

H3: Product Quality → Halal Label (Supported):

Product quality also positively influences perceptions of the halal label ($\beta = 0.174$, $T = 2.414$, CI [0.036; 0.315]). Although the effect is relatively modest, the result suggests that consumers who are satisfied with product quality are more likely to trust the authenticity and credibility of the halal label. This may be because high-quality products are often associated with trustworthy brands, which are also expected to comply with halal standards.

H4: Social Media → Purchase Decision (Supported):

Social media has a significant influence on purchase decisions ($\beta = 0.265$, $T = 3.485$, CI [0.100; 0.402]). Consumer interaction with content on platforms such as TikTok or Instagram, credible reviews, and influencer recommendations are proven to drive purchasing interest. This result reflects the power of digital marketing in shaping consumer preferences, especially among socially engaged audiences.

H5: Social Media → Halal Label (Not Supported):

Unlike its impact on purchase decisions, social media does not influence perceptions of the halal label ($\beta = -0.012$, $T = 0.215$, CI [-0.130; 0.098]). The very low T-value and confidence interval including zero indicate that while digital promotions may attract attention, they are not relevant in shaping consumer trust in halal status. This makes sense, as perceptions of halalness are more reliant on official certifications and brand trust rather than advertising or influencers.

H6: Trust in Product → Purchase Decision (Not Supported):

Trust in the product—encompassing confidence in its safety and certified labeling (e.g., BPOM)—does not show a significant influence on purchase decisions ($\beta = 0.254$, $T = 2.124$, CI [0.016; 0.487]). Although the T-value is close to the threshold of significance, the hypothesis is ultimately not supported. This is somewhat surprising, as trust is typically considered crucial. It is possible that the effect of trust is absorbed by other factors such as product quality, or that safety is seen by consumers as a minimum standard rather than a sufficient reason to drive purchase without support from other factors.

H7: Trust in Product → Halal Label (Supported):

Trust in the product has a very strong influence on halal label perception ($\beta = 0.673$, $T = 10.272$, CI [0.529; 0.786]). The very high T-value and consistent confidence interval indicate that consumer belief in the safety and legitimacy of the product (e.g., BPOM label, free from health risks) significantly strengthens their perception of the authenticity and credibility of the halal label. This affirms that the halal label does not stand alone—it is reinforced by a holistic trust in the brand and product.

H8, H9, H10: Mediating Role of Halal Label (Not Supported):

The three hypotheses testing the mediating role of the halal label—between product quality and purchase decision (H8: $\beta = -0.003$, $T = 0.147$), social media and purchase decision (H9: $\beta = 0$, $T = 0.032$), and trust in product and purchase decision (H10: $\beta = -0.011$, $T = 0.153$)—are not supported. The extremely low T-values and near-zero effects indicate that the halal label does not function as a mediator in these relationships. This aligns with the H1 findings, which showed that the halal label has no direct impact on purchase decisions. In other words, although the halal label is crucial for

consumer trust, its role is not strong enough to bridge the relationship between other factors and purchase decisions.

Table 4. Result of Hypothesis Testing

Hypothesis/Relationships	β	T value	Confidence interval (95%)	Supported
H1: Halal Label -> Buying Decision	-0,016	0,155	[-0.217; 0.180]	No
H2: Product Quality -> Buying Decision	0,388	4,876	[0.228; 0.539]	Yes
H3: Product Quality -> Halal Label	0,174	2,414	[0.036; 0.315]	Yes
H4: Social Media -> Buying Decision	0,265	3,485	[0.100; 0.402]	Yes
H5: Social Media -> Halal Label	-0,012	0,215	[-0.130; 0.098]	No
H6: Trust in the Product -> Buying Decision	0,254	2,124	[0.016; 0.487]	No
H7: Trust in the Product -> Halal Label	0,673	10,272	[0.529; 0.786]	Yes
H8: Product Quality -> Halal Label -> Buying Decision	-0,003	0,147	-	No
H9: Social Media -> Halal Label -> Buying Decision	0	0,032	-	No
H10: Trust in the Product -> Halal Label -> Buying Decision	-0,011	0,153	-	No

Source: Analysis Results

d. PLS Predict

Table 5 evaluates the predictive capability of the structural model for two endogenous constructs—Buying Decision (BD) and Halal Label (HL)—using the PLS Predict approach. These results provide insights into the extent to which the model can forecast consumer behavior related to instant noodle purchasing decisions and their perceptions of product halalness. With metrics such as Q^2_{predict} , Root Mean Squared Error (RMSE), and Mean Absolute Error (MAE), this table affirms that the model exhibits strong predictive power for both constructs, making it a reliable tool for understanding market dynamics.

The buying decision construct demonstrates strong predictive ability, with a Q^2_{predict} value of 0.465. This value, which is well above the threshold of 0, indicates that the model can effectively predict variation in purchasing decisions, outperforming simple mean-based predictions. The relatively low RMSE (0.742) and MAE (0.536) values suggest that the model's prediction errors are small—both in terms of squared deviations (RMSE) and absolute deviations (MAE). This implies that the model can accurately estimate consumer intentions or habits in purchasing instant noodles, influenced by factors such as product quality and social media engagement (as shown in previous tables). This predictive strength reflects the model's ability to capture relevant relationships between variables such as product quality, social media, and trust, making it a valuable tool for marketing strategy.

For the halal label construct, the model also shows strong predictive power, with a Q^2_{predict} value of 0.61, which is even higher than that of the buying decision construct. This confirms that the model is highly capable of predicting consumer perceptions regarding the authenticity and credibility of halal labeling. The lower RMSE (0.631) and MAE (0.476) values, compared to those of the buying decision construct, indicate that predictions for the halal label are associated with smaller errors, reflecting higher accuracy. This is consistent with prior findings (Tables 3 and 4), which indicated that perceptions of halalness are strongly influenced by product trust and, to a lesser extent, product quality. The model's strong predictive performance suggests it effectively captures the factors that shape consumer confidence in halalness, such as official certification and clear labeling.

The PLS Predict results in Table 5 illustrate that the structural model has robust predictive ability in capturing both buying decisions and perceptions of halal labeling in the context of instant noodles. With high Q^2_{predict} values (0.465 for BD and 0.61 for HL) and low RMSE and MAE scores, the model not only explains relationships between variables (as shown in earlier analyses) but also accurately predicts consumer behavior. The halal label construct shows slightly better predictive performance than the buying decision construct, possibly because halal perceptions are more stable

and driven by measurable factors, such as trust in certification authorities. In contrast, buying decisions, which are influenced by dynamic factors like social media, exhibit slightly more unpredictable variation, though still within a strong predictive range.

The model's predictive strength offers practical implications for instant noodle producers. To enhance buying decisions, focusing on product quality improvements (e.g., taste and packaging) and optimizing social media campaigns is likely to increase consumer interest and loyalty. For halal labeling, maintaining authentic certification and building trust through transparent communication will continue to support positive consumer perceptions. The model's accurate predictive capacity also suggests that data-driven market research, as represented by this model, can help brands better anticipate consumer preferences—particularly in competitive and halal-sensitive markets.

Table 5. PLS Predict

Construct	Q²_predict	RMSE	MAE	Predictive?
Buying Decision	0,465	0,742	0,536	Strong
Halal Label	0,61	0,631	0,476	Strong

2. Discussion

This study explores the factors influencing instant noodle purchasing decisions among Muslim Generation Z (Gen Z) in Indonesia, focusing on Product Quality (PQ), Halal Label (HL), Social Media (SC), and Trust in Product (TIP). The findings reveal that product quality and social media serve as primary drivers of purchasing decisions, whereas halal labeling and trust play more limited direct roles, though they are significant in shaping halal perceptions. These results reflect the unique preferences and behaviors of Muslim Gen Z—consumers who are digitally savvy, quality-conscious, and attuned to Islamic values. The study contributes not only to a deeper understanding of Muslim Gen Z consumer behavior but also offers strategic insights for food product marketing in competitive markets.

Product Quality Dominates Purchasing Decisions

Table 4 indicates that product quality has a significant influence on purchasing decisions, aligning with the characteristics of Gen Z, who value experience and quality (Francis & Hoefel, 2018). In the context of instant noodles, Muslim Gen Z consumers highly appreciate taste compatibility (loading = 0.736) and visually appealing packaging (loading = 0.789), as shown in Table 1. This supports Grunert's (2005) finding that younger consumers tend to rely on intrinsic cues (e.g., taste) and extrinsic cues (e.g., packaging) to assess product quality. The influence of product quality on halal perception also suggests that Muslim Gen Z associates high-quality products with halal compliance—demonstrating a preference for authentic and trustworthy brands (Shimp, 2010). For Muslim Gen Z, product quality is not just about consumption satisfaction but also trust that the product aligns with their Islamic values.

Social Media: The Digital Force for Muslim Gen Z

The significant impact of social media on purchasing decisions confirms that Gen Z—raised in the digital era—is highly responsive to marketing on platforms like TikTok and Instagram (Table 4). Active engagement and influencer recommendations (see Table 1) reveal that Muslim Gen Z is influenced by credible and engaging content. This finding aligns with Mangold and Faulds (2009), who emphasized the power of social media in enhancing marketing communication through social interaction. However, the non-significant relationship between social media and halal label perception indicates that Muslim Gen Z does not rely on social media to assess halalness. This supports Verbeke et al. (2013), who found that Muslim consumers trust official certification over digital promotions when it comes to halal matters. Therefore, while social media effectively boosts purchase interest, it does not enhance halal perception among Muslim Gen Z.

Halal Label: A Prerequisite, Not a Primary Driver

Despite its high reliability, the halal label does not have a significant direct effect on purchasing decisions. This is surprising given Muslim Gen Z's sensitivity to halal issues but can be explained using Herzberg's (1966) "hygiene factor" theory, which posits that attributes like halal labeling are basic necessities that must be fulfilled but do not motivate purchase in the absence of other motivators such as quality or digital promotion. Interestingly, this finding may also stem from a widespread belief among Muslim Gen Z that all instant noodle products in Indonesia are already halal certified. This perception may arise from strict national regulations, such as Law No. 33 of 2014 on Halal Product Assurance, which mandates halal certification for certain food products, including instant noodles sold in formal markets (Setiawan et al., 2023). As a result, Gen Z Muslims tend to view halalness as a given, making the halal label lose its differentiating power in purchasing decisions.

The halal label is strongly influenced by trust, particularly regarding product safety indicators such as BPOM labeling (see Table 1), which validates the authenticity of halal claims. This supports Bonne et al. (2007), who found that Muslim consumers rely on the credibility of certification bodies, such as the Indonesian Ulema Council (MUI), to validate halalness. The failure of the halal label to act as a mediator (H8, H9, H10 in Table 4) reinforces its role as a prerequisite rather than a differentiating factor among Muslim Gen Z. The perception that all instant noodles are halal may strengthen this finding, as consumers shift focus to other factors—such as taste or promotion—once halalness is presumed assured (Ali et al., 2022). However, it is crucial to note that trust in the authenticity of halal labels still depends on certification authorities and product safety, indicating that brands must maintain transparency and compliance with halal standards.

Trust in Product: A Supporting Role for Halal Perception

Trust in the product does not directly influence purchasing decisions, likely due to overlap with product quality, as suggested by the high VIF values (Table 3). Nevertheless, its strong effect on halal perception underscores that Muslim Gen Z links product safety (e.g., being health-risk-free) to halalness. This is consistent with Aaker (1996), who argued that brand trust enhances perceptions of specific attributes, such as certification. For Muslim Gen Z, product trust serves as a bridge between consumption experience and Islamic values, although its influence on purchasing decisions is more indirect.

Model's Predictive Power for Muslim Gen Z

As shown in Table 5, the model exhibits strong predictive power for both buying decisions and halal label perceptions, as indicated by low RMSE and MAE values. This confirms that the model can accurately predict the behavior of Muslim Gen Z—important given their dynamic and critical consumer traits (Hair et al., 2017). The higher predictive strength for halal labels suggests that halal perceptions are more stable and measurable, supported by official certifications, compared to purchasing decisions, which are influenced by dynamic factors such as social media.

Theoretical and Practical Implications

Theoretically, this study extends the application of the Theory of Planned Behavior to Muslim Gen Z, demonstrating that subjective norms (e.g., social media) and attitudes (e.g., product quality) are more dominant in driving purchase intentions than beliefs about halalness. The finding that Muslim Gen Z assumes all instant noodles are already halal reinforces the hygiene factor concept within the halal market context, offering a new dimension to the consumer behavior literature.

Practically, instant noodle producers must adapt their marketing strategies to attract Muslim Gen Z by focusing on product quality (taste and packaging) and social media campaigns involving influencers. While the halal label must be maintained as a trust element through official certification, marketers should recognize that it is not the primary driver of purchase. Product trust, supported by authorities like BPOM, should be enhanced to reinforce halal perceptions.

Limitations and Future Research Directions

This study is limited to Muslim Gen Z in Indonesia, which may restrict generalizability to other demographic groups or global markets. The high VIF for product trust indicates potential multicollinearity, which should be investigated further. Additionally, the assumption that all instant noodles are halal highlights the need for further research into the impact of halal regulation on consumer perception. Future studies could explore other factors—such as price sensitivity or religious community influence—and involve cross-cultural samples to broaden the understanding of Muslim consumer behavior.

IV. CONCLUSION

This study examines the factors influencing instant noodle purchasing decisions among Muslim Generation Z (Gen Z) in Indonesia, focusing on product quality, halal label, social media, and trust in the product. The findings indicate that product quality and social media are the primary drivers of purchasing decisions, while halal labeling and trust have more limited direct influence, though they play an important role in shaping halal perception. These findings reflect the preferences of Muslim Gen Z as digitally savvy, quality-conscious, and sensitive to Islamic values.

Product quality—encompassing taste, ingredients, and packaging—significantly affects purchasing decisions, confirming that Muslim Gen Z prioritizes sensory and aesthetic product experiences. Social media, particularly influencer content and reviews on platforms like TikTok and Instagram, also proves effective in driving purchase interest, reflecting Gen Z's reliance on digital marketing. In contrast, the halal label does not directly impact purchasing decisions, as Muslim Gen Z tends to assume that all instant noodles in the Indonesian market are already halal-certified, in line with strict regulations such as Law No. 33 of 2014 on Halal Product Assurance. The halal label functions more as a prerequisite rather than a differentiating factor, although its perception is reinforced by product trust, especially through safety guarantees like BPOM certification. While trust in the product supports halal perception, its influence on purchasing decisions is more indirect, underscoring the importance of certification authorities in the halal market.

Theoretically, this study enriches the Theory of Planned Behavior by demonstrating that attitudes toward product quality and subjective norms from social media are more dominant than halal-related beliefs in influencing the purchase intentions of Muslim Gen Z. The perception that halal status is already guaranteed also reinforces Herzberg's (1966) hygiene factor concept in the halal market context. Practically, instant noodle producers are advised to focus on product quality innovation and social media campaigns involving influencers to attract Muslim Gen Z. While the halal label should be maintained through official certification, marketers must prioritize differentiating factors such as digital promotion. Trust in the product, supported by authorities like BPOM, remains essential to strengthening halal perception.

This study is limited to Muslim Gen Z in Indonesia, restricting generalizability, and also highlights potential overlap between variables, such as trust and product quality. Future research could explore additional factors—such as price sensitivity or influence of religious communities—and include global market samples to broaden understanding of halal consumer behavior. This study provides a foundation for more targeted marketing strategies in the growing halal food market.

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