



Integrating Halal Consumer Awareness and Sustainability to Enhance Satisfaction and Purchase Decisions in the Franchise Ice Cream Market

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Abstract

Halal products contribute to sustainability by promoting ethical sourcing, transparency, and responsible production practices. This study explores how halal consumer awareness, which includes halal certification, halal consciousness, and ingredient information, influences satisfaction and purchase decisions in franchise-based ice cream outlets in Bandung, Indonesia. Data were collected from 130 respondents through a structured survey and analyzed using Structural Equation Modeling (SEM). The results show that halal awareness positively affects both satisfaction and purchasing behavior, with satisfaction serving as a mediating factor between awareness and purchase decisions. Halal certification and ingredient transparency are identified as the strongest indicators shaping awareness, while product taste and service quality are key drivers of satisfaction. The findings emphasize that understanding halal principles and maintaining product transparency enhance consumer trust, loyalty, and long-term engagement. The study underscores the role of halal assurance as part of a broader sustainability strategy, providing insights for developing responsible and competitive halal food marketing practices.

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Introduction

The food and beverage industry is a strategic pillar of Indonesia's economic development, contributing approximately 38.05% to the manufacturing sector and 6.61% to national GDP (BPS, 2022). Halal brand quality strongly influences purchase intentions, particularly among Muslim consumers who increasingly value legitimacy and trust in brands (Ismail, 2025). The ice cream industry represents one of the fastest-growing subsectors within this field. Although per capita consumption in Indonesia remains lower than in other Southeast Asian countries, the domestic market shows strong potential due to increasing purchasing power, evolving lifestyles, and a growing demand for products offering emotional and experiential value. The emergence of plant-based, low-calorie, and premium ice cream varieties demonstrates the industry's responsiveness to these trends (Haghpour et al., 2022).

Among Indonesian Muslim consumers, especially those of productive age, purchasing decisions increasingly reflect the integration of religious, environmental, and health values. Green self-identity

predicts preferences for environmentally friendly halal products (Juliana et al., 2024) while religiosity and halal certification awareness significantly shape purchase intentions (Pratama et al., 2023). Eco-friendly product attributes further reinforce these intentions (Tamimi et al., 2025a).

Product innovation also plays a crucial role in influencing purchasing behavior. Green labeling and active packaging enhance perceived consumer value, while sustainable attributes such as low-sugar or plant-based formulations increase consumer interest (Bigi et al., 2023; Ma et al., 2023). Nutritional transparency and sustainability claims on packaging affect sensory evaluations and buying decisions (Van Royen et al., 2022). Moreover, sustainable halal supply chain systems that include traceability, responsible sourcing, and waste reduction enhance transparency, brand credibility, and consumer trust (Kurniawati and Cakravastia, 2023).

Despite these developments, the Indonesian food industry continues to face persistent challenges such as raw material limitations, price instability, and

compliance with international food safety standards. Sustainable Supply Chain Management (SSCM) contributes to improved performance, efficiency, and environmental compliance (Gokarn and Kuthambalayan, 2019; Rahayu et al., 2019) while the triple bottom line approach encompassing economic, social, and environmental dimensions remains central to sustainable business growth (Trojanowski, 2022).

Halal certification remains a decisive factor in Muslim consumer choices, symbolizing product safety, cleanliness, and quality through a rigorous verification process (Koc et al., 2024). Certification by the Indonesian Ulema Council (MUI) builds consumer confidence and purchase interest (Harahap et al., 2024). Additionally, brand image and halal labeling affect repeat purchases (Irawati & Kussudyarsana, 2023) and halal perception mediates the link between product appearance and repurchase intention (Vardani, 2024).

Bandung, a major metropolitan center with strong gastronomic and creative industry growth, serves as an ideal site for this research. Its diverse consumer demographics and vibrant culinary scene reflect urban Muslim market dynamics (Meilina et al., 2024). Previous studies on halal consumer behavior in Indonesia have primarily examined either religiosity-based purchase intentions or sustainability considerations in isolation (Juliana et al., 2024). Few have integrated halal certification awareness, halal consciousness, and ingredient information into a unified framework that also incorporates sustainability-driven factors. Moreover, empirical studies applying Structural Equation Modeling (SEM) to analyze both direct and indirect effects of halal awareness on satisfaction and purchase decisions within the ice cream franchise sector remain limited. Research focusing on metropolitan settings such as Bandung, where the growth of the creative economy, the diversity of culinary culture, and high purchasing power intersect remains underrepresented in consumer studies (Resmi et al., 2024). Existing work primarily highlights the role of local food experiences in shaping tourism value and urban identity rather than consumer decision-making mechanisms. This gap underscores the need for further exploration of consumer behavior in creative metropolitan ecosystems.

This study aims to analyze the influence of halal consumer awareness, which includes halal certification, halal consciousness, and ingredient information, on satisfaction and purchase decisions for franchise ice cream products in Bandung. The objectives are to:

- Examine the direct effects of halal consumer awareness on satisfaction and purchase decisions.
- Evaluate the mediating role of satisfaction in the relationship between halal consumer awareness and purchase decisions.
- Provide insights for developing sustainable halal marketing strategies that strengthen consumer satisfaction, loyalty, and long-term purchasing behaviour.

Materials

The study utilized a structured questionnaire to

measure three latent constructs: consumer awareness, consumer satisfaction, and purchase decisions.

- Consumer awareness was assessed through three indicators: halal certification, halal knowledge, and ingredient information.
- Consumer satisfaction measured the extent to which consumer expectations regarding product quality, service, and overall experience were fulfilled.
- Purchase decision captured actual purchasing behavior, repurchase intention, and willingness to recommend the product.

All measurement items were adapted from validated instruments in prior research and contextualized for the halal franchise ice cream market. Responses were recorded using a five-point Likert scale (1 = strongly disagree, 5 = strongly agree). The instrument underwent a pilot test to ensure clarity and content validity. Primary data were collected from 130 respondents who had purchased from franchise ice cream outlets in Bandung. Respondents were selected based on availability and willingness to participate. Secondary data from academic literature, industry reports, and market statistics supported the instrument design and model development. The selection of Bandung as the study location was based on its role as a major metropolitan city and its strong creative economy ecosystem. The city's large proportion of productive-age residents, vibrant culinary sector, and high adoption of innovative halal products provided a relevant context for exploring purchasing behavior (Meilina et al., 2024).

Methods

The study employed a quantitative, cross-sectional survey design. Data were collected between March and June 2023 from 46 franchise ice cream outlets located in major commercial areas of Bandung, including Cihampelas, Dipatiukur, Setiabudi, Pajajaran, and Asia Afrika. Purposive sampling was used to select outlets with high consumer visitation, while accidental sampling was applied to recruit respondents who had recently purchased ice cream at these outlets, either through on-site interviews or online questionnaires.

The total number of respondents was 130, meeting the recommended 5:1 respondent-to-indicator ratio for Structural Equation Modeling (SEM). The questionnaire contained 43 indicators representing three latent constructs: Halal Consumer Awareness (halal certification, halal consciousness, and ingredient information), Consumer Satisfaction, and Purchase Decision. All indicators were measured using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). Construct validity was assessed using Spearman correlation, with all items–total correlations exceeding $r = 0.30$, indicating adequate validity. Reliability testing showed Cronbach's alpha coefficients above 0.800 for all constructs, confirming strong internal consistency.

Before hypothesis testing, model fit and assumption tests were performed. Confirmatory Factor Analysis (CFA) results indicated acceptable model fit indices: Chi-square/df < 3.00, CFI > 0.90, TLI > 0.90, RMSEA < 0.08, and SRMR < 0.08, demonstrating that

Table 1. Reliability Test Results for Main Construct

No	Variable	Reliability coefficient (r)	Critical value	Description
1	Consumer Awareness	0.80	0.70	Reliable
2	Consumer Satisfaction	0.94	0.70	Reliable
3	Consumer Purchase Decision	0.92	0.70	Reliable

Note: $\alpha \geq 0.700$ indicates acceptable reliability.

the model adequately represented the observed data. Data analysis was conducted in two stages:

- Descriptive analysis was performed using IBM SPSS Statistics version 26.0 (IBM Corp., Armonk, NY, USA) to summarize respondent characteristics and the distribution of responses.
- Inferential analysis was carried out using SmartPLS version 4.0 (SmartPLS GmbH, Bönningstedt, Germany) with a reflective SEM-PLS approach to examine the hypothesized direct and indirect relationships among variables.

This analytical framework allows simultaneous testing of multiple latent constructs and mediating relationships, offering a comprehensive understanding of how halal consumer awareness influences satisfaction and purchase decisions. All participants were informed about the voluntary nature of participation, data confidentiality, and the exclusive academic use of their responses.

Results and Discussion

Validity and Reliability Testing

Testing for validity and reliability was essential to ensure that the constructs in this study accurately represented the intended concepts and produced consistent results. Validity determines whether each indicator truly reflects the construct being measured, while reliability evaluates the internal consistency of responses within the same construct. Both aspects must be confirmed before performing advanced analyses such as Structural Equation Modeling (SEM), as they ensure

that the observed relationships are based on accurate and stable measurements.

Validity results for all constructs are presented in the **Supplementary Information**. For the Consumer Awareness construct (item number 1-15), all 15 items met the validity criteria, with Spearman correlation coefficients ranging from 0.39 to 0.77 ($p < 0.05$). The strongest correlation was found in the item measuring consumers' understanding of the halal concept ($p = 0.77$), indicating its central role within the construct, while the weakest correlation ($p = 0.39$) appeared in perceptions of product quality based solely on halal certification. This supports prior findings that certification enhances credibility but must be supported by sensory and price attributes to influence purchase intentions effectively (Septiani and Ridlwan, 2020; Tamimi et al., 2025b).

For the Consumer Satisfaction construct, all eight items (item number 16-23) demonstrated strong validity, with coefficients ranging from 0.71 to 0.87 ($p < 0.001$). The highest value corresponded to satisfaction with product variety and taste ($p = 0.87$), highlighting the dominant influence of sensory experience on satisfaction, consistent with previous evidence on the role of experiential attributes in food evaluations (Van Royen et al., 2022). The lowest coefficient ($p = 0.71$) was associated with cleanliness and service, indicating that these elements function as baseline expectations rather than primary drivers of satisfaction.

The Consumer Purchase Decision (item number 24-43) construct also met all validity requirements, with correlation values ranging from 0.37 to 0.79. The highest correlation ($p = 0.79$) was observed in items related to

Table 2. Socio-Demographic Characteristics of Respondents

Socio-Demographic Category		Respondent (n)	Percentage (%)
Gender	Male	39	30
	Female	91	70
	Total	130	100
Education	Secondary Education (Junior/Senior High School)	28	21
	Higher Education (Diploma/Bachelor's/Master's /Doctoral/Professional Training)	102	79
	Total	130	100
Monthly Income	Low (< IDR 1000000)	32	25
	Middle (IDR 3500000–5000000)	61	47
	High (> IDR 5000000)	37	28
	Total	130	100
Occupation	Student	33	25
	Government Sector	26	20
	Private Sector (Including Entrepreneurs)	71	55
	Total	130	100

Table 3. Descriptive Statistics of the Consumer Awareness Variable

Sub Variable	Score	Percentage (%)	Category
Halal Certification	2.41	67.5	Good
Halal Awareness	2.35	65.4	Good
Food Ingredients	2.30	63.5	Good
Total		Percentage (%)	Category
Observation Unit Size	130		
Item	15		
Actual Value	7.06	65.5	Good

decisions driven by halal assurance and perceived brand quality, reaffirming the importance of trust in halal labelling for purchase behaviour, in line with previous findings among university students (Ismail, 2025). The lowest correlation ($p = 0.37$) was found in reliance on official website information, suggesting that respondents depend more on direct product experience and familiarity than on digital informational cues. As summarized in Table 1, all constructs recorded Cronbach's alpha values above 0.70, confirming high reliability. Consumer Satisfaction demonstrated the strongest reliability ($\alpha = 0.94$), classified as excellent, followed by Consumer Purchase Decision ($\alpha = 0.92$, excellent) and Consumer Awareness ($\alpha = 0.80$, high).

Respondent Profile and Descriptive Analysis of Research Variables.

All respondents in this study were within the productive age range (15–64 years), a demographic segment commonly associated with higher economic activity and income generation. The findings indicate that the sample represents a demographic group with both financial capacity and motivation to engage in discretionary consumption such as ice cream, consistent with prior evidence showing that a greater proportion of the working-age population is associated with stronger long-term income growth and economic performance (Brakman et al., 2025).

As summarized in Table 2, the socio-demographic profile shows that most respondents were female (70%) and highly educated, with 79% holding a diploma or higher degree. The majority belonged to the middle-income segment (47% earning IDR 3500000–5000000 per month), and employment was mainly concentrated in the private sector (55%), followed by students (25%) and government employees (20%).

Table 3 presents the Consumer Awareness results. The highest dimension score came from Halal Certification (67.5%, good category), confirming the strong role of formal halal labeling as a trust signal in purchasing decisions. Halal Awareness followed with 65.4%, showing that most respondents understood halal principles but did not always examine product composition in detail. The lowest score, Food Ingredients (63.5%), indicates limited attention to ingredient details, possibly due to technical terminology or the perception that certification alone guarantees product safety. This pattern aligns with findings showing that while most respondents understood halal concepts, their detailed knowledge of ingredient standards was relatively low, potentially affecting purchasing behavior (Shalihin et al., 2025).

For Customer Satisfaction, Table 4 shows that Expected Satisfaction (67.4%) slightly exceeded Perceived Satisfaction (66.8%), both within the “satisfied” range (60–80%). This suggests that while consumer expectations are generally met, there remains potential to enhance satisfaction through innovations in product flavour, variety, and service quality to deliver experiences beyond basic expectations (Manhas et al., 2024).

Table 5 presents the results for Consumer Purchase Decision. Repeat Purchase recorded the highest score (65.5%), reflecting loyalty that may stem from familiarity, taste preferences, and accessibility. Information Processing for Brand Selection had the lowest score (61.5%), suggesting that buying behavior in this category is largely habitual rather than based on detailed brand comparison. The remaining dimensions, Commitment to a Product, Recommending to Others, and Purpose of Purchasing a Product were all in the moderate “done” category. These findings imply that

Table 4. Descriptive Statistics of the Consumer Satisfaction Variable

Sub Variable	Score	Percentage (%)	Category
Perceived Satisfaction	1.91	66.8	Satisfied
Expected Satisfaction	1.92	67.4	Satisfied
Total		Percentage (%)	Category
Observation Unit Size	130		
Item	15		
Actual Value	3.83	67.1	Satisfied

Table 5. Descriptive Statistics of the Consumer Purchase Decision Variable

Sub Variable	Score	Percentage (%)	Category
Purpose of purchasing a product	1.82	62.3	Done
Information processing for selection	2.25	61.5	Done
Commitment to a product	2.33	64.7	Done
Recommending to others	1.37	63.2	Done
Performing repeat purchases	1.41	65.5	Done
	Total	Percentage	Category
Observation unit size	130		
Item	20		Done
Actual value	9.19	63.3	Done

stronger communication strategies and clearer brand differentiation could encourage habitual consumers to evolve into active brand advocates (Lawer and Knox, 2006). The one-sided proportion test for Consumer Awareness (Table 6) shows an actual proportion of 0.66, significantly above the 0.5 cut-off ($p < 0.05$), confirming that most respondents demonstrate a high level of awareness regarding halal certification, principles, and ingredient standards. The same pattern appears in Customer Satisfaction (Table 7), with a proportion of 0.67 ($p < 0.05$), indicating that a majority of consumers are satisfied with both perceived and expected aspects of the product. This suggests that the product's sensory quality, service, and value for money contribute positively to consumer experience, although there is still room for further enhancement (Ge et al., 2021).

Consumer Purchase Decision (Table 8) recorded an actual proportion of 0.63, which is significantly higher than the 0.5 benchmark ($p < 0.05$). This indicates that a substantial proportion of respondents have transformed their awareness and satisfaction into actual purchasing behavior. However, compared with awareness and satisfaction, the proportion for purchase decisions is slightly lower. This suggests that while many consumers are loyal repeat buyers, others may still be influenced by competing brands, pricing, or product availability, particularly among Generation Z consumers (Tamimi et al., 2025a). Addressing these factors could further increase the conversion from awareness to actual purchase.

Structural Equation Modeling (SEM) Results and Interpretation

Before testing the structural relationships, the model fit indices were first examined to ensure that the proposed measurement model adequately represented the data. Table 9 presents the results of the confirmatory factor analysis (CFA), showing that all indices such as Chi-square/df, CFI, TLI, RMSEA, and SRMR fall within acceptable thresholds. These results confirm that the measurement model fits the data well (Gabriel et al., 2024). As shown in Figure 1, the path analysis at a 5% significance level (two-tailed) yielded a t-value of 11.78 for the effect of Consumer Awareness on Consumer Satisfaction, exceeding the critical value of 1.96. This indicates a significant direct effect and explains 71.9% of the variance in satisfaction. Consumer Awareness, which includes Halal Certification, Halal Awareness, and Food Ingredient Information, plays a key role in shaping satisfaction. The direct effect of Consumer Awareness on Consumer Purchase Decision (Figure 2) was also significant, with a t-value of 4.28 ($p < 0.05$) and an effect size of 15.1%, which is classified as low. This indicates that halal awareness and knowledge of product ingredients contribute to purchasing behaviour, although they are not the only determinants. Factors such as marketing strategy, brand image, and price competitiveness may exert stronger influences. Prior studies reported that packaging that clearly communicates halal certification improves perceived quality and strengthens purchase intention, while trust in halal labels and religiosity mediate loyalty and purchasing behaviour in urban Muslim markets (Kartika et al., 2023).

Table 6. One-Sided Proportion Test for Consumer Awareness

Variable	Cutoff Proportion	Actual Proportion	STD	Z	Description
Consumer Awareness (X)	0.5	0.66	0.042	3.71	Significant

Table 7. One-Sided Proportion Test for Consumer Satisfaction

Variable	Cutoff Proportion	Actual Proportion	STD	Z	Description
Consumer Awareness (Y)	0.5	0.67	0.041	3.75	Significant

Table 8. One-Sided Proportion Test for Consumer Purchase Decision

Variable	Cut off Proportion	Actual Proportion	STD	Z	Description
Consumer Purchase Decision (Z)	0.5	0.63	0.0423	3.151	Significant

Table 9. Final CFA Model Fit Test

Fit Index	Value	Cut-off Value	Conclusion
Chi-Square	37.46*	< 46.194	Accept H_0 , good model fit
P-value	0.23*	> 0.05	Accept H_0 , good model fit
RMSEA	0.036*	< 0.08	Accept H_0 , good model fit
GFI	0.95*	> 0.90	Accept H_0 , good model fit
AGFI	0.91*	> 0.90	Accept H_0 , good model fit
NFI	0.99*	> 0.90	Accept H_0 , good model fit
NNFI (TLI)	0.99*	> 0.90	Accept H_0 , good model fit
CFI	0.99*	> 0.90	Accept H_0 , good model fit

Figure 3 shows the relationship between Consumer Satisfaction and Consumer Purchase Decision. The analysis yields a t-value of 6.03 ($p < 0.001$) with an effect size of 28.1%, indicating a moderate influence. This confirms that satisfaction has a significant positive impact on purchasing decisions, consistent with evidence that satisfied consumers tend to repurchase and recommend products to others (Oliver, 2014).

Figure 4 presents the joint effect of Consumer Awareness and Consumer Satisfaction on Consumer Purchase Decision. The model produced an F-value of 226.46, which is higher than the F-table value of 3.07, indicating a strong and statistically significant combined effect. The coefficient of determination shows that 78.1% of the variance in Consumer Purchase Decision is explained by these two variables, with the remaining 21.9% attributable to factors outside the model. The Influence of Brand Awareness on Purchasing Decisions Moderated by Consumer Satisfaction (Musarofah et al., 2024). Brand awareness influences purchases, consumer satisfaction has a significant effect on purchases, while consumer satisfaction cannot moderate brand awareness on purchasing decisions. Although the direct influence of Consumer Awareness on

purchase decisions is moderate, its effect becomes stronger when mediated by satisfaction. Knowledge and positive attitudes toward halal and safe foods need to be reinforced by positive consumption experiences to encourage consistent purchasing behavior (Yazdanpanah and Forouzani, 2015). Halal certification functions not only as proof of religious compliance but also as an indicator of product quality and safety that builds trust and loyalty (Anggraini and Dewanti, 2020).

Overall, these findings extend the understanding of consumer behavior in urban Muslim contexts. Integrating halal branding, transparent ingredient information, and consistent product quality can improve satisfaction and purchase decisions, thereby strengthening brand loyalty in a competitive and value-driven market. The results can be interpreted as reflecting sustainable consumption behavior within the halal context. The strong influence of halal awareness on satisfaction and purchase decisions indicates that consumers associate halal assurance with broader values such as product safety, ethical sourcing, and environmental responsibility. The importance of traceability in halal procurement extends beyond regulatory compliance and religious observance.

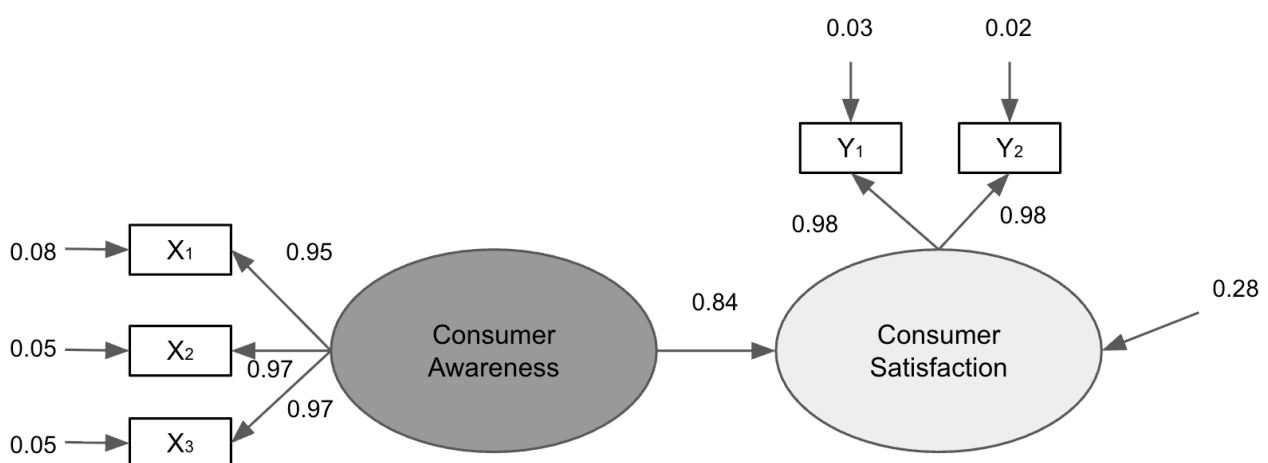


Figure 1. SEM results showing the strong and significant effect of Consumer Awareness on Consumer Satisfaction

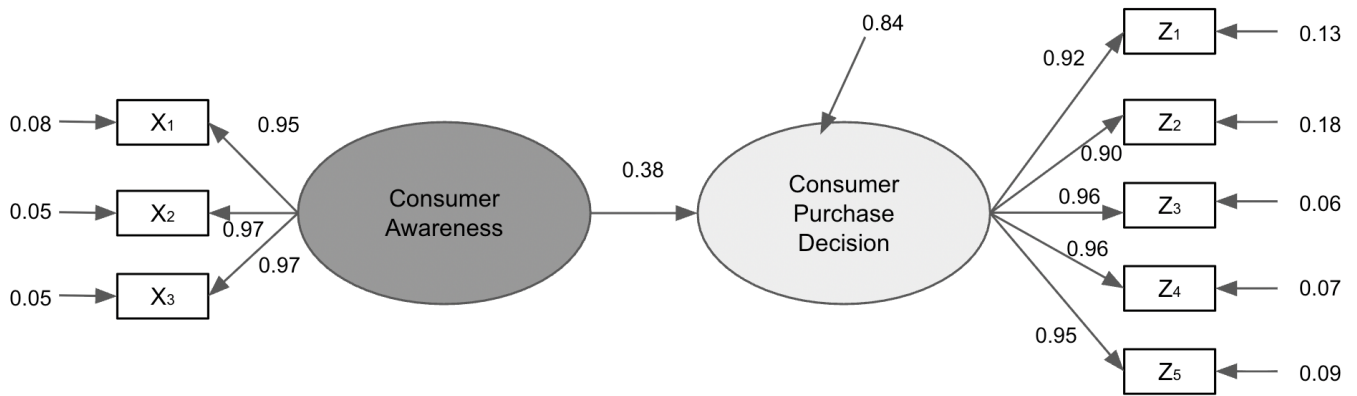


Figure 2. SEM results indicating a significant but moderate effect of Consumer Awareness on Purchase Decisions

Transparent systems allow consumers to verify product authenticity, ensure ethical sourcing, and build confidence in halal claims. Traceability mechanisms create visibility across the production and supply chain, enabling consumers to associate halal assurance with safety, quality, and integrity. These mechanisms ultimately enhance consumer trust and strengthen brand credibility in competitive halal markets. This interpretation aligns with the findings that an effective traceability system enhances manufacturing transparency and enables consumers to trust halal certification claims (Masudin et al., 2022). Furthermore, maintaining consistency and transparency in halal production also depends on strong internal auditing and continuous compliance monitoring, which ensure reliability and accountability throughout the production process (Tamimi and Pratama, 2025). Integrating sustainability principles into halal marketing strategies through responsible ingredient sourcing, waste reduction, and environmentally conscious packaging further reinforces consumer loyalty and strengthens a

brand's social reputation in urban Muslim market.

Conclusion

This study shows that consumer awareness, which includes halal certification, halal consciousness, and food ingredient information, has been well internalized among consumers of ice cream and beverage franchise outlets in Bandung. Consumers generally demonstrate high satisfaction with the products and services provided, along with thoughtful and informed purchasing behavior. The analysis confirms that halal consumer awareness significantly influences both satisfaction and purchase decisions. Understanding halal certification, maintaining halal consciousness, and paying attention to product composition directly enhance satisfaction levels and purchasing intentions. Consumer satisfaction also acts as a mediating factor linking awareness to purchasing behavior, reinforcing its role in shaping loyalty and consistent purchasing patterns.

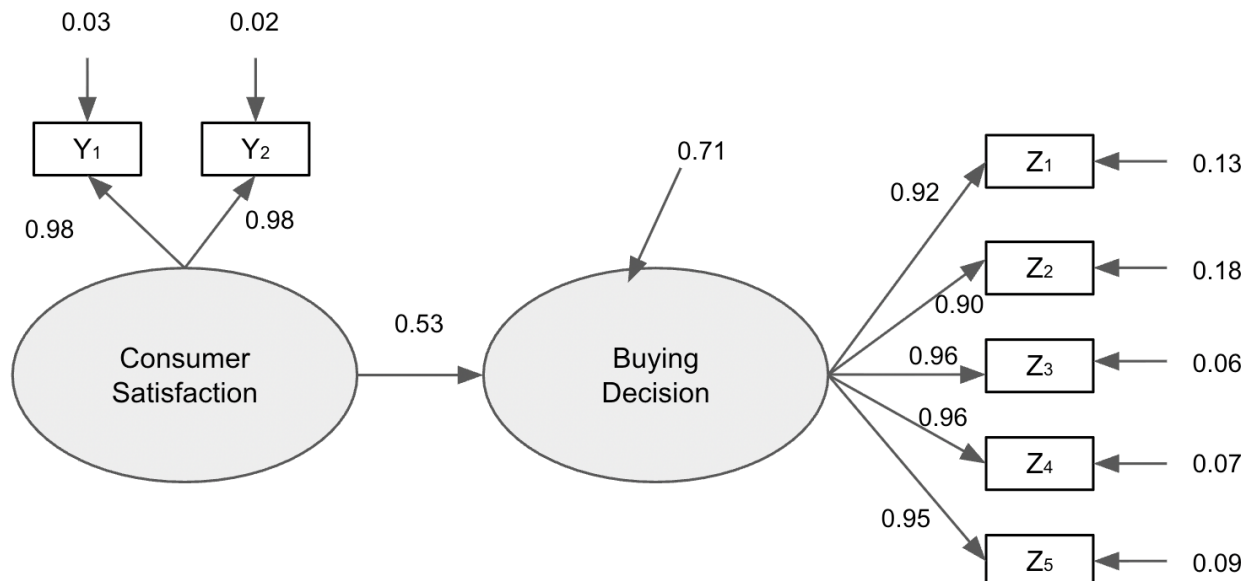


Figure 3. SEM results showing a significant positive effect of Consumer Satisfaction on Decisions

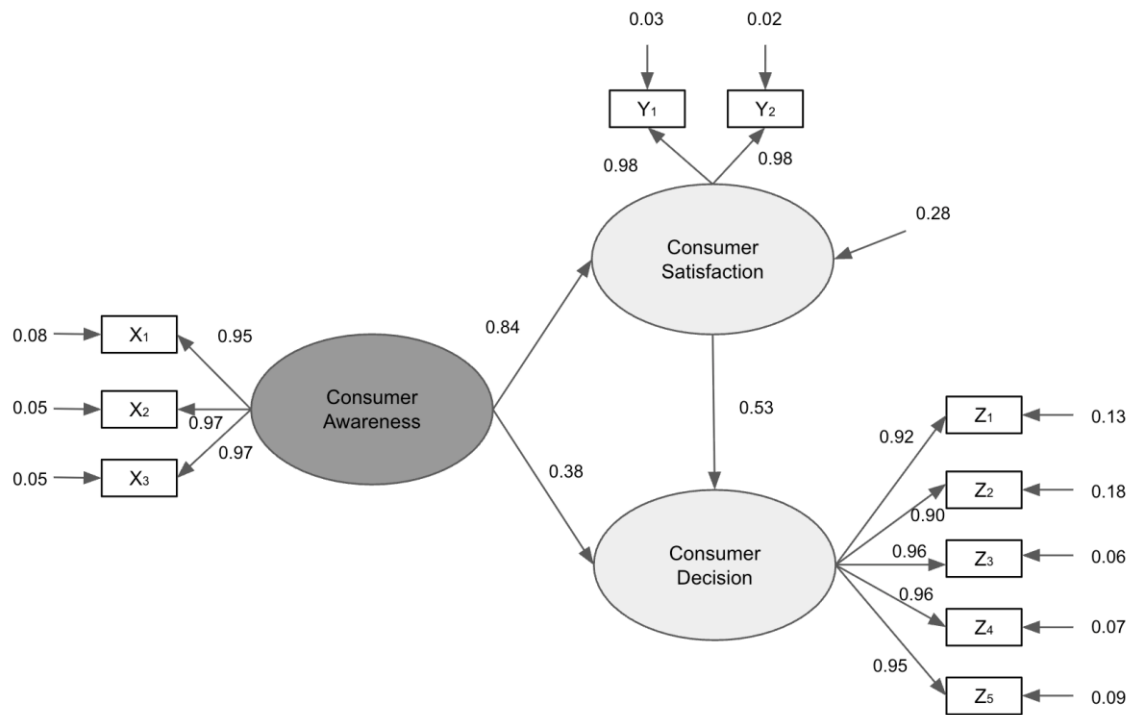


Figure 4. SEM results demonstrating the combined significant influence of Consumer Awareness and Consumer Satisfaction on Purchase Decisions, explaining 78.1% of the variance

The findings highlight that strengthening consumer awareness of halal and food safety attributes is essential to improving satisfaction and promoting positive purchasing behavior. Aligning halal assurance with sustainability-oriented practices such as ethical sourcing, responsible production, and eco-friendly packaging can further enhance consumer trust and long-term loyalty. Integrating these elements helps create a more sustainable and competitive position for halal food businesses. This study was conducted in Bandung, a metropolitan area representing urban Muslim consumer behavior characterized by high purchasing power and diverse culinary choices. However, the findings may not fully capture regional variations in consumer preferences across Indonesia. Future research can extend this model to other cities or provinces to identify potential differences in halal awareness, satisfaction, and purchasing behavior across various demographic and cultural contexts.

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