

Integrating Halal Consumer Awareness and Sustainability to Enhance Satisfaction and Purchase Decisions

Naya Yasinta Ramadhanti¹. Masagus Haidir Tamimi^{2,3,4*}

¹Department of Business Administration, Semarang State Polytechnic, Semarang, Indonesia.

²Department of Livestock Products and Food Preservation Technology, Institute of Food Science and Technology, Hungarian University of Agriculture and Life Sciences, Budapest, Hungary.

³Food Technology Department, Faculty of Animal and Agricultural Sciences, Diponegoro University, Semarang, Indonesia.

⁴Food Research for Safety, Security, and Sustainability (FORC3S), Indonesia.

*Corresponding author (haidir@live.undip.ac.id)

Supplementary Information about validity test for consumer awareness construct, satisfaction construct, and purchase decision construct

Item No.	Sub-variable	Spearman's ρ	p-value	Conclusion
1	Halal Certification	0.40	0.028	Valid
2	Halal Certification	0.39	0.034	Valid
3	Halal Certification	0.53	0.002	Valid
4	Halal Certification	0.39	0.037	Valid
5	Halal Certification	0.60	0	Valid
6	Halal Certification	0.68	0	Valid
7	Halal Certification	0.51	0.004	Valid
8	Halal Awareness	0.77	0	Valid
9	Halal Awareness	0.49	0.005	Valid
10	Halal Awareness	0.39	0.029	Valid
11	Halal Awareness	0.45	0.009	Valid
12	Food Ingredients	0.45	0.012	Valid
13	Food Ingredients	0.54	0.002	Valid
14	Food Ingredients	0.57	0.001	Valid
15	Food Ingredients	0.44	0.015	Valid
16	Satisfaction Felt	0.81	0	Valid
17	Satisfaction Felt	0.71	0	Valid
18	Satisfaction Felt	0.80	0	Valid
19	Satisfaction Felt	0.84	0	Valid
20	Expected Satisfaction	0.87	0	Valid
21	Expected Satisfaction	0.82	0	Valid
22	Expected Satisfaction	0.81	0	Valid
23	Expected Satisfaction	0.87	0	Valid
24	Purpose of purchasing a product	0.67	0.000	Valid
25		0.79	0.000	Valid

26		0.57	0.001	Valid
27		0.64	0.000	Valid
28	Information processing leading to brand selection	0.71	0.000	Valid
29		0.37	0.043	Valid
30		0.44	0.016	Valid
31		0.45	0.014	Valid
32		0.58	0.001	Valid
33	Commitment to a product	0.57	0.001	Valid
34		0.64	0.000	Valid
35		0.69	0.000	Valid
36		0.64	0.000	Valid
37		0.67	0.000	Valid
38	Recommending to others	0.77	0.000	Valid
39		0.64	0.000	Valid
40		0.61	0.000	Valid
41	Repeat purchase behavior	0.66	0.000	Valid
42		0.75	0.000	Valid
43		0.72	0.000	Valid

Note: Spearman's $\rho > 0.30$, $p < 0.05$ indicates acceptable validity