

What Drives Online Halal Food Purchasing Decisions? Evidence from Indonesian Muslim Consumers

ABSTRACT - The rapid expansion of e-commerce and digital consumption in Indonesia has transformed consumer purchasing behavior, including in the halal food sector. As one of the world's largest Muslim-majority countries, Indonesia presents a unique context in which halal considerations intersect with digital information, online interaction, and brand reputation in shaping consumer decisions. This study examines the effects of halal awareness, information quality, and online reviews on purchasing decisions, with brand trust serving as a mediating variable, for Indomie instant noodle products purchased through the Shopee e-commerce platform among Muslim consumers in the Jabodetabek region. The study employed a quantitative research design using primary data collected through questionnaires distributed to 230 respondents. Responses were measured using a Likert scale and analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software. The findings indicate that halal awareness does not significantly influence purchasing decisions or brand trust. In contrast, information quality and online reviews significantly and positively affect both purchasing decisions and brand trust. Brand trust also demonstrates a significant positive influence on purchasing decisions. Furthermore, brand trust mediates the relationships between information quality, online reviews, and purchasing decisions, but does not mediate the relationship between halal awareness and purchasing decisions. The study contributes to the growing literature on halal consumer behavior and digital commerce by demonstrating that, within the context of well-established halal-certified brands, online informational factors and consumer-generated content play a more dominant role in influencing purchasing decisions than halal awareness alone.

ABSTRAK - Apa yang Mendorong Keputusan Pembelian Online Makanan Halal? **Bukti dari Konsumen Muslim Indonesia.** Perkembangan e-commerce dan konsumsi digital di Indonesia telah mengubah pola perilaku konsumen, termasuk dalam pembelian produk makanan halal. Sebagai negara dengan populasi Muslim terbesar di dunia, Indonesia menghadirkan konteks yang menarik ketika pertimbangan halal berinteraksi dengan kualitas informasi digital, ulasan konsumen, dan kepercayaan merek dalam memengaruhi keputusan pembelian. Penelitian ini bertujuan menganalisis pengaruh halal awareness, quality of information, dan online review terhadap keputusan pembelian dengan brand trust sebagai variabel mediasi pada produk mi instan Indomie melalui platform e-commerce Shopee di kalangan konsumen Muslim Jabodetabek. Penelitian menggunakan pendekatan kuantitatif dengan data primer yang diperoleh melalui penyebaran kuesioner kepada 230 responden. Pengukuran dilakukan menggunakan skala Likert dan dianalisis menggunakan metode Partial Least Squares–Structural Equation Modeling (PLS-SEM) dengan bantuan perangkat lunak SmartPLS 4. Hasil penelitian menunjukkan bahwa halal awareness tidak berpengaruh signifikan terhadap keputusan pembelian maupun brand trust. Sebaliknya, quality of information dan online review berpengaruh positif dan signifikan terhadap keputusan pembelian serta brand trust. Brand trust juga terbukti berpengaruh positif signifikan terhadap keputusan pembelian. Selain itu, brand trust mampu memediasi pengaruh quality of information dan online review terhadap keputusan pembelian, tetapi tidak memediasi pengaruh halal awareness terhadap keputusan pembelian. Penelitian ini memberikan kontribusi pada literatur perilaku konsumen halal dan perdagangan digital dengan menunjukkan bahwa pada merek halal yang telah mapan, faktor informasi digital dan ulasan konsumen memiliki pengaruh yang lebih dominan dibandingkan kesadaran halal dalam membentuk keputusan pembelian konsumen.

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INTRODUCTION

The rapid expansion of internet usage has significantly transformed consumer behavior and commercial activities in Indonesia over the past decade. Data from the Indonesian Internet Service Providers Association (APJII) indicate that the number of internet users in Indonesia reached 221,563,479 in 2024, reflecting the increasing integration of digital technology into everyday life. This transformation accelerated during the COVID-19 pandemic, when various activities—including education, employment, and shopping—shifted to online platforms (Yahya & Sugiyanto, 2020). The growing accessibility of internet services and the widespread adoption of digital technologies have encouraged the expansion of electronic commerce (e-commerce) across Indonesian society (Palinggi & Limbongan, 2020).

The development of e-commerce has reshaped the way consumers interact with products and services. Through digital platforms, consumers can easily search for information, compare products, complete transactions, and provide evaluations using mobile devices. Online shopping offers efficiency and convenience compared to conventional business models; however, it also introduces several challenges for both consumers and sellers. Consumers may encounter products that differ from their descriptions or experience delivery failures, while sellers often face fictitious orders and product return issues. Consequently, trust and information transparency have become increasingly important in influencing online purchasing behavior.

Among the leading e-commerce platforms in Indonesia, Shopee has emerged as one of the most widely used applications, as reflected in the 2023 statistics on the most-downloaded e-commerce platforms. Shopee facilitates consumer decision-making through interactive features such as online reviews, ratings, images, and videos uploaded by previous buyers. These features provide consumers with additional product information and enable them to evaluate product quality and seller credibility before making purchasing decisions. At the same time, sellers benefit from consumer feedback that can support improvements in product quality and service performance.

The increasing use of e-commerce platforms has also contributed to the growth of online food purchases in Indonesia. According to data from We Are Social and Meltwater (2024), food products ranked second after electronics in online shopping expenditure in January 2024, with spending reaching USD 6.09 million. This trend indicates that food products have become one of the most frequently purchased categories in online marketplaces. In the context of Islamic consumption, food is classified as a *daruriyat* (essential necessity), making *halal* and *tayyib* (lawful and wholesome) principles fundamental considerations for Muslim consumers. The importance of consuming halal and wholesome food is explicitly emphasized in the Quran, Surah Al-Baqarah 2:168: “O mankind, eat from whatever is on earth that is lawful and good, and do not follow the footsteps of Satan. Indeed, he is to you a clear enemy.”

This verse highlights that food consumption in Islam is not solely related to permissibility but also to safety, cleanliness, and benefits for human well-being. Muslim consumers are therefore encouraged to consider the halal status of products carefully before making purchasing decisions. Previous studies have shown that halal awareness plays an important role in shaping consumer behavior and purchasing decisions among Muslim consumers across various halal sectors, including food and tourism (Musa et al., 2021; Nashirun, 2020; Syahputra et al., 2025).

As the country with the largest Muslim population in the world, Indonesia represents a significant market for halal products. In recent years, halal awareness has increasingly influenced purchasing decisions, particularly within the food industry. Nevertheless, consumer decisions in digital marketplaces are not determined solely by halal labeling. The rapid development of the food and culinary industry in Indonesia has also been associated with digital transformation, changing lifestyles, product diversification, simplified halal certification processes, and the expansion of e-commerce platforms that offer various promotional incentives (Kurniawan et al., 2021; Siregar, 2024). These developments suggest that purchasing decisions in online environments are shaped by multiple factors, including information quality, online reviews, and consumer trust toward brands.

Previous studies have examined the relationship between halal awareness, brand trust, and purchasing decisions. Existing findings generally indicate that halal awareness can strengthen brand trust and positively influence consumer purchasing behavior. However, limited studies have simultaneously examined the interaction between halal awareness, information quality, online reviews, and brand trust within the context of online food purchases through e-commerce platforms. In addition, studies focusing on established halal food brands with strong market reputations remain relatively limited. This condition creates an important research gap, particularly in understanding whether halal considerations continue to influence purchasing decisions when consumers already possess high levels of trust toward a well-established brand.

This study focuses on *Indomie* instant noodles, one of the most recognized food brands in Indonesia and international markets. *Indomie* has maintained halal certification for a long period and possesses strong brand equity and consumer trust. As a mature and widely accepted halal brand, *Indomie* provides an appropriate context for examining whether halal awareness, information quality, and online reviews continue to influence purchasing decisions in digital marketplaces. The study specifically investigates Muslim consumers in the Jabodetabek region, an area characterized by high internet penetration, advanced digital infrastructure, and a predominantly Muslim population (Alayfia et al., 2025).

Based on this background, this study aims to analyze the influence of halal awareness, information quality, and online reviews on purchasing decisions for *Indomie* instant noodle products through the Shopee e-commerce platform, with brand trust serving as a mediating variable among Muslim consumers in Jabodetabek.

LITERATURE REVIEW

This study draws on the Theory of Planned Behavior (TPB) developed previously by Ajzen (1991), which posits that individual behavior is primarily determined by behavioral intention. According to TPB, behavioral intention is shaped by three key factors: attitude toward the behavior, subjective norms, and perceived behavioral control. Attitude toward the behavior refers to an individual's positive or negative evaluation of performing a particular action. Subjective norms reflect perceived social pressure from important others that may encourage or discourage a specific behavior. Perceived behavioral control, meanwhile, relates to an individual's perception of their ability, resources, and opportunities to perform the behavior.

TPB has been widely adopted in consumer behavior research, particularly in studies related to ethical consumption, halal products, and online purchasing behavior. In the context of halal consumption, consumers' purchasing intentions are influenced not only by personal beliefs regarding halal products but also by social influence and their confidence in making purchasing decisions through digital platforms (Ismawati, 2020). The theory is therefore relevant for explaining how Muslim consumers evaluate halal food products in online marketplaces.

In online shopping environments, consumer decisions are strongly influenced by information provided through digital platforms, including online reviews and product-related information. Online reviews can be associated with the subjective norms component of TPB because they represent collective opinions, recommendations, and evaluations from other consumers. Positive ratings, testimonials, photos, and video reviews may create perceptions that a product is socially accepted and recommended by other users. Conversely, negative reviews may discourage consumers from making purchases due to perceived social disapproval. As a result, online reviews contribute to the formation of behavioral intentions through social influence and conformity to group opinion, which are central elements of subjective norms within the TPB framework.

In this study, the research variables are conceptually linked to the TPB framework as follows.

1. Halal Awareness and Attitude Toward the Behavior

Halal awareness refers to the extent of consumers' understanding and knowledge regarding halal principles in selecting and consuming products in accordance with Islamic teachings. According to Basri and Kurniawati (2019), halal awareness can be identified through several indicators, including consumers' attention to halal ingredients, concern regarding halal production processes, verification of halal certification or labeling, and sufficient knowledge to make halal-oriented purchasing decisions.

Halal awareness plays an important role in shaping consumer attitudes toward food products, particularly among Muslim consumers. Consumers with higher halal awareness tend to develop positive attitudes toward products that are perceived as compliant with Islamic principles. Nevertheless, in the context of established brands with long-standing halal certification, the influence of halal awareness on purchasing decisions may become less dominant because consumers often assume that such products already fulfill halal requirements. This condition is particularly relevant for products with strong market reputation and high consumer trust.

2. Halal Awareness and Subjective Norms

Although subjective norms are not examined as an independent variable in this study, halal awareness is closely associated with social and religious influences within Muslim communities. In predominantly Muslim societies, halal consumption is not solely a personal preference but also reflects religious obligations, cultural expectations, and community values. Social environments may therefore strengthen consumer awareness and encourage purchasing intentions toward halal products. Religious norms and community expectations can indirectly shape consumer behavior through perceived social pressure to consume products that comply with Islamic principles.

3. Information Quality and Perceived Behavioral Control

Information quality refers to the extent to which product-related information is accurate, clear, credible, relevant, and complete. In online purchasing contexts, information quality becomes an important factor because consumers rely heavily on digital information before making decisions. High-quality information reduces uncertainty and assists consumers in evaluating products more confidently.

Within the TPB framework, information quality is closely related to perceived behavioral control. Consumers who receive clear and trustworthy information tend to feel more capable of making appropriate purchasing decisions. In the context of halal products, the availability of reliable halal-related information, including halal certification, product composition, and product descriptions, can strengthen consumers' confidence in conducting online transactions and selecting products that align with their religious values.

METHODOLOGY

Research Design

This study employed a quantitative research approach with a descriptive design to examine the relationships among halal awareness, information quality, online reviews, brand trust, and purchasing decisions. Quantitative research is appropriate for identifying patterns, measuring relationships among variables, and testing hypotheses through statistical analysis. The study was grounded in the positivist paradigm, which emphasizes objective measurement and empirical testing to explain causal relationships among variables.

The research specifically investigated the influence of halal awareness, information quality, and online reviews on purchasing decisions for *Indomie* instant noodle products purchased through the Shopee e-commerce platform. In addition, brand trust was examined as a mediating variable within the proposed research model. The study focused on Muslim consumers in the Jabodetabek region, considering the area's high internet penetration, advanced digital infrastructure, and strong engagement with e-commerce activities.

Indomie was selected as the object of the study because it is one of the leading instant noodle brands in Indonesia and has maintained halal certification for decades. The brand's strong market position and high level of consumer trust provide a relevant context for examining whether halal awareness and digital-related factors continue to influence purchasing decisions in an established halal product market.

Data Collection Method

This study utilized primary data collected directly from respondents through a structured questionnaire. The questionnaire was designed to measure respondents' perceptions and attitudes toward the variables examined in the study. Data collection was conducted online using Google Forms to facilitate broader respondent participation and accessibility.

The respondents consisted of Muslim consumers residing in the Jabodetabek area who had experience using the Shopee application and had purchased, or previously purchased, *Indomie*

instant noodle products through the platform. The study population therefore included Muslim Shopee users in Jabodetabek who were familiar with online food purchasing activities.

Sampling was conducted using a purposive sampling technique, in which respondents were selected based on criteria relevant to the research objectives. This technique was considered appropriate because the study required respondents with specific experience related to purchasing *Indomie* products through Shopee. A total of 230 respondents participated in the study, which was considered adequate for analysis using Partial Least Squares–Structural Equation Modeling (PLS-SEM). The questionnaire employed a Likert scale to measure respondents' perceptions of each variable. The operational definitions of the variables are presented in Table 1.

Table 1. Operational Definition of Variables

Variable	Definition	Scale
Halal Awareness (X1)	Measured through indicators related to consumers' understanding and concern regarding halal products, including halal ingredients, halal processing, halal labeling, and knowledge in making halal purchasing decisions.	Likert
Information Quality (X2)	Assessed based on the usefulness, clarity, relevance, and timeliness of information provided on the Shopee platform.	Likert
Online Review (X3)	Measured through perceived usefulness, credibility of review sources, number of reviews, and review valence.	Likert
Purchasing Decision (Y)	Evaluated through stages of consumer decision-making, including problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior.	Likert
Brand Trust (Z)	Measured through indicators of trust, reliability, honesty, and perceived safety associated with the brand.	Likert

(Source: Author, 2025)

Data Analysis Method

Data analysis was conducted using SmartPLS version 4 (Ghozali & Kusumadewi, 2023; Rahadi, 2023; Sihombing & Arsani, 2022), a software application designed for Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach (Chin, 1998; Hair et al., 2021). PLS-SEM is widely used in social science research because it is suitable for analyzing complex relationships among latent variables and handling ordinal data obtained from Likert-scale measurements.

The analysis consisted of two main stages: measurement model evaluation (outer model) and structural model evaluation (inner model). The measurement model evaluation assessed the validity and reliability of the indicators used to measure the latent variables. Convergent validity was evaluated using factor loadings and Average Variance Extracted (AVE). Reliability testing was conducted using Composite Reliability and Cronbach's Alpha values to ensure the consistency of the measurement instruments. The structural model evaluation examined the relationships among latent variables within the research framework. This stage included the analysis of path coefficients, coefficient of determination (R^2), predictive relevance (Q^2), and effect size (f^2). Hypothesis testing was performed through a bootstrapping procedure to determine the significance of the relationships among variables.

The study also calculated the Goodness of Fit (GoF) index to evaluate the overall adequacy of both the measurement model and the structural model.

$$\text{GoF} = \sqrt{\text{AVE} \times \text{R}^2} \quad (1)$$

Where:

GoF = Goodness of Fit

AVE = Average Variance Extracted

R² = Average R-square

RESULTS AND DISCUSSION

Results

Respondent Characteristics

A total of 230 respondents participated in this study. As shown in Table 2, the majority were female (74.35%), while male respondents accounted for 25.65%. Most respondents were aged 22–26 years (48.70%), followed by those aged 17–21 years (33.91%). In terms of education, most respondents had completed senior high school (61.30%), while 31.30% held a bachelor's degree. Students represented the largest occupational group (54.78%), followed by respondents from various other occupations (30.44%).

Table 2. Respondent Characteristics

Characteristics	Category	Frequency (n)	Percentage (%)
Gender	Male	59	25.65
	Female	171	74.35
Age	17–21 years	78	33.91
	22–26 years	112	48.70
	27–31 years	14	6.09
	> 31 years	26	11.30
Education	Junior High School (SMP)	1	0.43
	Senior High School (SMA)	141	61.30
	Diploma	13	5.65
	Bachelor's Degree	72	31.30
	Postgraduate Degree	3	1.30
Occupation	Student	126	54.78
	Private-sector Employee	17	7.39
	Civil Servant	7	3.04
	Entrepreneur	10	4.35
	Others	70	30.44
Domicile	Jakarta	66	28.70
	Bogor	90	39.13
	Depok	24	10.43
	Tangerang	27	11.74
	Bekasi	23	10.00

(Source: Author, 2025)

Regarding domicile, most respondents resided in Bogor (39.13%), followed by Jakarta (28.70%), Tangerang (11.74%), Depok (10.43%), and Bekasi (10.00%). These characteristics indicate that the sample was dominated by young, digitally active consumers, which is consistent with the study's focus on online purchasing behavior through e-commerce platforms.

Consumption and Purchasing Behavior

The findings indicate that most respondents consumed *Indomie* instant noodles approximately 3–4 times per month, representing 106 individuals (46%). Respondents who consumed *Indomie* 1–2 times per month totaled 60 individuals, while 21 respondents reported consumption frequencies of 4–8 times per month. In addition, 15 respondents consumed *Indomie* more than eight times per month. These results suggest that the majority of respondents can be categorized as moderate consumers of *Indomie* instant noodles.

The findings also show that approximately 50% of *Indomie* purchases were conducted through the Shopee application. This result reflects the important role of Shopee as an e-commerce platform for purchasing food products, particularly instant noodles, among Muslim consumers in the Jabodetabek region.

Measurement Model Evaluation (Outer Model)

The measurement model evaluation was conducted to assess the validity and reliability of the research indicators. Convergent validity was examined using factor loadings and Average Variance Extracted (AVE). The analysis results indicate that all factor loading values exceeded the minimum threshold of 0.40, while the AVE values for all constructs also satisfied the required criteria. These findings demonstrate that the indicators used in this study adequately represented their respective latent variables.

Reliability testing was conducted using Composite Reliability and Cronbach's Alpha values. The results show that all constructs fulfilled the required reliability standards, indicating that the measurement instruments were internally consistent and suitable for further analysis.

Structural Model Evaluation and Hypothesis Testing

Hypothesis testing in this study employed the bootstrapping procedure within the Partial Least Squares–Structural Equation Modeling (PLS-SEM) approach. The significance level was established at $\alpha = 0.05$ with a critical t-value of 1.96. Hypotheses were accepted when the t-statistic exceeded 1.96 and the p-value was below 0.05.

Table 3. Results of Direct Effect Hypothesis Testing

Variable	Original Sample	T-Statistic	P-Value	Result
Brand Trust → Purchasing Decisions	0.346	4.581	0.000	Significant positive effect
Halal Awareness → Brand Trust	0.068	0.914	0.361	No significant effect
Halal Awareness → Purchasing Decisions	0.071	1.157	0.247	No significant effect
Online Review → Brand Trust	0.389	5.063	0.000	Significant positive effect
Online Review → Purchasing Decisions	0.186	2.289	0.022	Significant positive effect
Information Quality → Brand Trust	0.287	3.540	0.000	Significant positive effect
Information Quality → Purchasing Decisions	0.305	3.900	0.000	Significant positive effect

(Source: Author - processed, 2025)

Path coefficient values ranging from 0 to 1 indicate positive relationships among variables, whereas values between -1 and 0 indicate negative relationships. The Goodness of Fit (GoF) value was calculated using the square root of the product between the average AVE and the average R^2 value. The analysis produced a GoF value of 0.546, which exceeds the recommended threshold of 0.36. This result indicates that the proposed model demonstrates a high level of fit and adequately explains the relationships among the variables examined in the study.

Table 4. Results of Indirect Effect Hypothesis Testing

Variable	Original Sample	T-Statistic	P-Value	Result
Halal Awareness → Brand Trust → Purchasing Decisions	0.024	0.864	0.387	No significant effect
Online Review → Brand Trust → Purchasing Decisions	0.135	3.302	0.001	Significant positive effect
Information Quality → Brand Trust → Purchasing Decisions	0.100	2.782	0.005	Significant positive effect

(Source: Author - processed, 2025)

Discussion

This study examines the influence of halal awareness, information quality, and online reviews on purchasing decisions for *Indomie* instant noodle products purchased through the Shopee platform, with brand trust serving as a mediating variable among Muslim consumers in the Jabodetabek region. The findings demonstrate that information quality, online reviews, and brand trust significantly influence purchasing decisions, whereas halal awareness does not show a significant direct or indirect effect. These results provide important insights into changing patterns of Muslim consumer behavior in digital marketplaces, particularly in the context of established halal-certified brands.

The findings can also be interpreted through the perspective of the Theory of Planned Behavior (TPB) proposed by Icek Ajzen (1991). TPB explains that consumer behavior is influenced by attitudes toward behavior, subjective norms, and perceived behavioral control, which collectively shape behavioral intentions and decision-making processes. In the context of this study, online reviews represent subjective norms because they reflect collective opinions and social influence from other consumers, while information quality is associated with perceived behavioral control because it enhances consumers' confidence in making purchasing decisions. Halal awareness, meanwhile, relates to attitudes toward behavior because it reflects consumers' personal values and beliefs regarding halal consumption.

Brand Trust and Purchasing Decisions

The findings reveal that brand trust has a significant positive effect on purchasing decisions. Consumers who perceive *Indomie* as a reliable, trustworthy, and safe brand are more likely to purchase the product through Shopee. This result reinforces the argument that trust is a fundamental component in online purchasing behavior, especially within e-commerce environments where consumers cannot physically inspect products before completing transactions.

Previous studies have consistently highlighted the importance of trust in reducing perceived risk in online shopping environments (Chaudhuri & Holbrook, 2001; Kotler & Keller, 2016; Morgan

& Hunt, 1994; Puspita & Suryoko, 2017; Sobandi & Somantri, 2020; Susanto et al., 2021; Wardoyo & Andini, 2017). In digital marketplaces, consumers face uncertainty regarding product quality, authenticity, delivery reliability, and transaction security. Trust therefore becomes an essential mechanism that reduces consumer hesitation and strengthens purchase intentions. The significant relationship identified in this study supports prior findings suggesting that trusted brands are more likely to influence purchasing decisions because consumers perceive them as capable of delivering consistent quality and reliable performance.

The strong influence of brand trust in this study may also be explained by *Indomie's* long-standing market presence in Indonesia. *Indomie* has developed extensive consumer familiarity over several decades and has established itself as one of the most recognizable food brands in the country. Repeated consumption experiences and consistent product quality contribute to emotional attachment and confidence toward the brand. In the context of halal food products, trust is not only associated with product quality but also with perceptions of safety, cleanliness, and compliance with Islamic principles. From the TPB perspective, brand trust may strengthen consumers' behavioral intentions because trust increases confidence and reduces psychological uncertainty during the purchasing process. Consumers who trust a product are more likely to believe that their purchasing decisions will produce positive outcomes, which ultimately encourages actual purchasing behavior.

Halal Awareness and Brand Trust

The study finds that halal awareness does not significantly influence brand trust. Although respondents generally demonstrated awareness regarding halal consumption principles, this awareness did not directly strengthen trust toward the *Indomie* brand. This finding suggests that halal awareness may function differently depending on the product context and the level of brand familiarity among consumers.

Several previous studies have identified halal awareness as an important determinant of consumer trust and purchasing behavior (Aini & Hendrsato, 2023; Amin & Rachmawati, 2020; Hanifasari et al., 2024; Suci Pertiwi et al., 2024; Wijaya & Padmantlyo, 2023), particularly for products with uncertain halal status or newly emerging halal brands. Muslim consumers often evaluate halal labels, production processes, and product ingredients carefully when purchasing unfamiliar products. However, the findings of this study indicate that such considerations may become less dominant for brands that already possess strong halal legitimacy and long-established certification.

Indomie has maintained halal certification for many years and has become deeply embedded within Indonesian consumer culture. As a result, respondents may perceive the halal status of *Indomie* as self-evident and no longer requiring active evaluation. Consumers may therefore rely more heavily on prior experience, product familiarity, and overall brand reputation rather than consciously assessing halal attributes during each purchasing decision. This finding aligns with the concept of habitual purchasing behavior, in which consumers rely on previously formed trust and experience instead of engaging in repeated cognitive evaluation. In mature markets where halal certification is already strongly institutionalized, halal awareness may no longer act as a

primary determinant of trust because consumers perceive halal compliance as a standard expectation rather than a distinguishing feature.

Halal Awareness and Purchasing Decisions

The results further indicate that halal awareness does not significantly influence purchasing decisions. Although respondents acknowledged the importance of consuming halal products, halal awareness was not a decisive factor influencing their decisions to purchase *Indomie* products through Shopee. This finding differs from numerous previous studies that reported a positive relationship between halal awareness and purchasing behavior among Muslim consumers. Earlier studies generally found that consumers with higher halal awareness tend to demonstrate stronger intentions (Gunawan & Pertiwi, 2023; Nur'aeni et al., 2024) to purchase halal-certified products because halal consumption is closely connected with religious obligations and ethical values.

However, the context of this study presents a different situation. *Indomie* is not a newly introduced halal product but a highly established brand that has consistently maintained halal certification and widespread consumer trust. Consumers may therefore no longer consider halal verification as part of their decision-making process because the halal status of the product is already assumed. This condition may explain why halal awareness does not emerge as a significant predictor of purchasing decisions.

The findings suggest that halal awareness may have stronger effects in contexts where consumers face uncertainty regarding halal authenticity or where products originate from unfamiliar brands. Conversely, for products that already possess strong halal legitimacy and high market penetration, purchasing decisions may be influenced more strongly by practical and digital-related factors such as information quality, reviews, convenience, and brand reputation. This result also reflects changing patterns of Muslim consumer behavior in digital environments. Although halal values remain important, consumers increasingly integrate religious considerations with practical evaluations related to product accessibility, convenience, and social influence within e-commerce platforms.

Online Reviews and Brand Trust

The study demonstrates that online reviews significantly influence brand trust. Positive reviews, ratings, testimonials, and visual content uploaded by previous consumers contribute to stronger trust toward the *Indomie* brand on the Shopee platform. This finding highlights the growing importance of electronic word-of-mouth (e-WOM) in digital consumer behavior. Online reviews function as social proof that assists consumers in evaluating product quality and seller credibility. In online shopping environments, consumers often depend on information generated by other users because direct product inspection is not possible. Positive reviews help reduce uncertainty and strengthen perceptions that the product is reliable and widely accepted by other consumers.

This finding strongly supports the TPB framework, particularly the subjective norms component (Ajzen, 1991). Subjective norms refer to perceived social pressure or social influence that shapes behavioral intentions. Online reviews represent collective judgments from other consumers and

therefore influence purchasing behavior through perceived social approval. Consumers are more likely to trust products that receive positive evaluations and recommendations from many users.

Visual reviews containing photos and videos appear to strengthen this effect further. Unlike text-only reviews, visual content provides more tangible evidence regarding the actual product condition, packaging quality, and consumer experience. Such evidence enhances perceived authenticity and strengthens consumer trust because the information appears more transparent and credible. The findings are also consistent with previous studies indicating that e-WOM significantly influences brand perception and consumer trust in online marketplaces (Anggraini et al., 2023; Hariyanto & Trisunarno, 2020; Haudi et al., 2022; Nurillah et al., 2022; Tafolli et al., 2024). Positive online interactions and favorable consumer feedback can strengthen brand image and encourage stronger emotional connections between consumers and brands.

Online Reviews and Purchasing Decisions

The findings further indicate that online reviews significantly influence purchasing decisions. Consumers appear to rely heavily on online reviews when evaluating products before making purchases on Shopee. This result suggests that online reviews have become one of the most influential sources of information in digital purchasing environments. Reviews provide practical information regarding product taste, quality, packaging, shipping experiences, and overall satisfaction from previous buyers. Such information assists consumers in assessing whether a product aligns with their expectations and preferences. Consumers may therefore perceive online reviews as more trustworthy because they originate from actual user experiences rather than promotional messages generated by companies.

The significant influence of online reviews also reflects broader changes in consumer behavior in the digital era. Purchasing decisions are increasingly shaped through peer-generated content and online consumer communities. Consumers not only evaluate products individually but also consider collective experiences and recommendations shared by other users. This finding supports previous studies showing that online reviews positively affect purchase intention and consumer decision-making (Arbaini, 2020; Han et al., 2024; Ibrahim et al., 2024; Kusmawati & Anggarawati, 2024; Melita & Astuti, 2024; Suryawan et al., 2022; Wahyuningrum, 2023). Positive reviews increase consumer confidence and reduce perceived risk, whereas negative reviews may discourage purchasing intentions. In highly competitive e-commerce markets, online reviews therefore become an important mechanism influencing product evaluation and consumer behavior.

Information Quality and Brand Trust

The study finds that information quality significantly influences brand trust. Accurate, relevant, and comprehensive information strengthens consumer perceptions regarding transparency and reliability toward the *Indomie* brand. In online marketplaces, consumers rely heavily on digital information because they cannot directly observe or evaluate products physically. Product descriptions, halal labels, ingredients, pricing details, expiration dates, and promotional information therefore become important elements shaping consumer trust. Consumers who receive clear and consistent information are more likely to perceive the product and seller as credible and reliable.

These findings support previous research emphasizing the importance of information quality in e-commerce environments (Agustina et al., 2019; Tragandi et al., 2024; Zaheer et al., 2024). Information quality reduces uncertainty and facilitates more informed purchasing decisions. Consumers who perceive product information as useful and trustworthy are more likely to develop confidence toward the brand and platform.

From the TPB perspective, information quality is closely related to perceived behavioral control. Consumers who possess sufficient and reliable information tend to feel more capable of making appropriate purchasing decisions. High-quality information therefore strengthens consumers' sense of control and confidence during online transactions. The findings also reflect the importance of transparency in digital business environments. Consumers increasingly expect detailed and accessible information before purchasing products online, particularly food products associated with safety, health, and halal compliance.

Information Quality and Purchasing Decisions

The results further demonstrate that information quality significantly influences purchasing decisions. Consumers who receive complete and trustworthy information are more likely to proceed with purchases because the information helps them evaluate product suitability and reduce uncertainty. This finding is consistent with previous studies indicating that information quality plays a central role in online consumer decision-making (Mulyo, 2019; Nurmalasari & Latifah, 2023; Prasetyaningrum & Rahmawati, 2023; Zahirah & Basyir, 2024). High-quality information assists consumers in comparing products, assessing product attributes, and evaluating whether products align with their preferences and needs.

The relationship between information quality and purchasing decisions also reflects the increasing importance of digital transparency within e-commerce ecosystems. In online environments, product information effectively substitutes for physical product inspection. Consequently, consumers depend heavily on the accuracy and completeness of information provided by sellers and platforms. For halal food products, information quality may become even more important because consumers are concerned not only with product quality but also with halal status, ingredients, and safety. Clear halal-related information can strengthen consumer confidence and facilitate purchasing decisions in digital marketplaces.

The Mediating Role of Brand Trust

The mediation analysis reveals that brand trust does not mediate the relationship between halal awareness and purchasing decisions. This finding further confirms that halal awareness does not play a dominant role in influencing purchasing behavior toward highly established halal-certified brands such as *Indomie*. Consumers appear to form purchasing decisions independently from halal awareness because the halal legitimacy of the product is already widely recognized. Trust toward *Indomie* is likely formed through long-term consumption experiences, brand familiarity, and product consistency rather than through active halal evaluation.

In contrast, brand trust significantly mediates the relationships between online reviews, information quality, and purchasing decisions (Alayfia et al., 2025; Kusmawati & Anggarawati, 2024; Tragandi et al., 2024; Zahirah & Basyir, 2024;). These findings suggest that online

reviews and information quality influence purchasing decisions not only directly but also indirectly through the formation of consumer trust. Positive reviews strengthen perceptions regarding product credibility and consumer satisfaction, while high-quality information enhances perceptions of transparency and reliability. Both factors contribute to stronger brand trust, which subsequently encourages purchasing decisions. These findings emphasize the strategic importance of trust within e-commerce environments. In digital marketplaces, consumers often depend on informational cues and social validation before making purchasing decisions. Trust therefore becomes an important mechanism linking digital information factors with actual purchasing behavior (Gunawan & Pertiwi, 2023; Zaheer et al., 2024).

The findings also indicate that the dynamics of halal consumer behavior in digital marketplaces are becoming increasingly multidimensional. Although halal values remain important, consumers now integrate religious considerations with practical, technological, and social factors when making purchasing decisions. Digital interaction, information transparency, and peer-generated content have become central components influencing trust formation and online consumer behavior among Muslim consumers.

CONCLUSION

The findings of this study demonstrate that purchasing decisions for *Indomie* instant noodle products through the Shopee platform among Muslim consumers in the Jabodetabek region are influenced primarily by information quality, online reviews, and brand trust. The analysis shows that information quality and online reviews have significant positive effects on both purchasing decisions and brand trust, while brand trust itself significantly influences purchasing decisions. In contrast, halal awareness does not have a significant direct effect on purchasing decisions or brand trust. The mediation analysis further indicates that brand trust does not mediate the relationship between halal awareness and purchasing decisions. These findings suggest that consumers no longer actively reassess the halal status of *Indomie* products during the purchasing process because the brand has already established a strong halal image and long-standing consumer trust. In the context of well-established halal-certified brands, purchasing behavior in e-commerce environments appears to be shaped more strongly by digital information factors and consumer-generated content than by halal awareness alone.

This study contributes to the development of consumer behavior literature, particularly within the context of halal products and e-commerce platforms. The findings support the relevance of the Theory of Planned Behavior (TPB) in explaining online purchasing behavior, especially regarding the roles of subjective norms and perceived behavioral control. Online reviews function as a form of social influence that shapes consumer perceptions and trust, while information quality strengthens consumers' confidence in making purchasing decisions. Practically, the findings highlight the importance for e-commerce platforms and food producers to provide accurate, transparent, and comprehensive product information while maintaining positive consumer interactions through online review systems. The results also indicate that visual reviews, such as photos and videos uploaded by consumers, play an important role in strengthening trust and encouraging purchasing decisions in digital marketplaces.

Despite these contributions, this study has several limitations. First, the research focuses only on Muslim consumers in the Jabodetabek region, which may limit the generalizability of the findings to other regions or demographic groups. Second, the study examines only one product brand, namely *Indomie*, which already possesses strong market dominance and long-established halal certification. Consequently, the role of halal awareness may differ for less familiar brands or products with lower levels of consumer trust. Methodologically, this study also relied on the Goodness of Fit (GoF) index for structural model evaluation. Recent PLS-SEM guidelines recommend the Standardized Root Mean Square Residual (SRMR) as a more appropriate indicator of global model fit; however, SRMR was not recalculated in this study due to analysis constraints. Future research is therefore encouraged to incorporate additional model fit indicators such as SRMR and expand the scope of analysis by examining different product categories, regions, demographic characteristics, and e-commerce platforms to provide a broader understanding of halal consumer behavior in digital environments.

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