

TRANSFORMING HALAL AWARENESS: SYNERGY OF LIFESTYLE, DIGITAL LITERACY, AND IMPLICATIONS FOR THE HALAL ECONOMYDina Lusianti^{1,*}, Rozaq M. Yasin¹, Ahmad Nilnal Munachifdlil Ula¹, Agung Prihandono²¹ Faculty of Economics and Business, Universitas Muria Kudus, Jawa Tengah, Indonesia² Faculty of Business Management and Information Technology, Universiti Muhammadiyah Malaysia, Perlis MalaysiaCorresponding author email: dina.lusianti@umk.ac.id**Article Info**

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Abstract

The rapid development of the halal industry requires a deeper understanding of factors can increase public awareness, trust, and attitudes towards halal products. This study aims to analyze the influence of lifestyle and digital literacy on halal awareness and its impact on individual beliefs and attitudes towards halal products using the theory of planned behavior approach. This study involved 300 respondents from Indonesia and Malaysia, who were selected using purposive sampling techniques, with the criteria of a Muslim sample who regularly buys and consumes chicken and actively seeks halal information through digital platforms. Data were collected using an online questionnaire and analyzed using Structural Equation Modeling (SEM) with Partial Least Squares (PLS) approach to test the relationships among variables. The results of the study show that lifestyle and digital literacy contribute positively to increasing halal awareness. Halal awareness has been proven to have a significant role in shaping trust and attitudes towards halal products. These findings confirm that increasing halal awareness can strengthen public acceptance of halal products and build consumer loyalty. The implications of this study highlight the importance of wider education and campaigns related to halal lifestyle and digital literacy to improve public understanding. Halal industry players are advised to strengthen product transparency, utilize digital technology in disseminating information, and collaborate with various parties, including the government and religious institutions, to create a stronger and more sustainable halal ecosystem. The findings of this study have significant implications for economic development, especially in the context of the halal industry and economic development based on Islamic values.

Keywords: Attitude, Digital Literacy, Halal Awareness, Lifestyle, Trust.

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Halal food has an important meaning in the daily life of Muslims, which combines religious injunctions with health considerations. From a spiritual point of view, halal food must meet certain

criteria, which are allowed under Islamic law. This compliance is crucial because it reflects the devotion and commitment of Muslims to their faith, which influences consumers' daily choices and behaviors. Religious loyalty and the importance of halal product ingredients are important factors that influence the purchasing behavior of Muslims. This loyalty stems from the deep-rooted belief that consuming halal food is not only a choice of food but also an act of worship and adherence to Islamic principles (Mutmainah, 2018; Tanti et al., 2020; Alimusa et al., 2023).

Halal food is characterized by strict standards regarding hygiene, safety, and health; These attributes are often referred to collectively as "tayyib," which signifies purity and wholeness (Zailani et al., 2017; Shahzad et al., 2020). Muslims, especially in regions with high halal awareness, are actively seeking halal-certified products, which support a growing market that emphasizes adherence to religious guidelines and quality and safety in consumption (Gumilar et al., 2023). The willingness of Muslim consumers to pay a premium for halal certification underscores their priority towards these religious and health attributes in food choices (Iranmanesh et al., 2019; Tanti et al., 2021; Kurniawan et al., 2022).

From a health perspective, halal food contributes to a broader health narrative among the Muslim population. Strict requirements for halal food preparation—including special slaughtering techniques and prohibitions on certain hazardous substances—directly draw attention to the health-conscious attitudes of consumers (Secinaro & Calandra, 2020). This relationship between halal food laws and public health has gained attention, especially after the increased awareness around food safety after global health crises such as the COVID-19 pandemic (Hidayat et al., 2021). Studies show that the perception that halal food is cleaner and healthier is also embraced within the Muslim community and is increasingly recognized even in non-Muslim contexts, which illustrates the universal appeal of halal as a marker of quality and safety (Muhamed et al., 2019; Hossain et al., 2021; Tanti et al., 2021).

The concept of halal has evolved into an important aspect of lifestyle for many Muslims, particularly among the younger generation, with a focus on the integration of halal principles in various sectors beyond food, including cosmetics and fashion (Haekal et al., 2023; Muheramtahadi & Fataron, 2022). This holistic perspective reflects a trend where halal is considered not just a label but a comprehensive lifestyle choice that aligns with health, ethical consumption, and cultural identity. As such, halal food plays an important role in the daily lives of Muslims, serving as a spiritual function as well as a commitment to health and well-being. One of the important topics discussed today is the concept of halal in food, especially chicken.

Chicken has long been a staple source of protein in Indonesian cuisine, and it is deeply integrated into various culinary traditions. Kampung chicken (kampung chicken) is very popular because of its superior taste and texture compared to commercial purebred chicken, so it has become a favorite for traditional dishes (Saragih et al., 2018; Tanti et al., 2025). The craze for this local breed of chicken, characterized by its distinctive flavor, reinforces the role of chickens in cultural practices and celebrations, such as festivals and family gatherings. The superiority of chickens in Indonesia can be attributed to the complex interaction between cultural preferences and economic factors (Fauziah & Hogeveen, 2024), versatility and technological advances (Mahmudiono et al., 2022), also nutrition-related awareness (Diana et al., 2022). Chicken demand will likely remain strong as this influence continues to shape consumer habits and preferences in the Indonesian and Malaysian context. Therefore, the cultural significance of chicken consumption in Indonesian and Malaysian society encourages a consistent demand for poultry products.

Consumer awareness to choose halal chicken is influenced by lifestyle. Previous research has found that the influence of lifestyle on halal awareness is not linear, but multifaceted and context-dependent. Various studies have shown variations in how religious beliefs, technological advancements, and demographic characteristics, such as career status and age group, shape ethical consumer behavior regarding halal products. The differences in the findings emphasize the need for ongoing exploration to better understand these dynamics and their implications for marketing and public policy related to halal products (Jannah & Al-Banna, 2021; Mardhiyah et al., 2023; Salsabila & Ihsan, 2023).

In addition to lifestyle, halal awareness is also influenced by digital literacy regarding halal (Mutmainah, 2018; Shahzad et al., 2020). Previous research has found a variety of perspectives and contexts in which this concept has been explored. Digital halal literacy, which includes the ability to access, understand, and utilize halal information in digital formats, plays an important role in raising awareness among consumers regarding halal products and practices (Khan et al., 2020; Azzumi et al., 2023; Timur et al., 2023). Overall, previous studies have shown nuanced differences in how digital halal literacy affects halal awareness, shaped by consumer demographics and specific sectors.

Higher levels of halal awareness are consistently associated with increased consumer trust in brands (Alimusa et al., 2023). As awareness increases, so does consumer attitudes towards halal goods (Zailani et al., 2017). The interaction between halal awareness, trust, and consumer attitudes has many facets and is influenced by various determining factors. Increased awareness generally leads to higher trust and positive attitudes towards halal products, although individual experiences and contextual variables also shape the dynamics. Referring to previous research, this study is novel in recognizing the influence of lifestyle and digital literacy on halal awareness, particularly regarding chicken consumption. This is crucial for stakeholders in the halal market as they develop strategies to increase consumer engagement and trust. This study formulates a research question about how the influence of lifestyle and digital literacy on halal awareness impacts confidence and attitude in halal food consumers. The latest research is on halal awareness, focusing on halal food, namely chicken. This is true not only of chickens ready to be consumed but also of how to turn them off. By examining how lifestyle and digital literacy influence halal awareness, particularly in the context of chicken consumption, this study expands current theoretical understanding of consumer behavior in the halal market. The findings are expected to help industry stakeholders, halal certification bodies, and marketers develop more effective strategies to increase consumer engagement, strengthen brand trust, and encourage sustainable halal consumption.

The transformation of halal awareness is closely linked to the intersection of lifestyle choices, digital literacy, and their broader implications for the halal economy. Along with evolving consumer behavior, previous research has demonstrated how digital platforms and increased awareness influence halal-related purchasing decisions. A key factor in this transformation is increased halal literacy, which is crucial for empowering consumers to make informed choices. Fachrurrozie et al. (2023) demonstrated that understanding halal principles shapes consumer attitudes toward halal food products and improves purchasing behavior. Higher halal literacy is positively correlated with consumer trust, reducing doubts about product legitimacy, which leads to greater satisfaction and loyalty toward halal products (Shamsudin et al., 2024).

Digital literacy plays a transformative role by equipping consumers with the skills needed to navigate the digital environment where halal products are marketed. Enhanced digital literacy enhances consumers' ability to assess the credibility of online information, which directly influences purchasing decisions in the halal economy (Davids & Sabrain, 2022). The importance of digital literacy extends beyond simply accessing information. Digital literacy encompasses the ability to effectively create, interpret, and interact with digital content (Dermawan et al., 2023). The integration of innovative technologies promotes transparency and trust in the halal supply chain, thereby enhancing the overall integrity of the halal economy.

RESEARCH METHOD

This study uses a quantitative approach with an explanatory research design to test the causal relationship between variables. The method used is a survey method, namely by using a questionnaire as a data collection instrument. The population in this study was chicken consumers (both broiler and cooked chicken) and consumers interested in halal certification and the chicken slaughtering process. Purposive sampling was used, with the following criteria: Muslims who regularly purchase and consume chicken and actively seek halal information through digital platforms. This technique was chosen to provide the most accurate and in-depth information on the phenomenon under study. The sample size was 300 respondents from Indonesia and Malaysia, with 64 percent from Indonesia. This study is expected to yield important findings regarding halal awareness in chicken consumption.

Instrument Development and Validation were used at the beginning of this study, followed by Data Collection. The questionnaire was distributed through an online platform to obtain data from a diverse and widespread sample. After the data is collected, the results are processed and interpreted. The questionnaire used in this study is on a scale of 1–10 to measure: Lifestyle based on the AIO framework: Activities, Interests, Opinions. Digital Literacy is based on the digital competency model. Halal awareness refers to knowledge, perception, and concern for food and the process of slaughtering chickens. Belief that includes belief in the benefits of halal and haram. The attitude is based on preferences and intentions to buy halal-certified chicken.

Table 1. Instrument Test

Instrumen	Factor Loading	Cronbach Alpha	AVE	VIF
I often listen to other people's opinions about halal food.	0.879	0.928	0.823	2.671
I have an interest in consuming halal food	0.899			3.086
I need healthy halal food	0.862			2.413
I noticed the trend of halal food consumption	0.877			2.539
I am able to use search engines (Google, Bing) to find halal information	0.895	0.902	0.773	2.725
I always check the authenticity of the halal certification logo on chicken products	0.844			2.246
I use halal detector applications (Halal MUI, Scan Halal, etc.)	0.891			2.809
I spread valid halal information through social media	0.885			2.699
I am sure that halal and thoyiban chicken will have good benefits for health	0.863	0.918	0.752	2.428
I believe that consuming halal chicken is a form of obligation as a Muslim	0.915			3.375
I believe that chicken with the halal logo has advantages over chicken without the halal logo	0.897			2.941
I believe that the chicken I consume has gone through a slaughtering process that is by sharia	0.856			2.379
I choose chicken with the halal logo even though it is more expensive	0.887	0.902	0.773	2.791
I feel more confident and sure when choosing chicken with the halal logo	0.925			3.958
I recommend and invite others to buy halal products	0.902			3.202
I am willing to buy halal certified chicken in a place some distance from where I live	0.913			3.505
I understand the concept of halal and haram in Islam	0.897	0.906	0.780	3.357
I am aware of my obligation as a Muslim to consume halal and thoyiban chicken	0.883			3.101
I understand the importance of halal certification issued by the Halal Certification Institution	0.860			2.547
I pay attention to the presence of the halal logo before consuming halal products	0.834			2.195
I tend to avoid chicken whose halal status is questionable	0.861			2.537

Technical data analysis includes descriptive, instrumental tests (reliability and validity), multicollinearity tests, hypothesis tests, and direct and indirect influence analysis. In this study, the methodological justification for choosing Smart PLS lies in its versatility, robustness, ease of use, and effectiveness in handling complex models (Indaryani et al., 2024). The research model is shown in Figure 1.

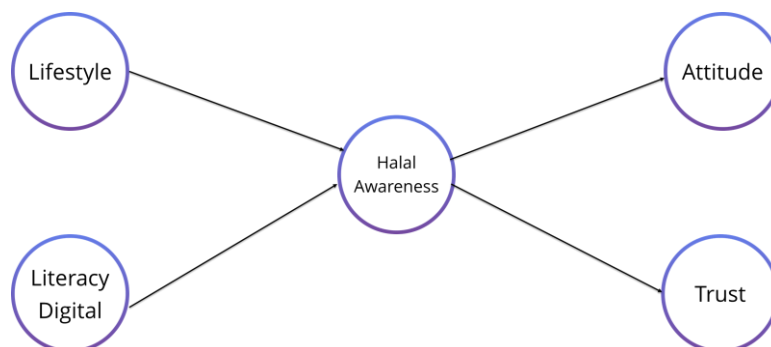


Figure 1. Research Model

RESULTS AND DISCUSSION

This study has a valid and reliable instrument as shown in Table 1. Referring to Table 1, it can be interpreted that the value of the loadings factor is above 0.7, which means that the indicators are valid in measuring their respective constructs. Composite Reliability (CR) and Cronbach's Alpha values above 0.7 indicate good reliability. In this study, AVE was used to calculate how much latent variables can explain the variance of the indicators. The results were obtained that the AVE value was above 0.5. This indicates that the construct has good convergence validity. Similarly in the VIF, all indicators showed that there were no serious symptoms of multicollinearity and the model was considered good. It can be believed that all instruments in this study are worthy of being used as research instruments.

The respondents in this study have the characteristics as shown in Table 2. Table 2 provides an overview that the majority of respondents, 62.67 percent, are women aged 30 - 40. This condition indicates that women have a leading role in choosing halal products for their families. The age of 30-40 is an age group that is more selective, critical, and aware of the halalness of products. In this case, women are the right agents of change, and halal education and marketing strategies can focus on women as decision-makers in the family by utilizing digital media and social communities.

Table 2 Characteristics of Respondents

Gender	Age							
	< 30		30 - 40		41 - 50		> 50	
	Freq	%	Freq	%	Freq	%	Freq	%
Man	24	8.00	188	62.67	31	10.33	18	6.00
Woman	8	2.67	16	5.33	11	3.67	4	1.33
Sum	32	10.67	204	68.00	42	14.00	22	7.33

Source: processed primary data, 2025

Table 3 shows the results of the hypothesis test in this study. The results of the analysis show that lifestyle and digital literacy play an important role in increasing halal awareness. The relationship between lifestyle and halal awareness has a coefficient value of 0.329, while digital literacy on halal awareness has a value of 0.337. These two relationships are positive and significant, as shown by the T-Statistic values of 5.029 and 5.058, respectively, with P-Value = 0.000. This indicates that the better a person's lifestyle and the higher the level of digital literacy, the higher the level of halal awareness also increases. Halal awareness has been proven to strongly influence a person's beliefs and attitudes. The relationship between halal awareness and trust has a coefficient value of 0.597, with T-Statistic = 15.529 and P-Value = 0.000, which shows a very significant relationship. The condition can be interpreted as the higher a person's halal awareness, the greater the level of trust in halal products.

Halal awareness also significantly impacts a person's attitude, with a coefficient value of 0.683, T-Statistic = 15.759, and P-Value = 0.000. This shows that halal awareness strongly influences an individual's attitude, which can reflect his consumption behavior and belief in halal products. Overall, these findings confirm that increasing halal awareness through digital literacy and implementing appropriate lifestyles will positively impact individual beliefs and attitudes towards halal products.

Table 3. Hypothesis Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Lifestyle -> Halal Awareness	0.329	0.333	0.065	5.029	0.000
Digital Literacy -> Halal Awareness	0.337	0.335	0.067	5.058	0.000
Halal Awareness -> Trust	0.597	0.598	0.038	15.529	0.000
Halal Awareness -> Attitude	0.683	0.684	0.043	15.759	0.000

Source: processed primary data, 2025

In addition to testing the direct influence, this study also found the mediating role of halal awareness on trust and attitude. Referring to Table 4, it was found that halal awareness plays a significant role in the relationship between lifestyle and digital literacy on a person's beliefs and attitudes. Digital lifestyle and literacy not only have a direct influence, but also indirectly through increasing halal awareness. Lifestyle positively influences beliefs through halal awareness, with a coefficient value of 0.196 and a T-Statistic of 4.595, which shows that this influence is significant. This indicates that individuals with lifestyles aligned with halal principles tend to have a higher level of halal awareness, which ultimately increases their trust in halal products. Similarly, lifestyle also affects attitudes through halal awareness, with a coefficient value of 0.225 and a T-Statistic of 4.515, showing that the higher the halal awareness, the more positive their attitude towards halal products will be.

Digital literacy has an important role in increasing halal awareness, which then impacts trust and attitudes. The analysis results showed that digital literacy affected trust through halal awareness with a coefficient of 0.201 and T-Statistic of 4.486, as well as on attitudes with a coefficient of 0.230 and T-Statistic of 4.569. This means that the higher a person's level of digital literacy, the greater their understanding of halal concepts, which encourages increased trust and positive attitudes towards halal products. These findings confirm that halal awareness is a key factor in building trust and positive attitudes towards halal products. Overall, the conclusions of this study are seen in Figure 1.

Table 4. Coefficient of Determination Test

Variable Name	R-Square	Adjusted R-Square
Attitude	0,466	0,464
Halal Awareness	0,374	0,370
Trust	0,356	0,354

Source: processed primary data, 2025

Based on the analysis results in Table 4, it was found that Attitude has an R-Square value of 0.466 and an Adjusted R-Square of 0.464. This means that 46.6 percent of the variation in attitudes can be explained by the exogenous variables used in the model. The remaining 53.4 percent is influenced by other factors outside the model. This value is in the medium-strong category, indicating that the model has quite good explanatory power. Halal Awareness has an R-Square value of 0.374 and an Adjusted R-Square of 0.370. This means that 37.4 percent of the variation in halal awareness can be explained by variables in the model, while the remaining 62.6 percent is influenced by other variables outside the model. Trust has an R-Square value of 0.356 and an Adjusted R-Square of 0.354, indicating that 35.6 percent of the variation in trust levels can be explained by the independent variables in the model. This value indicates a fairly moderate influence of the variables tested. Overall, these results indicate that the most robust model in explaining variability is the Attitude variable, followed by Halal Awareness and Trust. The very small difference between the R-Square and Adjusted R-Square values indicates that the regression model is stable and does not experience overfitting, making it reliable for further interpretation.

Table 5. Mediation Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	P values
Lifestyle -> Halal Awareness -> Trust	0.196	0.199	0.043	0.000
Lifestyle -> Halal Awareness -> Attitude	0.225	0.228	0.050	0.000
Digital Literacy -> Halal Awareness -> Trust	0.201	0.201	0.045	0.000
Digital Literacy -> Halal Awareness -> Attitude	0.230	0.230	0.050	0.000

Source: processed primary data, 2025

The results of the Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis in figure 1 and Table 5 show how lifestyle and digital literacy affect halal awareness, which then has an impact on a person's trust and attitude towards halal products. This model describes the causal relationship between latent variables measured through its indicators. The model also shows that each latent variable is measured by indicators with a high loading factor, which means that these indicators are valid in

measuring the concepts they represent. Thus, these findings reinforce the understanding that halal awareness is a key factor in building trust and positive attitudes towards halal products, and can be improved through a suitable lifestyle and good digital literacy.

This study found that lifestyle positively influences halal awareness with a coefficient value of 0.329. This shows that the better a person's lifestyle is in implementing values that support halal principles, the higher his level of awareness. The same applies to digital literacy, which affects halal awareness with a value of 0.337. The higher a person's digital literacy, the greater their ability to understand and access information about halal concepts, thereby increasing their awareness in choosing products and services that align with these principles. Halal awareness has proven to have an important role in building trust and a positive attitude towards halal products. The analysis showed that halal awareness significantly affected trust with a value of 0.597, which means that the higher a person's awareness of halal, the greater their trust in halal products. Halal awareness also strongly impacts attitudes, with a coefficient value of 0.683, which shows that individuals with a high level of halal awareness tend to have a more positive attitude towards halal products.

The study of the influence of lifestyle on halal awareness, especially regarding broiler chickens, is a topic that reflects the interaction between individual behavior and religious considerations. This study shows a significant influence between lifestyle factors and brand awareness. This research supports previous research conducted by Nur et al. (2021) which emphasized that the convergence of lifestyle choices significantly impacts awareness and buying interest in halal food, including broiler chicken. Furthermore, research shows that lifestyles that adhere to halal practices foster a wider awareness of halal food. Research by Salsabila & Ihsan (2023) argues that Muslim consumers often associate halal lifestyles with positive behavioral outcomes, which promotes a higher interest in halal products, including broiler chickens. Community initiatives and educational measures can catalyse this acquisition of halal awareness, which is crucial in shaping consumer awareness and preferences in a market increasingly driven by halal certification compliance.

The main aspect of digital literacy in the context of halal awareness is its role in increasing consumer knowledge about halal products. This research aligns with the findings of Usman (2023) which show that better access to halal-related information through digital means directly increases awareness. Furthermore, recent research indicates that digital platforms, including social media and e-commerce sites, serve as a source of information and a marketing tool that strengthens halal awareness among consumers. Research by Salqaura et al. (2023) shows that the prevalence of halal certification on digital platforms significantly affects halal awareness. This highlights how digital literacy is intrinsically related to consumers' ability to effectively interpret and engage with halal certification and related marketing efforts.

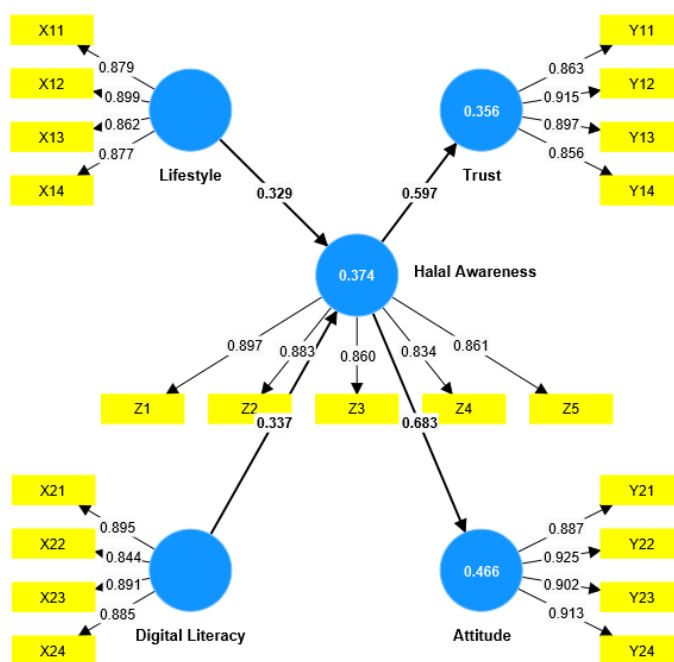


Figure 2. Research Results

The discussion around the influence of lifestyle and digital literacy on halal awareness, particularly how these factors affect beliefs and attitudes, highlights the complex relationships that shape consumer behavior in the halal market. This relationship is even more important because digital media provides a platform for awareness and education about halal products, influencing purchase intentions and consumer attitudes towards food choices. This study shows that halal awareness significantly impacts trust and attitudes, with lifestyle factors and digital literacy playing an important role. Karimah & Darwanto (2021) found that halal awareness is positively correlated with attitudes toward buying halal food products, where consumers' attitudes towards these products are determined by their level of awareness and understanding of halal concepts. This finding is reinforced by Bachmid & Noval (2023), who affirmed that increasing halal awareness strengthens the real attitude to buy, thereby changing purchasing behavior, considering consumers better understand what halal means.

Digital literacy has emerged as an important element in increasing halal awareness. The evolution of consumer behavior is mainly driven by digital platforms where information about halal products can be disseminated quickly. Zaid et al. (2022) emphasized that social media influencers play an important role in shaping religious authority and practices, especially among the younger generation who increasingly seek knowledge about halal through these digital channels. This shift facilitates greater awareness and influences consumers' attitudes towards halal products, guiding them to make informed purchasing decisions. Digital halal literacy reflects consumers' need to engage with digital content that aligns with religious beliefs (Athoillah et al., 2023). This engagement fosters an environment where consumers can better understand halal products, further strengthening their beliefs and attitudes towards consumption. Digital platforms are important to promote halal standards and certifications, increasing consumer awareness in a rapidly globalizing market. By digitally accessing information regarding halal laws and guidelines, consumers can better navigate choices that directly affect purchasing attitudes.

This interaction of lifestyle, digital literacy, and halal awareness underscores significant implications for marketers and policymakers. Effective strategies must be designed to leverage digital platforms for educational purposes and improve consumer understanding while fostering a lifestyle aligned with halal values. Such initiatives could lead to a more informed consumer base that not only practices halal consumption due to religious observance, but also does so with a thorough appreciation of the significance of the lifestyle. The synergy of lifestyle, digital literacy, and halal awareness fundamentally shapes beliefs and attitudes towards halal food products, especially in the contemporary market. Strengthening these aspects can encourage a more knowledgeable and conscious consumer demographic, ultimately influencing their purchasing behavior in favor of halal choices.

Theoretically, the results of this study reinforce the concept that attitude, halal awareness, and trust are important constructs in explaining consumer behavior towards Sharia-compliant products or services. In the context of chicken consumption, this suggests that a person's decision is influenced not only by rational factors such as economic benefits, but also by psychological factors and religious values underlying perceptions. These findings extend the Theory of Planned Behavior, in which attitude emerges as a dominant mediating variable between awareness and behavioral intention. The more positive a person's attitude toward Sharia values in halal products, the more likely they are to consume them. Trust strengthens the moral and spiritual role of the relationship between broiler chicken operators and customers. Trust in this context extends beyond belief to moral commitment and adherence to consuming halal and good food. Thus, this study provides a theoretical contribution in building a more comprehensive model of Sharia consumer behavior, by combining cognitive (awareness), affective (attitude), and conative (trust) aspects in explaining loyalty and participation decisions in the broiler chicken industry.

In a managerial context, these findings have several strategic implications for halal industry players, marketers, and other stakeholders. The halal industry needs to strengthen campaigns that encourage halal lifestyles as part of daily lifestyles. This campaign can be carried out through social media, seminars, or community programs, so that people increasingly understand that halal is not just a label, but a life principle that must be applied thoroughly. Digital technology such as halal applications, websites, and social media can help people understand and verify the halalness of a product. Therefore, companies and related institutions must strive to provide information platforms that are easily accessible and trustworthy by the public. Branding and marketing strategies need to be focused on increasing consumer trust in halal products. Transparency in the production process, clear halal certification, and honest communication regarding the halal standards applied, will further strengthen public trust in halal products. Collaboration between industry, government, and religious institutions is a strategic step that needs to be strengthened. Regulations that support the ease of halal certification and broader halal

education programs will help increase public awareness and trust in halal products. By implementing these strategies, the halal industry can build a stronger halal ecosystem, where high halal awareness will encourage people's trust and positive attitudes, ultimately contributing to a more sustainable growth of the halal market.

The novelty of this study lies in treating halal awareness as a mediating variable linking the relationship between attitude and trust to the decision to participate in Islamic insurance. This approach introduces a new perspective. Halal awareness not only acts as a direct determinant but also acts as a psychological mechanism that strengthens the effect of attitude on consumer trust. These findings update the theory of planned behavior by demonstrating that trust formation begins with a positive attitude toward a product and is also significantly influenced by an individual's level of understanding and halal literacy. The higher the halal awareness, the stronger the relationship between attitude and trust toward Islamic insurance institutions. This research has the potential to be generalized to other Islamic financial services sectors, such as Islamic banking, Islamic financing, and halal investment. This is based on the consideration that the basic principles of halal awareness, attitude, and trust are universal aspects of Muslim consumer behavior.

CONCLUSION

The results of this study show that halal awareness has a very important role in building trust and attitude towards halal products. Lifestyle factors and digital literacy influence emerging awareness. The better a person's lifestyle in implementing halal values, the higher their awareness of the importance of choosing halal products. Likewise, digital literacy makes it easier for individuals to access and understand information related to the halalness of a product, thereby increasing their awareness of choosing and consuming halal products. Halal awareness directly impacts a person's trust and attitude towards halal products. Individuals with a high awareness of halal tend to believe more in halal products and have a more positive attitude towards them. Thus, efforts are needed to increase halal awareness through broader and effective lifestyle education and digital literacy to increase public acceptance of halal products. A limitation of this study is the lack of separate regional coverage for Malaysia and Indonesia. Although both countries share similarities in demographics and sharia principles, there are significant differences in cultural context, regulatory policies, levels of digital literacy, and public perceptions of halal products. Therefore, the results of this study are still general and do not fully reflect the unique characteristics of consumer behavior in each country. For future research, a cross-country comparative analysis between Malaysia and Indonesia is recommended to evaluate differences in the influence of attitudes, halal awareness, and trust on the decision to purchase halal products, especially in the chicken industry. This approach can enrich the understanding of Muslim consumer behavior models at the regional level and provide a stronger empirical basis for developing contextualized sharia marketing strategies policies in each country.

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AUTHOR CONTRIBUTIONS

Conceptualization by Dina Lusianti and Agung Prihandono; Methodology by Rozaq M. Yasin; Software by Ahmad Nilnal Munachifdlil Ula; Validation by Dina Lusianti; Formal Analysis by Ahmad Nilnal Munachifdlil Ula and Agung Prohandono; Investigation by Dina Lusianti, Rozaq M. Yasin, Ahmad Nilnal Munachifdlil Ula; Resources by Dina Lusianti; Data Curation by Dina Lusianti.; Writing – Original Draft Preparation by Rozaq M. Yasin and Ahmad Nilnal Munachifdlil Ula; Writing – Review & Editing by Dina Lusianti; Visualization by Dina Lusianti; Supervision by Dina Lusianti.; Project Administration by Rozaq M. Yasin; Funding Acquisition by Dina Lusianti".

CONFLICTS OF INTEREST

The author(s) declare no conflict of interest.

USE OF ARTIFICIAL INTELLIGENCE (AI)-ASSISTED TECHNOLOGY

The authors declare that no artificial intelligence (AI) tools were used in the generation, analysis, or writing of this manuscript. All aspects of the research, including data collection, interpretation, and manuscript preparation, were carried out entirely by the authors without the assistance of AI-based technologies.

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