IQTISHODUNA: *Jurnal Ekonomi Islam*, 15, no. 1 (April 1, 2026): 235-262
DOI: https://doi.org/10.54471/iqtishoduna.v15i1.3451
E-ISSN: 2443-0056, P-ISSN: 2252-5661
Accredited *Sinta 2* Number 2/C/C3/KPT/2026

Brand Communication Ecosystem and Purchase Intention: The Mediating Role of Halal Brand in Islamic Consumer Markets

Rusdiyanto [1*], Budi Santoso [2], Riyanto Setiawan Suharsono [3], Nursaid [4], Zainudin bin Hassan [5]

[1] Department of Management, Faculty of Economics and Business, Universitas Muhammadiyah Jember, Indonesia
[2] Master of Management, Faculty of Economics and Business, Universitas Muhammadiyah Jember, Indonesia
[3] Department of Accounting, Faculty of Economics and Business, Universitas Muhammadiyah Jember, Indonesia
[4] Master of Business Administration, Universitas Muhammadiyah Jember, Indonesia
[5] Department of Educational Studies and Behavioral Sciences, Faculty Sciences Education and Technology, Universiti Teknologi Malaysia, Malaysia
[1*]Corresponding author: rusdiyanto@unmuhjember.ac.id, email: [2]budisantoso@unmuhjember.ac.id, [3]riyantosetiawan@unmuhjember.ac.id, [4]nursaid@unmuhjember.ac.id, [5]p-zainudin@utm.my

Article history: Received February 23, 2025 | Revised February 17, 2026 | Accepted March 19, 2026 | Available online on April 23, 2026

To cite this article [*Turabian of style 8th edition*]: Rusdiyanto, Budi Santoso, Riyanto Setiawan Suharsono, Nursaid, and Zainudin bin Hassan. "Brand Communication Ecosystem and Purchase Intention: The Mediating Role of Halal Brand in Islamic Consumer Markets". IQTISHODUNA: Jurnal Ekonomi Islam 15, no. 1 (April 1, 2026): 235-262. Accessed April 23, 2026

ABSTRACT

This study aims to examine the effects of firm-created communication and user-generated communication on purchase intention through halal brand among halal product consumers in East Java. A quantitative survey design was employed in this research. The population consisted of halal product consumers in East Java Province, and purposive sampling was applied based on halal consumption experience criteria. A total of 500 eligible respondents were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM). The findings reveal that firm-created communication and user-generated communication have positive and significant effects on halal brand and purchase intention. Halal brand also positively affects purchase intention and mediates the effects of both communication variables on purchase intention. Practically, these findings highlight the importance of transparent and credible halal communication strategies and digital consumer engagement in strengthening halal brand perception and enhancing consumer purchase intention. Theoretically, this study extends the Theory of Planned Behavior by integrating the perspective of halal consumption behavior, positioning halal brand as a religious trust mechanism in shaping purchase intention. The novelty of this study lies in developing an integrated model that simultaneously examines firm and consumer communication effects on purchase intention through halal brand within the Islamic economics context.

Keywords: firm-create communication, user-generate communication, halal brand, purchase intention.

INTRODUCTION

The global halal industry has experienced substantial growth over the past decade, reflecting the increasing importance of halal consumption within the broader Islamic economic ecosystem. The global halal market is projected to reach USD 3.2 trillion, indicating that halal products have become a major component of international trade and Muslim consumer markets. Indonesia, as the country with the largest Muslim population in the world, occupies a strategic position in the development of the global halal economy and ranks among the

© 2026 The Author(s). Published by LPPM, Universitas Islam Syarifuddin. This is an open access article under the CC BY 4.0 license

leading countries in the Global Islamic Economy Indicator (GIEI).[1,2] Within Islamic economics, halal consumption is not merely a matter of consumer preference but represents compliance with Sharia principles that govern lawful production, distribution, and consumption. Consequently, halal purchasing behavior reflects not only economic rationality but also religious commitment and ethical consumption values.

Despite the rapid expansion of the halal market, many halal product producers still face challenges in effectively communicating the halal value embedded in their products. In Islamic economics, halal status constitutes a form of credence attribute, meaning consumers cannot directly verify the halalness of a product without trustworthy information and signaling mechanisms. Therefore, communication plays a critical role in reducing information asymmetry between producers and Muslim consumers and in strengthening confidence in halal compliance. In this context, two communication mechanisms have become increasingly influential in shaping consumer perceptions: Firm-Created Communication (FCC), which refers to promotional messages generated and controlled by companies, and User-Generated Communication (UGC), which consists of consumer-created content such as reviews, testimonials, and social media discussions.

This research is based on marketing communication theory and consumer behavior theory. Firm-created communication (FCC) refers to messages designed and delivered by companies to consumers, while user-generated communication (UGC) refers to content created by consumers themselves, such as reviews, testimonials, or recommendations on social media. These two forms of communication are believed to influence purchase intention through forming perceptions and trust in the brand.[3] The halal brand, as an intervening variable, acts as a mediator that strengthens the relationship between marketing communications and purchase intentions. Planned Behavior Theory Icek Ajzen[4] also supports this relationship by explaining that purchase intentions are influenced by attitudes, subjective norms, and perceived behavioral control, where halal brands can be a key factor in forming consumers' positive attitudes.

For a number of reasons, this study concentrates on Indonesian halal items. First, Indonesia is a crucial place to investigate the phenomena of halal products since it has the largest Muslim population in the world and is a prospective market. Second, the Indonesian government has implemented the Halal Product

[1] Indonesia Sharia Economic Festival (ISEF), "Makanan Halal Indonesia Peringkat Dua Dunia," isef.co.id, 2022, https://isef.co.id/cat-artikel/sgie-report-2022-makanan-halal-indonesia-peringkat-dua-dunia/.

[2] Ikatan Ahli Ekonomi Islam Indonesia (IAEI), "Posisi Indonesia Dalam State of The Global Islamic Economy (SGIE)," iaei.or.id, 2024, https://iaei.or.id/id/berita-dan-artikel/artikel/posisi-indonesia-dalam-sgie.

[3] P. Kotler, K. L. Keller, and A. Chernev, *Marketing Management*, 16th ed. (Pearson Education Limited, 2022), http://library.lol/main/B09B4B685D57113D64EA1BBD09AE394A.

[4] Icek Ajzen, "The Theory of Planned Behavior," *Organizational Behavior and Human Decision Processes* 50, no. 2 (1991): 179–211, https://doi.org/10.1016/0749-5978(91)90020-T.

 © 2026 The Author(s). Published by LPPM, Universitas Islam Syarifuddin. This is an open access article under the CC BY 4.0 license

Guarantee Law (UU JPH) which requires halal certification for all products, thereby creating a conducive environment for this research. Third, there is a chance to investigate how marketing communications can affect consumer purchasing decisions given the growing number of domestic and foreign businesses promoting halal products in Indonesia. It is envisaged that by selecting this study target, a thorough understanding of the dynamics of the Indonesian halal market will be possible.

Although prior studies have examined the effects of marketing communication on purchase intention, the existing literature presents several limitations. First, most prior studies analyze FCC and UGC separately, treating them as independent promotional mechanisms rather than examining their simultaneous and complementary influence on halal consumer behavior.[5,6,7] Second, prior halal marketing studies largely focus on halal awareness, halal certification, or brand image without explicitly investigating the mediating role of halal brand in linking communication strategies to purchase intention.[8,9] Third, much of the existing discussion remains grounded in general marketing and consumer behavior perspectives, with limited integration of Islamic economics principles that position halal branding as a manifestation of Sharia-based value creation and trust formation in the marketplace.

This study addresses these gaps by developing an integrated framework that examines the direct and indirect effects of Firm-Created Communication and User-Generated Communication on purchase intention through halal brand as an intervening variable. By positioning halal brand as a Sharia-based trust mechanism rather than merely a branding construct, this study extends the halal marketing literature into the domain of Islamic economics. The novelty of this research lies in its holistic examination of formal corporate communication and consumer-driven communication within a unified halal branding framework, thereby offering a more comprehensive explanation of how communication strategies shape halal purchase intention in Muslim-majority markets.

---

[5] Robert Aitken, "Advertising Effectiveness from a Consumer Perspective," *International Journal of Advertising* 27, no. 2 (2008): 279–297, https://doi.org/https://doi.org/10.1080/02650487.2008.11073055.

[6] J. P. Costello and R. W. Reczek, "Providers Versus Platforms: Marketing Communications in the Sharing Economy," *Journal of Marketing* 84, no. 6 (2020): 22–38, https://doi.org/https://doi.org/10.1177/0022242920925038.

[7] Hafizah Omar Zaki, Yusniza Kamarulzaman, and Mozard Mohtar, "Cognition and Emotion: Exploration on Consumers Response to Advertisement and Brand (Kognisi Dan Emosi: Penerokaan Tindak Balas Pengguna Terhadap Pengiklanan Dan Jenama)," *Jurnal Pengurusan* 63 (2021): 1–14, https://doi.org/10.17576/pengurusan-2021-63-05.

[8] Arifin Djakasaputra et al., "The Influence of Halal Certification, Halal Awareness, and Brand Image on Interest in Buying Halal Food Products: An Empirical Study of Consumers in Indonesia," *International Journal of Islamic Business and Economics (IJIBEC)* 7, no. 2 (2023), https://doi.org/10.28918/ijibec.v7i2.2003.

[9] Fachrurazi et al., "Building Halal Industry in Indonesia: The Role of Electronic Word of Mouth to Strengthen the Halal Brand Image," *Journal of Islamic Marketing* 14, no. 8 (2023), https://doi.org/10.1108/JIMA-09-2021-0289.

© 2026 The Author(s). Published by LPPM, Universitas Islam Syarifuddin. This is an open access article under the CC BY 4.0 license

Given Indonesia's expanding halal industry and regulatory reinforcement through the Halal Product Guarantee Law, understanding the interaction between communication mechanisms and halal branding is increasingly important for both academics and practitioners. Therefore, this study aims to analyze the influence of Firm-Created Communication and User-Generated Communication on purchase intention through halal brand among halal product consumers in Indonesia, while contributing to the development of Islamic marketing and Islamic consumer behavior literature.

Literature Review

This study is grounded primarily in the Theory of Planned Behavior (TPB),[10] which explains that an individual's behavioral intention is shaped by three determinants: attitude toward behavior, subjective norms, and perceived behavioral control. In the context of halal consumption, TPB is highly relevant because Muslim consumers' purchase intentions are influenced not only by personal preferences but also by religious obligations and social expectations regarding halal compliance. Positive attitudes toward halal products, normative pressure from religious communities, and perceived assurance of halal integrity collectively shape consumers' intention to purchase halal products.[11]

However, halal purchasing behavior cannot be fully explained through conventional behavioral theory alone. From the perspective of Islamic economics, consumption behavior is guided by the principles of *halalan tayyiban*, which require products to be lawful, ethical, safe, and beneficial according to Islamic teachings.[12] Muslim consumers therefore evaluate products not merely based on utility maximization, but also based on compliance with Sharia principles and religious accountability.[13] In this regard, halal consumption behavior represents a form of value-based consumption where ethical, spiritual, and religious considerations influence market decisions.

Accordingly, this study integrates TPB with Islamic consumption behavior theory to explain how communication strategies influence halal purchase intention through the formation of halal brand perceptions. Within this framework, halal brand serves as a religious trust signal that reduces uncertainty and reinforces consumers' confidence in the halalness of products.

---

[10] Ajzen, "The Theory of Planned Behavior."

[11] Ana Uswatun Khasanah and Anas Hidayat, "The Influence of Beauty Influencers in Recommending Halal Cosmetics: Examining Their Impact on Engagement, Expected Value, and Purchase Intention," *Journal of Economics, Management and Trade* 29, no. 10 (2023), https://doi.org/10.9734/jemt/2023/v29i101140.

[12] Ahmed M. Abdel-Khalek, "Religiosity, Happiness, Health, and Psychopathology in a Probability Sample of Muslim Adolescents," *Mental Health, Religion & Culture* 10, no. 6 (2007): 571–83, https://doi.org/10.1080/13674670601034547.

[13] K. M.Anwarul Islam et al., "Effects of Brand Awareness, Religious Belief, and Brand Trust on Purchase Intentions of Halal Products among Young Consumers," *Innovative Marketing* 19, no. 4 (2023), https://doi.org/10.21511/im.19(4).2023.20.

 © 2026 The Author(s). Published by LPPM, Universitas Islam Syarifuddin. This is an open access article under the CC BY 4.0 license

Firms create communication (FCC) relationships with halal brands.

FCC refers to communication controlled and produced by a company to influence consumer perceptions and behavior toward certain products or brands.[14] In the context of halal products, FCC is very important because companies need to ensure that the message conveyed to consumers is clear and convincing regarding the halalness of the products they offer. Effective communication in this case can include information regarding halal certification, production processes that meet Sharia standards, as well as other advantages that are by Islamic religious principles.[15] Research results[16,17,18,19,20] show that Firm-create communication affects halal brands, so it can be concluded H1: Firm-create communication has a positive effect on halal brands.

The relationship between User-generated Communication (UGC) and Halal brands

UGC refers to content created by consumers or users regarding a product or brand, which can be in the form of reviews, comments, videos, or images shared on social media platforms or websites. UGC is very influential in shaping consumer perceptions of products, including halal products. In contrast to communications created by companies, UGC tends to be considered more authentic and trustworthy because it comes from consumers' direct experiences.[21] In the context of halal products, UGC can play a very important role in strengthening the halal brand image. When consumers who have had positive experiences with halal products share their stories or provide good reviews, this can influence other consumers in deciding to buy the product. Positive reviews regarding the halal product, the ease of obtaining halal certification, or how the product meets consumer expectations from a Sharia

[14] Faidzin Firdhaus et al., "The Customer Purchasing Situation Outcomes of Celebrity Endorsement and Brand Awareness Activities," *JMKSP (Jurnal Manajemen, Kepemimpinan, Dan Supervisi Pendidikan)* 8, no. 2 (2023), https://doi.org/10.31851/jmksp.v8i2.11538.

[15] Firdhaus et al.

[16] Wulandini Az Zahrah, Istyakara Muslichah, and Wan Nur Fazni Wan Mohamad Nazarie, "The Role of Electronic Word of Mouth on Halal Brand Image and Purchase Intention in Halal Cosmetics," *Asian Journal of Islamic Management (AJIM)*, 2023, https://doi.org/10.20885/ajim.vol5.iss2.art1.

[17] Djakasaputra et al., "The Influence of Halal Certification, Halal Awareness, and Brand Image on Interest in Buying Halal Food Products: An Empirical Study of Consumers in Indonesia."

[18] Hariyadi Triwahyu Putra, Desi Riyanti, and Dita Anggraeni, "The Effects of Halal Certification and Web Design on Purchase Intention Mediated by Brand Trust in E-Commerce of Halal Cosmetics Consumers in Bandung Raya," *Ilomata International Journal of Management* 4, no. 3 (2023), https://doi.org/10.52728/ijjm.v4i3.793.

[19] Syifa Rofifa Putri Rizq and Istyakara Muslichah, "Intention to Buy Halal Cosmetics Based on Social Media Activities, Brand Equity, and e-WOM," *Jurnal Ekonomi Syariah Teori Dan Terapan* 10, no. 3 (2023), https://doi.org/10.20473/vol10iss20233pp249-261.

[20] Fachrozi Fachrozi, Mariana Mariana, and Selamat Riadi, "The Role of Halal Labeling as Moderating Brand Image, Product Quality, and Price on the Purchase Intention of Cosmetic Products," *Jesya* 7, no. 1 (2023), https://doi.org/10.36778/jesya.v7i1.1453.

[21] Fachrurazi et al., "Building Halal Industry in Indonesia: The Role of Electronic Word of Mouth to Strengthen the Halal Brand Image."

© 2026 The Author(s). Published by LPPM, Universitas Islam Syarifuddin. This is an open access article under the CC BY 4.0 license

perspective, can help strengthen the halal brand image in the eyes of new consumers.[22] Research results[23,24,25,26,27]show that User-generated Communication affects halal brands, so it can be concluded that H2: User-generated Communication has a positive effect on halal brands.

The relationship between FCC and purchase intention.

FCC has a significant influence on consumer purchase intention. FCC refers to communications created by companies to convey marketing messages aimed at influencing consumers. In this case, the communication carried out by the company includes various marketing channels such as advertising, promotions, social media content, and product information delivered through various platforms.[28] Effective Firm-create Communication not only functions to increase product awareness but can also build a positive image and strengthen consumer trust, which ultimately contributes directly to increasing purchase intention. Appropriate communication that is in line with consumers' needs and expectations will influence their decision to purchase the products offered.[29]

---

[22] Widhi Kharismatyawati and Janfry Sihite, "The Influence of Brand Image, Brand Awareness and Consumer Attitude on the Purchase Decision of Non-Alcoholic Beers With Purchase Interest as a Mediator Variable," *Dinasti International Journal of Digital Business Management* 4, no. 5 (2023), https://doi.org/10.31933/dijdbm.v4i5.2019.

[23] Nuryakin, Mohd Shamsuri Md Saad, and Maghfira Rizky Maulani, "Purchase Intention Behavior of Halal Cosmetics. Comparing Study between Indonesia and Malaysia Millennial Generation," *Journal of Islamic Accounting and Business Research*, 2023, https://doi.org/10.1108/JIABR-06-2021-0177.

[24] Nur Hidayati and Hadi Sunaryo, "The Role of Halal Label to Increase the Effect of Attitude Toward Halal Product on Brand Image and Purchase Intention," *IJEBD (International Journal of Entrepreneurship and Business Development)* 4, no. 5 (2021), https://doi.org/10.29138/ijebd.v4i5.1496.

[25] Abdul Aziz Nugraha Pratama, M. Luthfi Hamidi, and Edi Cahyono, "The Effect of Halal Brand Awareness on Purchase Intention in Indonesia: The Mediating Role of Attitude," *Cogent Business and Management* 10, no. 1 (2023), https://doi.org/10.1080/23311975.2023.2168510.

[26] Naeem Akhtar et al., "Conflicting Halal Attributes at Halal Restaurants and Consumers' Responses: The Moderating Role of Religiosity," *Journal of Hospitality and Tourism Management* 45 (2020), https://doi.org/10.1016/j.jhtm.2020.10.010.

[27] Xiong Jia and Zhang Chaozhi, "Turning Impediment into Attraction: A Supplier Perspective on Halal Food in Non-Islamic Destinations," *Journal of Destination Marketing and Management* 19 (2021), https://doi.org/10.1016/j.jdmm.2020.100517.

[28] Firdhaus et al., "The Customer Purchasing Situation Outcomes of Celebrity Endorsement and Brand Awareness Activities."

[29] Fatkhiyatus Sa'adah and Rachma Rizqina Mardhotillah, "Effect of Brand Ambassador, Brand Image, Brand Trust and E- WOM on Purchase Intention for Halal Skincare Product. (Study on Avoskin Skincare in Surabaya)," *Journal of Halal Research, Policy, and Industry* 2, no. 2 (2023), https://doi.org/10.33086/jhrpi.v2i2.5450.

 © 2026 The Author(s). Published by LPPM, Universitas Islam Syarifuddin. This is an open access article under the CC BY 4.0 license

Research results[30,31,32,33,34] show that Firm-create communication affects purchase intention, so it can be concluded that H3: Firm-create communication has a positive effect on purchase intention.

The relationship between UGC and purchase intention

UGC has a big influence on consumer purchase intention, especially because it is more authentic and trustworthy. UGC includes various forms of consumer-generated content, such as reviews, testimonials, photos, videos, and comments shared on online platforms. In contrast to communication carried out by companies, UGC is seen more as an objective source of information because it comes directly from the experience of users or consumers who have used the product.[35] Research results[36,37,38,39,40] show that User-generated Communication affects purchase intention, so it can be concluded H4: User-generated Communication has a positive effect on purchase intention.

---

[30] Pramukh Nanjundaswamy Vasist and Satish Krishnan, "Country Branding in Post-Truth Era: A Configural Narrative," *Journal of Destination Marketing and Management* 32 (2024), https://doi.org/10.1016/j.jdmm.2024.100854.

[31] Sulaiman Ainin et al., "Sentiment Analyses of Multilingual Tweets on Halal Tourism," *Tourism Management Perspectives* 34 (2020), https://doi.org/10.1016/j.tmp.2020.100658.

[32] Syed Muhammad Kamal Uddin et al., "Halal and Kosher Gelatin: Applications as Well as Detection Approaches with Challenges and Prospects," *Food Bioscience*, 2021, https://doi.org/10.1016/j.fbio.2021.101422.

[33] Anat Denyingyhot et al., "A New Tool for Quality Control to Monitor Contamination of Six Non-Halal Meats in Food Industry by Multiplex High-Resolution Melting Analysis (HRMA)," *NFS Journal* 25 (2021), https://doi.org/10.1016/j.nfs.2021.09.002.

[34] Siti Hajar Amir et al., "Comparative Database Search Engine Analysis on Massive Tandem Mass Spectra of Pork-Based Food Products for Halal Proteomics," *Journal of Proteomics* 241 (2021), https://doi.org/10.1016/j.jprot.2021.104240.

[35] Kharismatyawati and Janfry Sihite, "The Influence of Brand Image, Brand Awareness and Consumer Attitude on the Purchase Decision of Non-Alcoholic Beers With Purchase Interest as a Mediator Variable."

[36] Ezlika M. Ghazali et al., "Restaurant Choice and Religious Obligation in the Absence of Halal Logo: A Serial Mediation Model," *International Journal of Hospitality Management* 101 (2022), https://doi.org/10.1016/j.ijhm.2021.103109.

[37] Xiaohui Wang et al., "CRISPR/Cas12a-Mediated Enzymatic Recombinase Amplification for Rapid Visual Quantitative Authentication of Halal Food," *Analytica Chimica Acta* 1255 (2023), https://doi.org/10.1016/j.aca.2023.341144.

[38] Adi Prasetyo Tedjakusuma et al., "Intention to Purchase Halal Health Supplement Online: Lessons Learned from the Health Crisis," *Heliyon* 9, no. 9 (2023), https://doi.org/10.1016/j.heliyon.2023.e19840.

[39] Hakiye Aslan, "The Influence of Halal Awareness, Halal Certificate, Subjective Norms, Perceived Behavioral Control, Attitude and Trust on Purchase Intention of Culinary Products among Muslim Costumers in Turkey," *International Journal of Gastronomy and Food Science* 32 (2023), https://doi.org/10.1016/j.ijgfs.2023.100726.

[40] Hamzah Ali Al-shami and Shariman Abdullah, "Halal Food Industry Certification and Operation Challenges and Manufacturing Execution System Opportunities. A Review Study from Malaysia," *Materials Today: Proceedings* 80 (2023), https://doi.org/10.1016/j.matpr.2021.07.331.

© 2026 The Author(s). Published by LPPM, Universitas Islam Syarifuddin. This is an open access article under the CC BY 4.0 license

The relationship between Halal Brand and purchase intention

Halal brands play a very important role in influencing consumer purchase intention, especially among Muslim consumers. Products with a halal label not only indicate that the product meets sharia standards, but also create a sense of security and trust among consumers who make halalness one of the main factors in their purchasing decisions.[41] Research results[42,43,44,45,46] show that halal brands influence purchase intention, so it can be concluded H5: halal brands have a positive influence on purchase intention.

The relationship between the FCC and Purchase Intention through the Halal Brand

FCC has an important role in strengthening the relationship between halal brands and purchase intention. By using effective communication to emphasize the halalness of products and build a positive halal brand image, FCC not only increases consumer awareness of the product but also strengthens their purchasing intentions. This shows that FCC, through the role of the halal brand, can significantly influence consumer purchasing decisions, especially in markets that pay great attention to halal aspects in the products they consume.[47,48]

[41] Islam et al., "Effects of Brand Awareness, Religious Belief, and Brand Trust on Purchase Intentions of Halal Products among Young Consumers."

[42] Slamet, Irwan Abdullah, and Nur Quma Laila, "The Contestation of the Meaning of Halal Tourism," *Heliyon* 8, no. 3 (2022), https://doi.org/10.1016/j.heliyon.2022.e09098.

[43] Zafran Khan et al., "Graph Neural Networks Based Framework to Analyze Social Media Platforms for Malicious User Detection," *Applied Soft Computing* 155 (2024), https://doi.org/10.1016/j.asoc.2024.111416.

[44] Wanxin Qiao, Zhijun Yan, and Xiaohan Wang, "When the Clock Chimes: The Impact of on-the-Hour Effects on User Anxiety Content Generation in Social Media Platforms," *Journal of Affective Disorders* 344 (2024), https://doi.org/10.1016/j.jad.2023.10.048.

[45] Daniele Baracchi et al., "Uncovering the Authorship: Linking Media Content to Social User Profiles," *Pattern Recognition Letters* 181 (2024), https://doi.org/10.1016/j.patrec.2024.03.008.

[46] Qianzhou Du et al., "A Contest between Users and Marketers? The Economic Value of Social Media Content for Adverse Events," *Information Processing and Management* 60, no. 6 (2023), https://doi.org/10.1016/j.ipm.2023.103496.

[47] Sa'adah and Mardhotillah, "Effect of Brand Ambassador, Brand Image, Brand Trust and E- WOM on Purchase Intention for Halal Skincare Product. (Study on Avoskin Skincare in Surabaya)."

[48] Firdhaus et al., "The Customer Purchasing Situation Outcomes of Celebrity Endorsement and Brand Awareness Activities."

 © 2026 The Author(s). Published by LPPM, Universitas Islam Syarifuddin. This is an open access article under the CC BY 4.0 license

Research results[49,50,51,52,53] show that Firm-create communication influences purchase intention through halal brands, so it can be concluded H6: Firm-create communication has a positive effect on purchase intention through halal brands.

The relationship between UGC and purchase intention through the Halal Brand

UGC functions as a factor that strengthens the influence of halal brands on purchase intention. By increasing consumer trust, creating social proof, and influencing purchasing decisions through real user experiences, UGC plays an important role in encouraging consumers to purchase halal products. Positive experiences shared by other consumers can strengthen the positive image of a halal brand and make the product more attractive to potential buyers, which ultimately increases their intention to purchase.[54] Research results[55,56,57,58] show that User-generated communication influences purchase intention through halal brands, so it can be concluded H7: User-generated Communication has a positive effect on purchase intention through halal brands.

METHODS

This study uses a quantitative research methodology to determine the effect of firm-created and user-generated communication on purchase intention, using halal brands as an intervening variable. By systematically collecting data with research equipment and utilizing statistical or quantitative analysis to assess

---

[49] Marissa J Smith and Shona Hilton, "Adolescents' Views on User-Generated Content and Influencer Marketing of e-Cigarettes on Social Media: A Focus Group Study," *The Lancet* 400 (2022), https://doi.org/10.1016/s0140-6736(22)02287-5.

[50] Elina Koivisto and Pekka Mattila, "Extending the Luxury Experience to Social Media – User-Generated Content Co-Creation in a Branded Event," *Journal of Business Research* 117 (2020), https://doi.org/10.1016/j.jbusres.2018.10.030.

[51] Divya Bajpai et al., "User-Generated Social Media Content in Knowledge Dissemination," *Kidney International*, 2022, https://doi.org/10.1016/j.kint.2022.09.019.

[52] Georgia Bateman, Hassan Abdel Haleem, and Arnab Majumdar, "Is User-Generated Social Media Content Useful for Informing Planning and Management of Emergency Events? – An Investigation of an Active Shooting Event in a U.S. Airport," *Case Studies on Transport Policy* 9, no. 3 (2021), https://doi.org/10.1016/j.cstp.2021.05.003.

[53] Zhaoguang Xu, Yanzhong Dang, and Qianwen Wang, "Potential Buyer Identification and Purchase Likelihood Quantification by Mining User-Generated Content on Social Media," *Expert Systems with Applications* 187 (2022), https://doi.org/10.1016/j.eswa.2021.115899.

[54] Kharismatyawati and Janfry Sihite, "The Influence of Brand Image, Brand Awareness and Consumer Attitude on the Purchase Decision of Non-Alcoholic Beers With Purchase Interest as a Mediator Variable."

[55] Fatima Azzam, Mohammed Kayed, and Abdelmgied Ali, "A Model for Generating a User Dynamic Profile on Social Media," *Journal of King Saud University - Computer and Information Sciences* 34, no. 10 (2022), https://doi.org/10.1016/j.jksuci.2022.08.036.

[56] Wei Zhuang et al., "What Makes User-Generated Content More Helpful on Social Media Platforms? Insights from Creator Interactivity Perspective," *Information Processing and Management* 60, no. 2 (2023), https://doi.org/10.1016/j.ipm.2022.103201.

[57] Xiao Fu, Xinyi Liu, and Zhiyong Li, "Catching Eyes of Social Media Wanderers: How Pictorial and Textual Cues in Visitor-Generated Content Shape Users' Cognitive-Affective Psychology," *Tourism Management* 100 (2024), https://doi.org/10.1016/j.tourman.2023.104815.

[58] Bin He et al., "Information and Communication Technology and Innovation Performance of Firms: Evidence from Chinese Listed State-Owned Enterprises," *International Review of Economics and Finance* 88 (2023), https://doi.org/10.1016/j.iref.2023.06.007.

© 2026 The Author(s). Published by LPPM, Universitas Islam Syarifuddin. This is an open access article under the CC BY 4.0 license

prior hypotheses, quantitative research investigates a certain population or group. To describe or illustrate the subject under study, descriptive research uses sample data that is gathered exactly as it is. Measuring the degree of correlation between two or more variables and illustrating the direction of the relationship between independent and dependent variables are the goals of causality research. In other words, causality research highlights problems with cause-and-effect relationships.[59]

The population of this study consists of consumers of halal products residing in East Java Province, Indonesia. East Java was selected as the research setting because it represents one of the provinces with the largest Muslim populations in Indonesia and has a highly active halal consumption market, making it relevant for examining halal purchase intention behavior.

This study employed a purposive sampling technique, a non-probability sampling method in which respondents were selected based on specific criteria relevant to the research objectives.[60] Purposive sampling was chosen because the study specifically targets individuals with prior experience and familiarity with halal products, as such respondents are considered more capable of evaluating firm-created communication, user-generated communication, halal brand perceptions, and purchase intentions in the halal product context.

To be included in the sample, respondents were required to meet the following criteria: (1) Have prior knowledge of halal products; and (2) Have purchased or consumed halal products at least five times during the previous six months.

The minimum sample size was determined using G*Power analysis, following the recommendation for Structural Equation Modeling (SEM)-PLS studies to ensure adequate statistical power. Using an effect size of 0.15, significance level of 0.05, statistical power of 0.95, and three predictors in the structural model, the minimum required sample size was calculated at 472 respondents.[61] To improve statistical robustness and account for incomplete responses, this study collected data from 500 eligible respondents.

[59] Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif Dan R&D* (Bandung: Alfabeta, 2021).

[60] Sugiyono.

[61] Hafiez Sofyani, "Penentuan Jumlah Sampel Pada Penelitian Akuntansi Dan Bisnis Berpendekatan Kuantitatif," *Reviu Akuntansi Dan Bisnis Indonesia* 7, no. 2 (2023): 311–19, https://doi.org/10.18196/rabin.v7i2.19031.

 © 2026 The Author(s). Published by LPPM, Universitas Islam Syarifuddin. This is an open access article under the CC BY 4.0 license

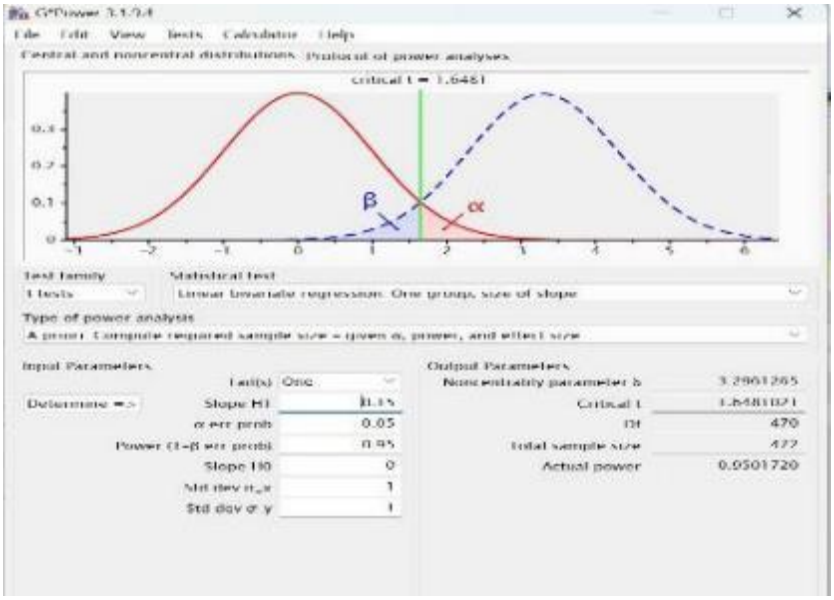

Figure 1. G*power sample calculation results.
Source: Data processed, 2025

Data were collected through structured questionnaires distributed online and offline to respondents meeting the sampling criteria. Prior to final analysis, all returned questionnaires were screened to ensure completeness and respondent eligibility. Only valid responses that fulfilled all inclusion criteria were retained for further analysis.

The use of purposive sampling is appropriate for this study because the research investigates halal purchase intention among experienced halal product consumers rather than the general population. Therefore, selecting respondents with relevant consumption experience enhances the validity and relevance of the findings.

Table 1. A Summary of the Operational Definitions

Variable	Operational Definition	Main Dimensions/Indicators	Source
Firm-create communication (X_1)	Firm-CreatedCommunication is a form of advertising that is completely created by the company and guided by its marketing strategy agenda	a. Social media communications from the company are satisfactory b. Social media communications from the company are as expected	62,63

[62] Azzam, Kayed, and Ali, "A Model for Generating a User Dynamic Profile on Social Media."

[63] Syed Abdul Rehman Khan, Adnan Ahmed Sheikh, and Zeeshan Ahmad, "Developing the Interconnection between Green Employee Behavior, Tax Avoidance, Green Capability, and Sustainable Performance of SMEs through Corporate Social Responsibility," *Journal of Cleaner Production* 419 (2023), https://doi.org/10.1016/j.jclepro.2023.138236.

© 2026 The Author(s). Published by LPPM, Universitas Islam Syarifuddin. This is an open access article under the CC BY 4.0 license

		c. Social media communication from companies to brands d. Social media communication from the company is better when compared to other brands	
User-generated communication (X_2)	User-generated content within general content, reflecting a creative effort	a. Social media communication by other users is satisfactory. b. Social media communications by other users meet expectations. c. Social media communications by other users. d. Social media communication by other users is better when compared.	64,65
Halal Brand (Z)	A halal brand is a brand whose name and products follow the provisions of Islamic law	a. The brand name must comply with the provisions of Islamic law, namely the Quran and Hadith. b. Halal logos must meet the indicators of a halal label, such as images and writing that can be read. c. Halal certification is a guarantee that the product meets halal standards recognized by the competent authorities.	66,67

[64] Bajpai et al., "User-Generated Social Media Content in Knowledge Dissemination."

[65] Du et al., "A Contest between Users and Marketers? The Economic Value of Social Media Content for Adverse Events."

[66] Bateman, Abdel Haleem, and Majumdar, "Is User-Generated Social Media Content Useful for Informing Planning and Management of Emergency Events? – An Investigation of an Active Shooting Event in a U.S. Airport."

[67] Abdel-Khalek, "Religiosity, Happiness, Health, and Psychopathology in a Probability Sample of Muslim Adolescents."

 © 2026 The Author(s). Published by LPPM, Universitas Islam Syarifuddin. This is an open access article under the CC BY 4.0 license

Purchase intention (Y)	Purchase intention is a consumer's propensity to express interest in a product, service, or brand and then take action linked to it through different stages and levels of potential until they are able to purchase it	a. Brand association: Brand associations or things that are always associated with a brand. b. Brand favorability: Positive attitude towards a brand Brand strengths.	[68,69]

Source: Data processed, 2025

Data Analysis Methods

Test Research Instruments

An estimate of the genuine correlation between two constructs, if both were precisely measured (i.e., 100% reliable), is provided by the heterotrait-monotrait (HTMT) technique. Disattenuated correlation is another name for this real correlation. Discriminant validity is absent when the disattenuated correlation between two constructs is near 1. A strong fit model is indicated by an RMS theta value greater than 0.12, whereas a lack of fit (marginal fit) is indicated by a value below 0.12.

Structural Equation Modelling (SEM)

Structural equation modeling, or SEM, is the data analysis method employed in this study. This project will use Smart PLS software to manage its data. One solution for resolving the drawbacks of the regression method is structural equation modeling, or SEM.[70,71]

Structural equation modeling is a multivariate data analysis method for investigating complex relationships between constructs and indicators. Two methods are frequently used by academics to estimate structural equation models: partial least squares SEM (PLS-SEM) and covariance-based SEM (CB-SEM). Even though CB-SEM is primarily used to support the theory, PLS is a causal-predictive approach to SEM that emphasizes predictions in estimate models, the structure of which is meant to provide causal explanations. Additionally, PLS-SEM can be used to validate measurement models.[72] The assumption of normalcy won't be an issue with (Partial Least Square) PLS since it employs a bootstrapping or random doubling approach. Additionally, there is no minimum sample size required for the use of (Partial Least Square) PLS;

[68] Smith and Hilton, "Adolescents' Views on User-Generated Content and Influencer Marketing of e-Cigarettes on Social Media: A Focus Group Study."

[69] Kotler, Keller, and Chernev, *Marketing Management*.

[70] Imam Ghozali, *Structural Equation Modeling Metode Alternatif Dengan Partial Least Square (PLS)*, 4th ed. (Semarang: Semarang: Universitas Diponegoro, 2014).

[71] J.J. Hox and T.M. Bechger, "An Introduction to Structural Equation Modeling," *Family Science Review* 11 (1998): 354–73.

[72] J.F. Hair et al., "An Introduction to Structural Equation Modeling. In: Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R," in *Classroom Companion: Business* (Cham, Switzerland: Springer, Cham, 2021), https://doi.org/10.1007/978-3-030-80519-7_1.

© 2026 The Author(s). Published by LPPM, Universitas Islam Syarifuddin. This is an open access article under the CC BY 4.0 license

studies with a small sample size can still employ this method. Since partial least squares are categorized as non-parametric, normal distribution data is not necessary for PLS modeling.[73]

According to Ghozali,[74] SEM is used for two main reasons. The first is because it can estimate the association between variables that have numerous relationships. The structural model (the relationship between dependent and independent conceptions) is where this relationship is generated. Second, the pattern of correlations between manifest variables (also known as indicator variables or manifest variables) and latent (unobserved) components can be described using SEM.

Hypothesis Testing

The probability value and t-statistic value in hypothesis testing demonstrate this. Using statistical measures to test the hypothesis, the t-statistic result for alpha 5% is 1.96. Therefore, when the t-statistic is greater than 1.96, the hypothesis is considered accepted (Ha) and rejected (H0). Using probability to reject or accept the hypothesis, Ha is accepted if the p-value is less than 0.05.[75]

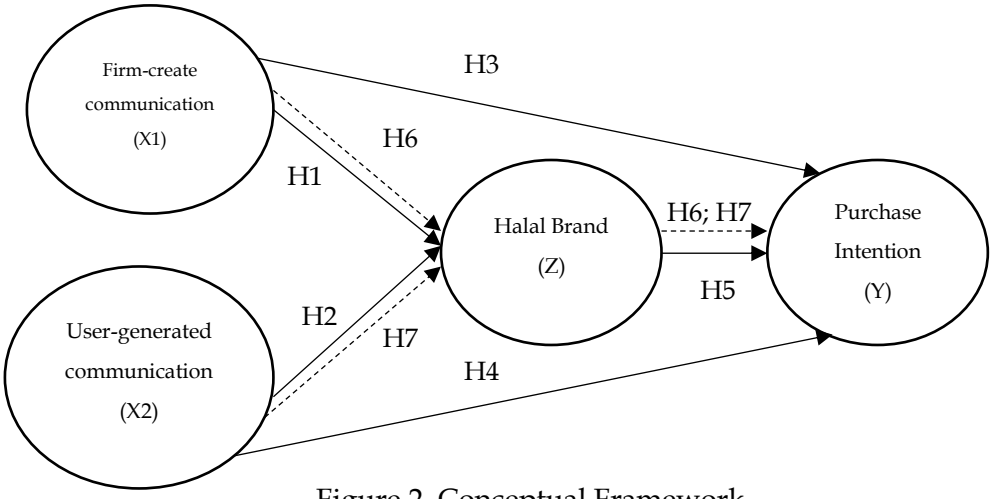

Figure 2. Conceptual Framework

RESULT AND DISCUSSION

Result

Based on G*power analysis, the minimum sample in this study was 472 respondents and in this study, the sample used was 500 respondents. Based on Table 2, the majority of respondents came from the young age group (21-30 years) and there were more men than women. Most of the respondents had a high school education. In terms of the use of halal products, the majority of respondents consumed halal products between 5 and 10 times in the last 6 months, indicating that halal products are quite widely consumed in this group of respondents.

[73] Ghozali, *Structural Equation Modeling Metode Alternatif Dengan Partial Least Square (PLS)*.
[74] Sudaryono, *Metode Penelitian*, 1st ed. (Depok: Raja Grafindo Persada, 2017).
[75] Ghozali, *Structural Equation Modeling Metode Alternatif Dengan Partial Least Square (PLS)*.

 © 2026 The Author(s). Published by LPPM, Universitas Islam Syarifuddin. This is an open access article under the CC BY 4.0 license

Table 2. Characteristics of Respondents

Category	Value	Percentage (%)
Age	21 – 30 years	49,2
	31 – 40 years	37,6
	41 – 50 years	13,2
Gender	Male	55,2
	Women	44,8
Last Education	Elementary School	6,8
	Middle School	11,4
	High School	81,8
	Undergraduate	37,6
Using halal products in the last 6 months	5 Times	20,6
	5-10 Times	48,7
	>10 Times	30,7
Total		**100%**

Source: Data processed, 2025

Table 3. Descriptive Statistics Results

Variable	N	Min	Max	Mean	Std.Dev
Firm-create communication (X1)	500	11	20	15,67	1,80
User-generated communication (X2)	500	11	20	15,69	1,84
Halal Brand (Z)	500	8	15	11,71	1,65
Purchase Intention (Y)	500	8	15	11,58	1,57

Source: Data processed, 2025

From the results of the descriptive statistics above, it can be concluded that overall, the average value of each variable (Firm-create Communication, User-generated Communication, Brand Halal, and Purchase Intention) is in the middle-value range, with a mean that is quite close between one variable and another. This shows that respondents tend to have relatively similar assessments of company-generated communications (FCC), user-generated communications (UGC), perceptions of halal brands, and their purchase intentions. In addition, the standard deviation is not too large, indicating that the variation in respondents' assessments of each variable is not too far from the average, which indicates consistency in the data collected.

Cross-loading values are used in the discriminant validity test. If an indicator's Heterotrait-Monotrait (HTMT) value for a variable is the highest when compared to other variables, it is said to have discriminant validity. The Heterotrait-Monotrait (HTMT) values for every research variable are as follows:

Table 4. Measurement Model Evaluation: Validity, Reliability, and Multicollinearity Results

Variable	X1	X2	Y	Z	CA	CR	VIF
X1	0.932				0.779	0.773	1.673
X2		0.942			0.791	0.719	1.755
Y			0.900		0.788	0.793	
Z				0.928	0.782	0.746	1.699
RMS theta	0.317						

Source: Data processed, 2025.

© 2026 The Author(s). Published by LPPM, Universitas Islam Syarifuddin. This is an open access article under the CC BY 4.0 license

Based on Table 4, it can be concluded that all constructs in this study meet the required criteria for validity and reliability. The construct values for X1 (0.932), X2 (0.942), Y (0.900), and Z (0.928) indicate strong validity, as all values exceed the recommended threshold of 0.70, demonstrating that each construct adequately represents the variables being measured.

In terms of reliability, the Cronbach's Alpha (CA) and Composite Reliability (CR) values for all variables are above the acceptable threshold of 0.70, indicating that the measurement instruments possess good internal consistency and are reliable for assessing the research constructs.

Furthermore, the Variance Inflation Factor (VIF) values for the independent variables are below 5 (X1 = 1.673; X2 = 1.755; Z = 1.699), indicating that no multicollinearity issues exist among the predictor variables in the structural model.

However, the RMS theta value of 0.317 suggests that the measurement model has not achieved a good overall model fit based on the recommended cut-off value of below 0.12. This indicates a marginal model fit and suggests that although the constructs are valid and reliable, the overall measurement model may still require refinement.

Overall, the measurement model is considered acceptable for further structural analysis, with caution regarding the marginal fit indicated by the RMS theta value.

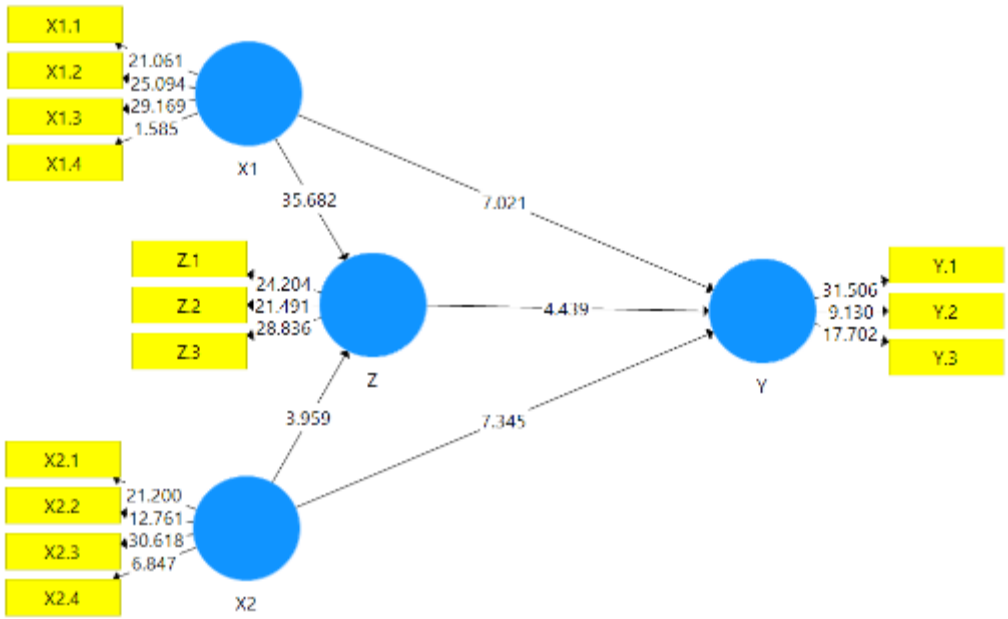

Figure 3. Test Result
Source: Data processed, 2025

 © 2026 The Author(s). Published by LPPM, Universitas Islam Syarifuddin. This is an open access article under the CC BY 4.0 license

Results of Testing the Influence Between Variables

Table 5. Influence Between Variables

Variable	Original Sample	P-value	Result
Firm-create communication –Halal Brand	0.799	0.000	Supported
User-generated communication –Halal Brand	0.130	0.000	Supported
Firm-create communication – Purchase Intention	0.420	0.000	Supported
User-generated communication – Purchase Intention	0.274	0.000	Supported
Halal Brand – Purchase Intention	0.257	0.000	Supported
Firm-create communication – Purchase Intention through Halal Brand	0.205	0.000	Supported
User-generated communication – Purchase Intention through Halal Brand	0.033	0.003	Supported

Source: Data processed, 2025.

Based on Table 5, all hypotheses in this study are supported, as all relationships between variables show positive and significant effects with p-values below 0.05. Firm-create communication and user-generated communication have direct positive effects on halal brand and purchase intention. In addition, halal brand positively affects purchase intention and mediates the effects of firm-create communication and user-generated communication on purchase intention. These findings indicate that both company-driven communication and consumer-generated communication play important roles in strengthening halal brand perception and increasing consumers' purchase intention toward halal products.

Discussion

The Influence of Firm-create Communication on Halal Brands

The findings indicate that firm-created communication has a positive and significant effect on halal brand perception. This suggests that official communication delivered by firms plays a crucial role in shaping consumers' perceptions of a brand's halal credibility. In the halal market context, firm-created communication extends beyond conventional promotional activities because it functions as a formal signal of Sharia compliance, transparency, and corporate commitment to halal values. When firms communicate halal certification, ingredient transparency, and production compliance effectively, consumers are more likely to perceive the brand as genuinely halal and trustworthy.

This finding supports the Theory of Planned Behavior (TPB), which posits that behavioral beliefs influence attitude formation and subsequent behavioral intention. Firm-created communication contributes to the formation of positive consumer beliefs regarding halal compliance, thereby strengthening favorable attitudes toward the halal brand. From the perspective of halal consumption behavior, Muslim consumers rely heavily on credible institutional signals to reduce uncertainty regarding product permissibility, making firm-controlled

© 2026 The Author(s). Published by LPPM, Universitas Islam Syarifuddin. This is an open access article under the CC BY 4.0 license

halal communication a critical trust-building mechanism.[76,77,78] This result is consistent with prior studies showing that halal-related corporate communication strengthens halal brand image and consumer trust.[79,80]

The Influence of User-Generated Communication on Halal Brands

User-generated communication also has a positive and significant effect on halal brand, although its coefficient is substantially smaller than firm-created communication. This finding indicates that while peer-generated information contributes to halal brand formation, consumers place greater reliance on formal corporate communication when assessing halal legitimacy.

From a TPB perspective, user-generated communication influences halal brand through the mechanism of subjective norms, where consumer perceptions are shaped by the experiences and evaluations of others within their social environment. In halal consumption behavior, recommendations and testimonials from fellow consumers provide communal reassurance and social validation regarding product halalness. However, because halal status involves formal religious compliance, consumers may still prioritize official certification and firm communication over informal peer reviews when evaluating halal authenticity.

This finding extends prior halal marketing literature by suggesting that although UGC enhances halal brand perception, its role is supplementary rather than dominant in halal-sensitive purchasing contexts. This aligns with[81,82,83,84,85] who found that electronic word-of-mouth strengthens halal brand image but is more effective when supported by credible institutional halal signals.

The Influence of Firm-create Communication on Purchase Intention

The results show that firm-created communication positively influences purchase intention. This finding suggests that effective halal-related corporate

---

[76] Putra, Riyanti, and Anggraeni, "The Effects of Halal Certification and Web Design on Purchase Intention Mediated by Brand Trust in E-Commerce of Halal Cosmetics Consumers in Bandung Raya."

[77] Rizq and Muslichah, "Intention to Buy Halal Cosmetics Based on Social Media Activities, Brand Equity, and e-WOM."

[78] Fachrozi, Mariana, and Riadi, "The Role of Halal Labeling as Moderating Brand Image, Product Quality, and Price on the Purchase Intention of Cosmetic Products."

[79] Zahrah, Muslichah, and Nazarie, "The Role of Electronic Word of Mouth on Halal Brand Image and Purchase Intention in Halal Cosmetics."

[80] Djakasaputra et al., "The Influence of Halal Certification, Halal Awareness, and Brand Image on Interest in Buying Halal Food Products: An Empirical Study of Consumers in Indonesia."

[81] Nuryakin, Md Saad, and Maulani, "Purchase Intention Behavior of Halal Cosmetics. Comparing Study between Indonesia and Malaysia Millennial Generation."

[82] Hidayati and Sunaryo, "The Role of Halal Label to Increase the Effect of Attitude Toward Halal Product on Brand Image and Purchase Intention."

[83] Pratama, Hamidi, and Cahyono, "The Effect of Halal Brand Awareness on Purchase Intention in Indonesia: The Mediating Role of Attitude."

[84] Akhtar et al., "Conflicting Halal Attributes at Halal Restaurants and Consumers' Responses: The Moderating Role of Religiosity."

[85] Jia and Chaozhi, "Turning Impediment into Attraction: A Supplier Perspective on Halal Food in Non-Islamic Destinations."

 © 2026 The Author(s). Published by LPPM, Universitas Islam Syarifuddin. This is an open access article under the CC BY 4.0 license

communication directly encourages consumers to consider purchasing halal products. Communication that emphasizes halal certification, ethical sourcing, and Sharia-compliant production can reduce consumers perceived religious risk and strengthen confidence in the purchasing decision.

This finding is consistent with TPB, which argues that behavioral intention is influenced by favorable attitudes toward a behavior. By providing credible halal-related information, firms help shape positive attitudes toward the product and enhance consumers' confidence in its permissibility. Within halal consumption theory, purchase decisions are driven not only by economic utility but also by compliance with Islamic ethical principles, where transparent halal communication reduces moral and spiritual uncertainty in consumption decisions.[86]

The relatively strong coefficient of FCC indicates that in halal markets, formal communication from firms remains one of the most influential determinants of purchase intention. This suggests that halal consumers treat official communication as an important informational and ethical signal in their consumption decisions. Research results[87,88,89,90,91] show that Firm-create communication influences Purchase Intention.

The Influence of User-Generated Communication on Purchase Intention

User-generated communication positively affects purchase intention, indicating that consumer-created reviews, testimonials, and social media discussions significantly shape halal purchasing decisions. This confirms that consumers are influenced by peer experiences when evaluating halal products, particularly in digital environments where social proof is readily accessible.

Within TPB, this relationship reflects the role of subjective norms, whereby consumers' intentions are influenced by perceived social approval and peer recommendations. In halal consumption contexts, UGC functions as informal social validation that reassures consumers regarding product quality, satisfaction, and halal reliability.

However, compared with firm-created communication, the effect of UGC is weaker, suggesting that while peer-generated information matters, consumers may not rely solely on peer testimonials when making halal-related decisions. This indicates that halal purchase intention is not shaped purely by social influence but also by institutional trust and religious assurance mechanisms. This

[86] Islam et al., "Effects of Brand Awareness, Religious Belief, and Brand Trust on Purchase Intentions of Halal Products among Young Consumers."

[87] Vasist and Krishnan, "Country Branding in Post-Truth Era: A Configural Narrative."

[88] Ainin et al., "Sentiment Analyses of Multilingual Tweets on Halal Tourism."

[89] Uddin et al., "Halal and Kosher Gelatin: Applications as Well as Detection Approaches with Challenges and Prospects."

[90] Denyingyhot et al., "A New Tool for Quality Control to Monitor Contamination of Six Non-Halal Meats in Food Industry by Multiplex High-Resolution Melting Analysis (HRMA)."

[91] Amir et al., "Comparative Database Search Engine Analysis on Massive Tandem Mass Spectra of Pork-Based Food Products for Halal Proteomics."

© 2026 The Author(s). Published by LPPM, Universitas Islam Syarifuddin. This is an open access article under the CC BY 4.0 license

finding supports[92,93,94,95,96] who argue that Muslim consumers combine peer influence with formal halal verification when making purchasing decisions.

The Influence of the Halal Brand on Purchase Intention

The findings confirm that halal brand positively affects purchase intention, demonstrating that halal branding significantly enhances consumers' willingness to purchase halal products. This suggests that consumers perceive halal brands not merely as marketing identifiers but as symbols of religious legitimacy, ethical compliance, and trustworthy product quality.

From TPB perspective, halal brand strengthens attitude toward behavior by creating favorable evaluations of halal products and increasing consumers' perceived confidence in purchasing them. In halal consumption behavior, halal brands serve as trust-based heuristics that simplify decision-making by signaling compliance with Islamic dietary and ethical principles.

This finding reinforces the argument that halal branding functions as a religious trust mechanism rather than solely a branding strategy. It also supports prior research showing that halal brand image significantly influences Muslim consumer purchase intention.[97,98,99,100,101]

The Influence of Firm-create Communication on Purchase Intention through the Halal Brand

The findings of the study demonstrate that the Halal brand's purchase intention is positively impacted by firm-created communication. The FCC gives consumers in East Java clear information on halal products, which is crucial. Products that are marketed as halal must be able to persuade customers that they adhere to stringent Sharia regulations. With clear communication from the company regarding the halal certification process, ingredients used, and production procedures, consumers will feel more confident about the quality and halalness of the product. The halal brand formed from effective communication

---

[92] Ghazali et al., "Restaurant Choice and Religious Obligation in the Absence of Halal Logo: A Serial Mediation Model."

[93] Wang et al., "CRISPR/Cas12a-Mediated Enzymatic Recombinase Amplification for Rapid Visual Quantitative Authentication of Halal Food."

[94] Tedjakusuma et al., "Intention to Purchase Halal Health Supplement Online: Lessons Learned from the Health Crisis."

[95] Aslan, "The Influence of Halal Awareness, Halal Certificate, Subjective Norms, Perceived Behavioral Control, Attitude and Trust on Purchase Intention of Culinary Products among Muslim Costumers in Turkey."

[96] Al-shami and Abdullah, "Halal Food Industry Certification and Operation Challenges and Manufacturing Execution System Opportunities. A Review Study from Malaysia."

[97] Slamet, Abdullah, and Laila, "The Contestation of the Meaning of Halal Tourism."

[98] Khan et al., "Graph Neural Networks Based Framework to Analyze Social Media Platforms for Malicious User Detection."

[99] Qiao, Yan, and Wang, "When the Clock Chimes: The Impact of on-the-Hour Effects on User Anxiety Content Generation in Social Media Platforms."

[100] Baracchi et al., "Uncovering the Authorship: Linking Media Content to Social User Profiles."

[101] Du et al., "A Contest between Users and Marketers? The Economic Value of Social Media Content for Adverse Events."

 © 2026 The Author(s). Published by LPPM, Universitas Islam Syarifuddin. This is an open access article under the CC BY 4.0 license

will increase consumer trust and influence their purchasing intentions. The halal brand not only functions to introduce products but also to create a sense of security for consumers. FCC which leads to the creation of a strong halal brand will influence how consumers evaluate products and whether they will choose the product. When consumers see a halal brand as a symbol of quality, trust, and commitment to Sharia principles, they tend to be more confident in making purchasing decisions. Therefore, a good FCC can create a strong halal brand, which in turn increases purchase intention. The results of research studies[102,103,104,105,106] show that Firms create communication influences Purchase Intention through the Halal Brand.

The Influence of User-Generated Communication on Purchase Intention through Halal Brands

The findings of the study indicate that purchase intention through the Halal brand is positively impacted by user-generated communication. Consumer trust in halal brands is increased via UGC. Customers' trust in the caliber and halalness of halal items can be bolstered by positive feedback and experiences that other customers have shared about them. In East Java, where consumers pay great attention to halal aspects, testimonials from consumers who have tried halal products and are satisfied with their quality have the power to influence purchasing decisions. Consumers tend to feel safer and more confident buying products that have been proven by fellow consumers through UGC, which creates the perception that halal products are trustworthy and meet Sharia standards. Although UGC can increase trust in a product, it is more effective when associated with a strong halal brand. Halal brands that are well-known and respected can strengthen the influence of UGC on purchasing intentions. When consumers see that UGC is related to a halal brand whose quality has been tested, they will feel more confident in purchasing the product. In this case, the halal brand becomes a link that channels the positive influence of UGC into purchasing

[102] Smith and Hilton, "Adolescents' Views on User-Generated Content and Influencer Marketing of e-Cigarettes on Social Media: A Focus Group Study."

[103] Koivisto and Mattila, "Extending the Luxury Experience to Social Media – User-Generated Content Co-Creation in a Branded Event."

[104] Bajpai et al., "User-Generated Social Media Content in Knowledge Dissemination."

[105] Bateman, Abdel Haleem, and Majumdar, "Is User-Generated Social Media Content Useful for Informing Planning and Management of Emergency Events? – An Investigation of an Active Shooting Event in a U.S. Airport."

[106] Xu, Dang, and Wang, "Potential Buyer Identification and Purchase Likelihood Quantification by Mining User-Generated Content on Social Media."

© 2026 The Author(s). Published by LPPM, Universitas Islam Syarifuddin. This is an open access article under the CC BY 4.0 license

decisions. Research results[107,108,109,110] show that User-generated communication affects Purchase Intention through the Halal Brand.

CONCLUSION

This study aimed to examine the effects of firm-created communication and user-generated communication on purchase intention through halal brand among halal product consumers in East Java. The findings reveal that all hypotheses are supported, indicating that both firm-created communication and user-generated communication have positive and significant effects on halal brand and purchase intention. Furthermore, halal brand positively influences purchase intention and significantly mediates the effects of firm-created communication and user-generated communication on purchase intention.

These findings suggest that communication generated by both firms and consumers plays an important role in shaping halal brand perception and encouraging consumer purchase intention. However, firm-created communication exerts a stronger effect than user-generated communication, indicating that in halal product contexts, Muslim consumers continue to rely more heavily on official company communication when evaluating the halal credibility of products. Thus, halal brand functions as a religious trust mechanism that bridges marketing communication and consumer purchasing decisions.

Theoretically, this study extends the application of the Theory of Planned Behavior (TPB) in halal consumption contexts by positioning halal brand as a mechanism for forming attitudes and religious trust that influence purchase intention. The study also contributes to the halal consumption behavior literature by demonstrating that Muslim consumers' purchase intentions are shaped by the combined effects of institutional communication, social influence, and perceptions of Sharia compliance.

Practically, the findings imply that halal product firms should strengthen halal-related communication strategies by providing transparent information regarding halal certification, ingredients, and Sharia-compliant production processes. Firms should also encourage positive user-generated communication through testimonials, reviews, and consumer experiences on digital platforms to reinforce halal brand perception. Building a strong halal brand should be prioritized as a strategic tool to enhance consumer trust and increase purchase intention in halal markets.

This study has several limitations. First, the research was conducted only among halal product consumers in East Java, which may limit the

[107] Azzam, Kayed, and Ali, "A Model for Generating a User Dynamic Profile on Social Media."

[108] Zhuang et al., "What Makes User-Generated Content More Helpful on Social Media Platforms? Insights from Creator Interactivity Perspective."

[109] Fu, Liu, and Li, "Catching Eyes of Social Media Wanderers: How Pictorial and Textual Cues in Visitor-Generated Content Shape Users' Cognitive-Affective Psychology."

[110] He et al., "Information and Communication Technology and Innovation Performance of Firms: Evidence from Chinese Listed State-Owned Enterprises."

 © 2026 The Author(s). Published by LPPM, Universitas Islam Syarifuddin. This is an open access article under the CC BY 4.0 license

generalizability of the findings to other regions with different social, cultural, and religiosity characteristics. Second, the study employed a quantitative survey-based approach, making the results dependent on respondents' subjective perceptions. Third, the research model focused solely on communication variables and halal brand, without incorporating other potential determinants of purchase intention such as religiosity, halal awareness, perceived value, or trust.

Future studies are recommended to expand the geographical scope of the research to obtain a more representative understanding of halal consumer behavior across different regions or countries. Further research may also incorporate additional variables such as religiosity, halal awareness, brand trust, or perceived behavioral control to develop a more comprehensive model. In addition, future studies are encouraged to adopt mixed-method or qualitative approaches to explore more deeply the psychological and religious motivations underlying Muslim consumers' halal purchasing decisions.

Author's Contribution

Rusdiyanto: Contribute to formulating research ideas, collecting data, processing data, and interpreting data, writing original draft.
Budi Santoso: Contributing to writing systematics, research methods, analyzing interpretation results.
Riyanto Setiawan Suharsono: Contribute to writing review.
Nursaid, Zainudin bin Hassan: Contribute to the language proofread.

Acknowledgements

The author is grateful to those who helped in the completion of this article, especially during the data collection process and article review.

Declaration of Competing Interest

The author declares that there is no conflict of interest.

Ethical Approval

Ethical approval No patient-identifying parts in this paper were used or known to the authors. Therefore, no ethical approval was requested.

REFERENCES

Abdel-Khalek, Ahmed M. "Religiosity, Happiness, Health, and Psychopathology in a Probability Sample of Muslim Adolescents." *Mental Health, Religion & Culture* 10, no. 6 (2007): 571–583. https://doi.org/10.1080/13674670601034547.

Ainin, Sulaiman, Ali Feizollah, Nor Badrul Anuar, and Nor Aniza Abdullah. "Sentiment Analyses of Multilingual Tweets on Halal Tourism." *Tourism Management Perspectives* 34 (2020). https://doi.org/10.1016/j.tmp.2020.100658.

Aitken, Robert. "Advertising Effectiveness from a Consumer Perspective." *International Journal of Advertising* 27, no. 2 (2008): 279–297. https://doi.org/https://doi.org/10.1080/02650487.2008.11073055.

Ajzen, Icek. "The Theory of Planned Behavior." *Organizational Behavior and Human Decision Processes* 50, no. 2 (1991): 179–211. https://doi.org/10.1016/0749-5978(91)90020-T.

Akhtar, Naeem, Sun Jin, Tariq Hameed Alvi, and Umar Iqbal Siddiqi. "Conflicting Halal Attributes at Halal Restaurants and Consumers'

© 2026 The Author(s). Published by LPPM, Universitas Islam Syarifuddin. This is an open access article under the CC BY 4.0 license

Responses: The Moderating Role of Religiosity." *Journal of Hospitality and Tourism Management* 45 (2020). https://doi.org/10.1016/j.jhtm.2020.10.010.

Al-shami, Hamzah Ali, and Shariman Abdullah. "Halal Food Industry Certification and Operation Challenges and Manufacturing Execution System Opportunities. A Review Study from Malaysia." *Materials Today: Proceedings* 80 (2023). https://doi.org/10.1016/j.matpr.2021.07.331.

Amir, Siti Hajar, Mohd Hafis Yuswan, Wan Mohd Aizat, Muhammad Kamaruzaman Mansor, Mohd Nasir Mohd Desa, Yus Aniza Yusof, Lai Kok Song, and Shuhaimi Mustafa. "Comparative Database Search Engine Analysis on Massive Tandem Mass Spectra of Pork-Based Food Products for Halal Proteomics." *Journal of Proteomics* 241 (2021). https://doi.org/10.1016/j.jprot.2021.104240.

Aslan, Hakiye. "The Influence of Halal Awareness, Halal Certificate, Subjective Norms, Perceived Behavioral Control, Attitude and Trust on Purchase Intention of Culinary Products among Muslim Costumers in Turkey." *International Journal of Gastronomy and Food Science* 32 (2023). https://doi.org/10.1016/j.ijgfs.2023.100726.

Azzam, Fatima, Mohammed Kayed, and Abdelmgied Ali. "A Model for Generating a User Dynamic Profile on Social Media." *Journal of King Saud University - Computer and Information Sciences* 34, no. 10 (2022). https://doi.org/10.1016/j.jksuci.2022.08.036.

Bajpai, Divya, Jamie K. Willows, Joel M. Topf, and Swapnil Hiremath. "User-Generated Social Media Content in Knowledge Dissemination." *Kidney International*, 2022. https://doi.org/10.1016/j.kint.2022.09.019.

Baracchi, Daniele, Dasara Shullani, Massimo Iuliani, Damiano Giani, and Alessandro Piva. "Uncovering the Authorship: Linking Media Content to Social User Profiles." *Pattern Recognition Letters* 181 (2024). https://doi.org/10.1016/j.patrec.2024.03.008.

Bateman, Georgia, Hassan Abdel Haleem, and Arnab Majumdar. "Is User-Generated Social Media Content Useful for Informing Planning and Management of Emergency Events? – An Investigation of an Active Shooting Event in a U.S. Airport." *Case Studies on Transport Policy* 9, no. 3 (2021). https://doi.org/10.1016/j.cstp.2021.05.003.

Costello, J. P., and R. W. Reczek. "Providers Versus Platforms: Marketing Communications in the Sharing Economy." *Journal of Marketing* 84, no. 6 (2020): 22–38. https://doi.org/https://doi.org/10.1177/0022242920925038.

Denyingyhot, Anat, Chirapiphat Phraephaisarn, Mongkol Vesaratchavest, Winai Dahlan, and Suwimon Keeratipibul. "A New Tool for Quality Control to Monitor Contamination of Six Non-Halal Meats in Food Industry by Multiplex High-Resolution Melting Analysis (HRMA)." *NFS Journal* 25 (2021). https://doi.org/10.1016/j.nfs.2021.09.002.

Djakasaputra, Arifin, Juliana, Bunga Aditi, Fachrurazi, and Muhammad Aunurrochim Mas'ad. "The Influence of Halal Certification, Halal

 © 2026 The Author(s). Published by LPPM, Universitas Islam Syarifuddin. This is an open access article under the CC BY 4.0 license

Awareness, and Brand Image on Interest in Buying Halal Food Products: An Empirical Study of Consumers in Indonesia." *International Journal of Islamic Business and Economics (IJIBEC)* 7, no. 2 (2023). https://doi.org/10.28918/ijibec.v7i2.2003.

Du, Qianzhou, Christopher S. Kwaramba, Chenwei Li, G. Alan Wang, and Quinton Nottingham. "A Contest between Users and Marketers? The Economic Value of Social Media Content for Adverse Events." *Information Processing and Management* 60, no. 6 (2023). https://doi.org/10.1016/j.ipm.2023.103496.

Fachrozi, Fachrozi, Mariana Mariana, and Selamat Riadi. "The Role of Halal Labeling as Moderating Brand Image, Product Quality, and Price on the Purchase Intention of Cosmetic Products." *Jesya* 7, no. 1 (2023). https://doi.org/10.36778/jesya.v7i1.1453.

Fachrurazi, Sahat Aditua Fandhitya Silalahi, Hariyadi, and Achmad Muchaddam Fahham. "Building Halal Industry in Indonesia: The Role of Electronic Word of Mouth to Strengthen the Halal Brand Image." *Journal of Islamic Marketing* 14, no. 8 (2023). https://doi.org/10.1108/JIMA-09-2021-0289.

Firdhaus, Faidzin, Ganjar Ndaru Ikhtiagung, Costantein Imanuel Sarapil, and Igna Findy Vionika. "The Customer Purchasing Situation Outcomes of Celebrity Endorsement and Brand Awareness Activities." *JMKSP (Jurnal Manajemen, Kepemimpinan, Dan Supervisi Pendidikan)* 8, no. 2 (2023). https://doi.org/10.31851/jmksp.v8i2.11538.

Fu, Xiao, Xinyi Liu, and Zhiyong Li. "Catching Eyes of Social Media Wanderers: How Pictorial and Textual Cues in Visitor-Generated Content Shape Users' Cognitive-Affective Psychology." *Tourism Management* 100 (2024). https://doi.org/10.1016/j.tourman.2023.104815.

Ghazali, Ezlika M., Dilip S. Mutum, Muhammad Waqas, Bang Nguyen, and Nur Azureen Ahmad-Tarmizi. "Restaurant Choice and Religious Obligation in the Absence of Halal Logo: A Serial Mediation Model." *International Journal of Hospitality Management* 101 (2022). https://doi.org/10.1016/j.ijhm.2021.103109.

Ghozali, Imam. *Structural Equation Modeling Metode Alternatif Dengan Partial Least Square (PLS)*. 4th ed. Semarang: Semarang: Universitas Diponegoro, 2014.

Hair, J.F., G.T.M. Hult, C.M. Ringle, M. Sarstedt, N.P. Danks, and S. Ray. "An Introduction to Structural Equation Modeling. In: Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R." In *Classroom Companion: Business*. Cham, Switzerland: Springer, Cham, 2021. https://doi.org/10.1007/978-3-030-80519-7_1.

He, Bin, Haiyang Chen, Zheng Li, and Xizhen Zhou. "Information and Communication Technology and Innovation Performance of Firms: Evidence from Chinese Listed State-Owned Enterprises." *International Review of Economics and Finance* 88 (2023).

© 2026 The Author(s). Published by LPPM, Universitas Islam Syarifuddin. This is an open access article under the CC BY 4.0 license

https://doi.org/10.1016/j.iref.2023.06.007.

Hidayati, Nur, and Hadi Sunaryo. "The Role of Halal Label to Increase the Effect of Attitude Toward Halal Product on Brand Image and Purchase Intention." *IJEBD (International Journal of Entrepreneurship and Business Development)* 4, no. 5 (2021). https://doi.org/10.29138/ijebd.v4i5.1496.

Hox, J.J., and T.M. Bechger. "An Introduction to Structural Equation Modeling." *Family Science Review* 11 (1998): 354–73.

Ikatan Ahli Ekonomi Islam Indonesia (IAEI). "Posisi Indonesia Dalam State of The Global Islamic Economy (SGIE)." iaei.or.id, 2024. https://iaei.or.id/id/berita-dan-artikel/artikel/posisi-indonesia-dalam-sgie.

Indonesia Sharia Economic Festival (ISEF). "Makanan Halal Indonesia Peringkat Dua Dunia." isef.co.id, 2022. https://isef.co.id/cat-artikel/sgie-report-2022-makanan-halal-indonesia-peringkat-dua-dunia/.

Islam, K. M.Anwarul, A. M. Shahabuddin, Fandi Omeish, Abul Bashar Bhuiyan, and Serajul Islam. "Effects of Brand Awareness, Religious Belief, and Brand Trust on Purchase Intentions of Halal Products among Young Consumers." *Innovative Marketing* 19, no. 4 (2023). https://doi.org/10.21511/im.19(4).2023.20.

Jia, Xiong, and Zhang Chaozhi. "Turning Impediment into Attraction: A Supplier Perspective on Halal Food in Non-Islamic Destinations." *Journal of Destination Marketing and Management* 19 (2021). https://doi.org/10.1016/j.jdmm.2020.100517.

Khan, Syed Abdul Rehman, Adnan Ahmed Sheikh, and Zeeshan Ahmad. "Developing the Interconnection between Green Employee Behavior, Tax Avoidance, Green Capability, and Sustainable Performance of SMEs through Corporate Social Responsibility." *Journal of Cleaner Production* 419 (2023). https://doi.org/10.1016/j.jclepro.2023.138236.

Khan, Zafran, Zeeshan Khan, Byung Geun Lee, Hong Kook Kim, and Moongu Jeon. "Graph Neural Networks Based Framework to Analyze Social Media Platforms for Malicious User Detection." *Applied Soft Computing* 155 (2024). https://doi.org/10.1016/j.asoc.2024.111416.

Kharismatyawati, Widhi, and Janfry Sihite. "The Influence of Brand Image, Brand Awareness and Consumer Attitude on the Purchase Decision of Non-Alcoholic Beers With Purchase Interest as a Mediator Variable." *Dinasti International Journal of Digital Business Management* 4, no. 5 (2023). https://doi.org/10.31933/dijdbm.v4i5.2019.

Khasanah, Ana Uswatun, and Anas Hidayat. "The Influence of Beauty Influencers in Recommending Halal Cosmetics: Examining Their Impact on Engagement, Expected Value, and Purchase Intention." *Journal of Economics, Management and Trade* 29, no. 10 (2023). https://doi.org/10.9734/jemt/2023/v29i101140.

Koivisto, Elina, and Pekka Mattila. "Extending the Luxury Experience to Social

 © 2026 The Author(s). Published by LPPM, Universitas Islam Syarifuddin. This is an open access article under the CC BY 4.0 license

Media – User-Generated Content Co-Creation in a Branded Event." *Journal of Business Research* 117 (2020). https://doi.org/10.1016/j.jbusres.2018.10.030.

Kotler, P., K. L. Keller, and A. Chernev. *Marketing Management*. 16th ed. Pearson Education Limited, 2022. http://library.lol/main/B09B4B685D57113D64EA1BBD09AE394A.

Nuryakin, Mohd Shamsuri Md Saad, and Maghfira Rizky Maulani. "Purchase Intention Behavior of Halal Cosmetics. Comparing Study between Indonesia and Malaysia Millennial Generation." *Journal of Islamic Accounting and Business Research*, 2023. https://doi.org/10.1108/JIABR-06-2021-0177.

Pratama, Abdul Aziz Nugraha, M. Luthfi Hamidi, and Edi Cahyono. "The Effect of Halal Brand Awareness on Purchase Intention in Indonesia: The Mediating Role of Attitude." *Cogent Business and Management* 10, no. 1 (2023). https://doi.org/10.1080/23311975.2023.2168510.

Putra, Hariyadi Triwahyu, Desi Riyanti, and Dita Anggraeni. "The Effects of Halal Certification and Web Design on Purchase Intention Mediated by Brand Trust in E-Commerce of Halal Cosmetics Consumers in Bandung Raya." *Ilomata International Journal of Management* 4, no. 3 (2023). https://doi.org/10.52728/ijjm.v4i3.793.

Qiao, Wanxin, Zhijun Yan, and Xiaohan Wang. "When the Clock Chimes: The Impact of on-the-Hour Effects on User Anxiety Content Generation in Social Media Platforms." *Journal of Affective Disorders* 344 (2024). https://doi.org/10.1016/j.jad.2023.10.048.

Rizq, Syifa Rofifa Putri, and Istyakara Muslichah. "Intention to Buy Halal Cosmetics Based on Social Media Activities, Brand Equity, and e-WOM." *Jurnal Ekonomi Syariah Teori Dan Terapan* 10, no. 3 (2023). https://doi.org/10.20473/vol10iss20233pp249-261.

Sa'adah, Fatkhiyatus, and Rachma Rizqina Mardhotillah. "Effect of Brand Ambassador, Brand Image, Brand Trust and E- WOM on Purchase Intention for Halal Skincare Product. (Study on Avoskin Skincare in Surabaya)." *Journal of Halal Research, Policy, and Industry* 2, no. 2 (2023). https://doi.org/10.33086/jhrpi.v2i2.5450.

Slamet, Irwan Abdullah, and Nur Quma Laila. "The Contestation of the Meaning of Halal Tourism." *Heliyon* 8, no. 3 (2022). https://doi.org/10.1016/j.heliyon.2022.e09098.

Smith, Marissa J, and Shona Hilton. "Adolescents' Views on User-Generated Content and Influencer Marketing of e-Cigarettes on Social Media: A Focus Group Study." *The Lancet* 400 (2022). https://doi.org/10.1016/s0140-6736(22)02287-5.

Sofyani, Hafiez. "Penentuan Jumlah Sampel Pada Penelitian Akuntansi Dan Bisnis Berpendekatan Kuantitatif." *Reviu Akuntansi Dan Bisnis Indonesia* 7, no. 2 (2023): 311–19. https://doi.org/10.18196/rabin.v7i2.19031.

Sudaryono. *Metode Penelitian*. 1st ed. Depok: Raja Grafindo Persada, 2017.

© 2026 The Author(s). Published by LPPM, Universitas Islam Syarifuddin. This is an open access article under the CC BY 4.0 license

Sugiyono. *Metode Penelitian Kuantitatif, Kualitatif Dan R&D*. Bandung: Alfabeta, 2021.

Tedjakusuma, Adi Prasetyo, Hui Nee Au Yong, Erna Andajani, and Zam Zuriyati Mohamad. "Intention to Purchase Halal Health Supplement Online: Lessons Learned from the Health Crisis." *Heliyon* 9, no. 9 (2023). https://doi.org/10.1016/j.heliyon.2023.e19840.

Uddin, Syed Muhammad Kamal, M. A.Motalib Hossain, Suresh Sagadevan, Md Al Amin, and Mohd Rafie Johan. "Halal and Kosher Gelatin: Applications as Well as Detection Approaches with Challenges and Prospects." *Food Bioscience*, 2021. https://doi.org/10.1016/j.fbio.2021.101422.

Vasist, Pramukh Nanjundaswamy, and Satish Krishnan. "Country Branding in Post-Truth Era: A Configural Narrative." *Journal of Destination Marketing and Management* 32 (2024). https://doi.org/10.1016/j.jdmm.2024.100854.

Wang, Xiaohui, Wenyu Jin, Yao Yang, Huizi Ma, Honghong Liu, Jiawen Lei, Yuhua Wu, and Li Zhang. "CRISPR/Cas12a-Mediated Enzymatic Recombinase Amplification for Rapid Visual Quantitative Authentication of Halal Food." *Analytica Chimica Acta* 1255 (2023). https://doi.org/10.1016/j.aca.2023.341144.

Xu, Zhaoguang, Yanzhong Dang, and Qianwen Wang. "Potential Buyer Identification and Purchase Likelihood Quantification by Mining User-Generated Content on Social Media." *Expert Systems with Applications* 187 (2022). https://doi.org/10.1016/j.eswa.2021.115899.

Zahrah, Wulandini Az, Istyakara Muslichah, and Wan Nur Fazni Wan Mohamad Nazarie. "The Role of Electronic Word of Mouth on Halal Brand Image and Purchase Intention in Halal Cosmetics." *Asian Journal of Islamic Management (AJIM)*, 2023. https://doi.org/10.20885/ajim.vol5.iss2.art1.

Zaki, Hafizah Omar, Yusniza Kamarulzaman, and Mozard Mohtar. "Cognition and Emotion: Exploration on Consumers Response to Advertisement and Brand (Kognisi Dan Emosi: Penerokaan Tindak Balas Pengguna Terhadap Pengiklanan Dan Jenama)." *Jurnal Pengurusan* 63 (2021): 1–14. https://doi.org/10.17576/pengurusan-2021-63-05.

Zhuang, Wei, Qingfeng Zeng, Yu Zhang, Chunmei Liu, and Weiguo Fan. "What Makes User-Generated Content More Helpful on Social Media Platforms? Insights from Creator Interactivity Perspective." *Information Processing and Management* 60, no. 2 (2023). https://doi.org/10.1016/j.ipm.2022.103201.

 © 2026 The Author(s). Published by LPPM, Universitas Islam Syarifuddin. This is an open access article under the CC BY 4.0 license