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Understanding Consumers' Shopping Intention toward Halal Minimarkets through an Extended Theory of Planned Behavior

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ABSTRACT

This study aims to analyze the factors influencing purchase intention in halal minimarkets within the framework of sustainable consumption. The variables examined include attitude toward behaviour, subjective norm, perceived behavioural control, product quality, and brand image as independent variables, and intention as the dependent variable. This study employs a quantitative approach using primary data collected from 200 respondents selected through purposive sampling. Data were analyzed using Structural Equation Modeling (SEM) with the Partial Least Square (PLS) approach via SmartPLS software.The results demonstrate that subjective norm and brand image have a positive and significant effect on intention. Meanwhile, attitude toward behaviour, perceived behavioural control, and product quality do not have a significant effect. The R-square value of 0.486 indicates that the independent variables explain 48.6% of the variance in intention, which is categorized as moderate. These findings suggest that social influence and brand perception play a more dominant role in shaping consumer intention compared to individual attitudes and product quality considerations.

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1. INTRODUCTION

Indonesia is a country with a Muslim-majority population, accounting for 87.18 percent of the total population adhering to Islam (Badan Pusat Statistik, 2025). Consequently, the demand for halal products is considerably high (Nur Azizah et al., 2025). As the country with the largest Muslim population in the world, the need for food that is guaranteed to be halal is essential for Muslim communities. Halal food has become a growing trend in the development of the global food and beverage industry, including in Indonesia (Dinar Standard, 2025). The growth of the global halal industry has shown significant development in recent years. Data from the communication department of Bank Indonesia indicated that the growth rate increased from 7.5% in 2015 to more than 8% in 2016. This condition is expected to continue increasing in subsequent years (Bank Indonesia, 2018).

Halal products refer to goods that are produced and distributed in accordance with Islamic principles, ensuring that they contain no prohibited elements in both their ingredients and non-material aspects (Firdaus et al., 2022). According to Islam (2021), the source (object) for the food becomes haram due to the kinds of foods that are haram, such as alcohol, pork, and so forth, including foods obtained from derivatives of those (such as alcohol, gelatin, etc.), and this is haram as the process used to acquire it has the characteristic of obtaining it.

The development of the retail business sector has also intensified competition. The increasing number of players in the retail industry has created a highly competitive market environment (Leone et al., 2020). Large retailers, particularly foreign companies, have aggressively expanded their businesses in Indonesia. As a result, the rapid emergence of modern retail stores has made it difficult for small and traditional retailers to compete in capturing market share (Ratnasari et al., 2021). Consequently, market dominance has increasingly shifted toward modern retail outlets, many of which are dominated by foreign entities. Modern markets have become highly preferred by consumers (Qadariyah et al., 2025). Most Indonesian consumers choose to shop in modern retail stores for their daily needs. However, these modern retail markets generally operate under conventional economic systems. Recently, public awareness of the importance of a sharia-based economic system has increased, leading many consumers to shift from conventional systems to sharia-based alternatives (Timur et al., 2025). The rapid growth of minimarket retail businesses and the increasing number of stores operating in the same sector require companies to understand consumer behavior and potential customers more thoroughly (Lavoye & Kumar, 2025). Anwar et al., (2024) states that the responsibility of entrepreneurs extends beyond the initial purchase stage. After consumers purchase a product or service, companies expect them to continue consuming or using the product. INT refers to the intention that emerges after consumers complete a purchase (Abhari et al., 2022). According to Heidarzadeh, (2019), INT reflects consumers' willingness to reuse services they have previously experienced. This intention arises because consumers tend to feel satisfied with the products or services they have purchased and are more likely to express positive opinions about them (Kotler and Keller, 2016)

According to Ajzen (1991), the Theory of Planned Behavior (TPB) explains that human behavior is guided by three types of beliefs. These include: (a) behavioral beliefs, which relate to the perceived consequences of performing a behavior and are reflected in attitudes toward behavior; and (b) normative beliefs, which refer to individuals' perceptions of others' expectations and their motivation to comply with those expectations. The TPB serves as the main theoretical foundation of this study for understanding individual behavior. According to this theory, an individual's behavior is strongly influenced by their intention to perform a

particular behavior. In the TPB framework, attitude (ATB), subjective norms (SN), and perceived behavioral control (PBC) are considered important factors influencing behavioral intention. ATB and PBC represent internal factors influencing consumer purchasing intentions, while SN represent external social influences (Timur et al., 2025; Timur et al., 2024). In addition, halal labeling is also considered an important factor influencing consumer purchase intentions (PI). The presence of halal labels on products has become an essential requirement that can influence consumer purchasing decisions (Timur et al., 2023).

Before making a purchase, consumers generally pay attention to the brand image (BI) associated with a product. BI plays an important role in influencing consumers' decisions to buy and use a product (Septiarini et al., 2023). Brand image represents consumers' perceptions in the form of beliefs and trust toward a particular brand that has been embedded in their minds (Noor, 2025). In addition to brand image and product quality, consumers also consider halal certification before making purchasing decisions. Halal certification provides assurance for Muslim consumers that a product is safe to consume and complies with Islamic principles (Ridlwan et al., 2025; Sari et al. 2025).

Previous studies on halal product purchase intention have widely adopted the Theory of Planned Behavior approach, emphasizing factors such as ATB, SN, and PBC. However, most of these studies focus on halal products in general, such as halal food (Hanafiah & Hamdan, 2020; Vanany et al., 2020), and cosmetics (Ibeabuchi et al., 2024; Soliman et al., 2025). Research specifically examining consumer shopping intentions in sharia-based retail outlets, such as halal minimarkets, remains relatively limited. Furthermore, previous studies have tended to focus solely on psychological variables without incorporating marketing-related factors such as brand image and product quality. Therefore, this study aims to examine the TPB constructs, brand image, and product quality on consumers' shopping intentions in halal minimarkets.

Therefore, this study aims to examine the TPB constructs, brand image, and product quality on consumers' shopping intentions in halal minimarkets. To achieve this goal, the research questions of this study are formulated as follows:

1. Do attitude toward behavior, subjective norm, perceived behavioral control, brand image, and product quality influence consumers' shopping intention toward halal minimarkets?
2. Which factor has the most dominant influence on consumers' shopping intention?

Correspondingly, the purpose of this study is to empirically analyze the impact of extended TPB dimensions alongside brand image and product quality on consumer intention in the context of halal minimarket retail

2. LITERATURE REVIEW

2.1. The Development of Halal Industry in Indonesia

The global halal industry has become one of the fastest-growing consumer sectors in the world and contributes significantly to international trade and economic growth (Abbas et al., 2025; Abdullah, 2020; Azam & Abdullah, 2020; Yul Zamrudi & Il-Hyun, 2022). Indonesia, home to the world's largest Muslim population, plays a key role in this expanding market. The halal industry in Indonesia has grown from a narrow base that comprised mainly of foods and beverages to cover other diverse industries like medicine, cosmetic and beauty, tourism, and financial sectors (Hak, Susilawati, & Novriadi, 2024). The growth is attributed to the consumer

consciousness regarding halal products, whereby the certification of such products is seen as an indication of product quality and safety, among others.

Furthermore, technological advancement, changing consumer preferences, and increasing public awareness of halal products have created both opportunities and challenges for the development of Indonesia's halal industry (Dilla & Fathurohman, 2021; Fauziyah et al., 2020; Hidayatuloh & Qisthani, 2020; Lestari et al., 2023; Syamsurizal et al., 2020; Wulandari et al., 2023). To support this development, the Indonesian government has strengthened the halal regulatory framework through various initiatives, including the establishment of BPJPH (Badan Penyelenggara Jaminan Produk Halal) to oversee halal certification processes (Krisharyanto et al., 2019). The rapid development of the halal industry has also affected the retail sector, including halal minimarkets, which are receiving increasing attention from consumers. This phenomenon emphasizes the importance of understanding the factors that influence consumers' purchase intention toward halal-based retail services.

2.2 Theory of Planned Behavior (TPB)

According to Ajzen (1991), the Theory of Planned Behavior (TPB) extends the Theory of Reasoned Action (TRA) by incorporating PBC alongside ATB and SN to explain behavioral intention. TRA suggests that an individual's behavior is mainly determined by BI, which is formed through ATT and SN. In this theory, attitudes are believed to influence BI through a rational decision-making process. This process highlights three important points. First, behavior is influenced not only by general attitudes but also by attitudes toward specific objects. Second, behavior is shaped not only by attitudes but also by subjective norms, which reflect individuals' beliefs about the expectations of others. Third, ATB and SN together contribute to the formation of BI (Fishbein & Ajzen, 1975).

However, TRA assumes that when individuals form a BI, they are able to perform the behavior without constraints. In reality, behavior may be limited by factors such as time constraints, habitual actions, individual abilities, or organizational and environmental limitations (Ajzen, 1991). To address these limitations, Ajzen developed the TPB by adding PBC as an additional variable. The Theory of Planned Behavior proposed by Ajzen has been widely used to explain consumers' behavioral intentions. Nevertheless, several previous studies have extended the TPB model by incorporating additional variables to enhance its predictive ability. Therefore, this study expands the TPB framework by including brand image and product quality as additional factors that may influence consumers' shopping BI toward halal minimarkets.

2.3 Attitude Toward Behavior

According to Ajzen (1991), ATB refers to an individual's tendency to respond positively or negatively toward an object, person, institution, or event. Similarly, Timur et al. (2025) define ATB as a relatively stable evaluation, emotional feeling, and behavioral tendency toward an object or idea. Attitude may also be understood as a learned tendency to respond to an object in either a favorable or unfavorable way. Within the TPB framework, ATB reflects an individual's positive or negative evaluation of performing a particular behavior (Susilowati et al., 2023). Therefore, measuring ATB requires an understanding of individuals' behavioral beliefs and their evaluation of possible outcomes.

2.4. Subjective Norms

According to Ridlwan et al. (2025), SN describe an individual's perception of the expectations held by significant others regarding a particular behavior. While ATB originate from personal evaluations, SN arise from external social influences. Faza et al. (2022) explained that ATB and SN together contribute to the formation of an individual's BI. SN describe an individual's perception of the beliefs and expectations of others that may influence their decision to perform or avoid a particular behavior. In this context, social and organizational environments play an important role in shaping Muslim consumers' perceptions. When individuals feel that people around them support the consumption of halal products, they tend to develop stronger BI toward those products. Ilmi et al. (2024) describe SN as social factors that reflect perceived pressure to perform or avoid a particular behavior. According to Fishbein and Ajzen (2005), SN consist of two main components, namely normative beliefs and motivation to comply. Normative beliefs refer to an individual's perception of the expectations held by important or influential people regarding whether a behavior should be performed. Meanwhile, motivation to comply reflects the individual's willingness to follow those expectations. Therefore, SN can be interpreted as the interaction between perceived social pressure and the motivation to comply with the opinions of others.

2.5. Perceived Behavioral Control

PBC describes how individuals perceive their capability to carry out a particular behavior by considering past experiences and possible obstacles (Hanafiah & Hamdan, 2020). PBC consists of two components. The first component refers to the availability of resources needed to perform a behavior, such as time, money, and other supporting factors. The second component reflects an individual's confidence in their ability to carry out the behavior successfully (Hanafiah & Hamdan, 2020). Ajzen (1991) explains that PBC refers to an individual's perception of their ability to perform a certain behavior, including the level of ease or difficulty involved. It also reflects a person's perceived ability to control their actions. Consumers may feel capable of engaging in a behavior or may perceive limitations that prevent them from doing so (Yaumidin et al., 2025). The stronger the perceived ability of an individual to perform a behavior, the greater the likelihood that the individual will intend to perform that behavior. When consumers perceive that they possess sufficient resources to purchase halal products, their BI to buy such products tends to increase (Timur et al., 2025).

2.6. Brand Image

BI can be defined as the perception held by the public regarding a company and the products it offers (Ghosh et al., 2025). Within the framework of Islamic economics, a sharia-based minimarket refers to a retail business that applies Islamic values and principles in its operations (Rahman et al., 2023). The presence of halal labels has become one of the important considerations for Muslim consumers when choosing and consuming food, beverages, and other products. The concept of halal products is not limited to product composition but also includes aspects such as hygiene, cleanliness, product quality, and the overall benefits provided to consumers' health (Timur et al., 2025). Besides halal certification issued by authorized bodies such as the Indonesian Ulema Council (MUI), the distribution channel is also considered essential in maintaining the halal status of a product (Timur et al., 2025). A product is not only considered halal based on the presence of a halal logo on its packaging but also on the integrity of the distribution process from production to consumption. A strong brand image can attract consumers' interest in purchasing a product.

A positive BI creates favorable perceptions in consumers' minds regarding the product (Septiarini et al., 2023). For companies operating in predominantly Muslim markets such as Indonesia, establishing a BI that aligns with Islamic values is essential in building consumer trust (Al-Banna & Jannah, 2023)

2.7. Product Quality

PQ refers to the overall characteristics and features of goods or services that determine their ability to satisfy stated or implied consumer needs (Nurillah et al., 2022). Several fundamental factors known as the "9M" are considered important in determining product quality, including Market, Money, Management, Men (human resources), Motivation, Materials, Machines and mechanization, Modern information methods, and Mounting product requirements (Hasim et al., 2025). A product refers to any item or offering that can be introduced to the market to meet consumer needs and desires, including goods, services, individuals, places, properties, information, and ideas (Kotler and Keller, 2016). Marketers need to understand the different levels of product value provided to consumers, including the core value, the actual product, and the augmented product (Susilowati et al., 2025). Earlier research indicates that product quality is an important factor affecting consumers' intention to purchase a product. Hati et al., (2025), found that factors influencing product quality have a significant impact on consumer purchase intention. Furthermore, research conducted by Chong et al., (2022), found that PQ significantly influences consumers' interest in halal products.

2.7. Purchase Intention

INT can be used as an indicator to predict future consumer behavior. By identifying INT, companies can estimate whether consumers are likely to make actual purchasing decisions Timur et al., (2023). Kotler and Keller (2016) identified five stages of the purchase decision process: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. The process begins with the recognition of a need or desire and continues through several decision-making stages before the final purchase is made (Timur et al., 2023). Purchase intention can be defined as a consumer's cognitive tendency or willingness to purchase a specific product or brand (Timur & Sari, 2023). It can be measured by asking sconsumers about the likelihood that they will purchase a specific product in the future.

3. METHOD

This study uses primary data collected directly to achieve the research objectives. A non-probability sampling method with a purposive sampling technique was applied, in which respondents were selected based on predetermined criteria (Sekaran & Bougie, 2016). These criteria include individuals who have experience shopping at halal minimarkets. A total of 200 respondents participated in this study. This study applied a cross-sectional research design in which data on both independent and dependent variables were collected at the same time. Based on the data analysis of respondent characteristics, the majority of participants are female (81%) and fall within the 17–21 age range (61%). Geographically, respondents predominantly reside in Kota Surabaya, followed by Kabupaten Gresik and Kabupaten Sidoarjo. These findings indicate that the study is dominated by young individuals, particularly within the student age group, and is concentrated in urban centers and their surrounding

regions. Based on the theoretical framework and literature review, the hypotheses of this study are formulated as follows:

H1: Attitude toward behavior has a positive and significant effect on consumers' shopping intention toward halal minimarkets.

H2: Subjective norm has a positive and significant effect on consumers' shopping intention toward halal minimarkets.

H3: Perceived behavioral control has a positive and significant effect on consumers' shopping intention toward halal minimarkets.

H4: Brand image has a positive and significant effect on consumers' shopping intention toward halal minimarkets.

H5: Product quality has a positive and significant effect on consumers' shopping intention toward halal minimarkets.

4. RESULTS

To examine the relationships among variables, this study uses the Structural Equation Modeling (SEM) approach. The analysis was carried out using SmartPLS software, which applies the Partial Least Squares (PLS) method as an alternative technique for SEM estimation. In this approach, sample size is considered an important factor in the estimation and interpretation of the research findings. According to Hair et al. (2010), the results of statistical tests are highly sensitive to the sample size. Furthermore, Sekaran (2003) states that an appropriate sample size in most research ranges from 30 to 500 respondents. In this study, the researcher distributed questionnaires as the research instrument and obtained a total of 200 respondents, which is considered adequate to represent the population and to conduct SEM-PLS analysis. Table 1 presents the demographic characteristics of the respondents.

Table 1. Respondent Characteristics

Gender	Female	162	81.0%
	Male	38	19.0%
	Total	200	100%
Age	17 – 21 Years	122	61.0%
	22 – 26 Years	78	39.0%
	Total	200	100%
Domicile	Kota Surabaya	64	32.0%
	Kabupaten Gresik	20	10.0%
	Kabupaten Sidoarjo	17	8.5%
	Others	99	49.5%
	Total	200	100%

This study involved a total of 200 respondents, who were predominantly female, aged 17–21 years, and mostly residing in Kota Surabaya, Kabupaten Gresik, and Kabupaten Sidoarjo. Based on gender characteristics, the majority of respondents were female, totaling 162 people (81%), while male respondents amounted to 38 people (19%). This indicates that

the respondents in this study were predominantly female. In terms of age, most respondents were in the range of 17–21 years, totaling 122 people (61%), followed by respondents aged 22–26 years with 78 people (39%). This shows that the study is dominated by young individuals, particularly those within the student age group. Viewed from the area of residence, the highest number of respondents came from Kota Surabaya with 64 people (32%), followed by Kabupaten Gresik with 20 people (10%) and Kabupaten Sidoarjo with 17 people (8.5%). This distribution indicates that most respondents are concentrated in urban and surrounding areas of Surabaya. Overall, this respondent profile shows that the study is dominated by young female respondents from urban areas, particularly Surabaya and its surrounding regions. The data in this study were analyzed by using Structural Equation Model (SEM) with Smart-PLS statistical software, and the structural relationship model can be observed in Figure 1.

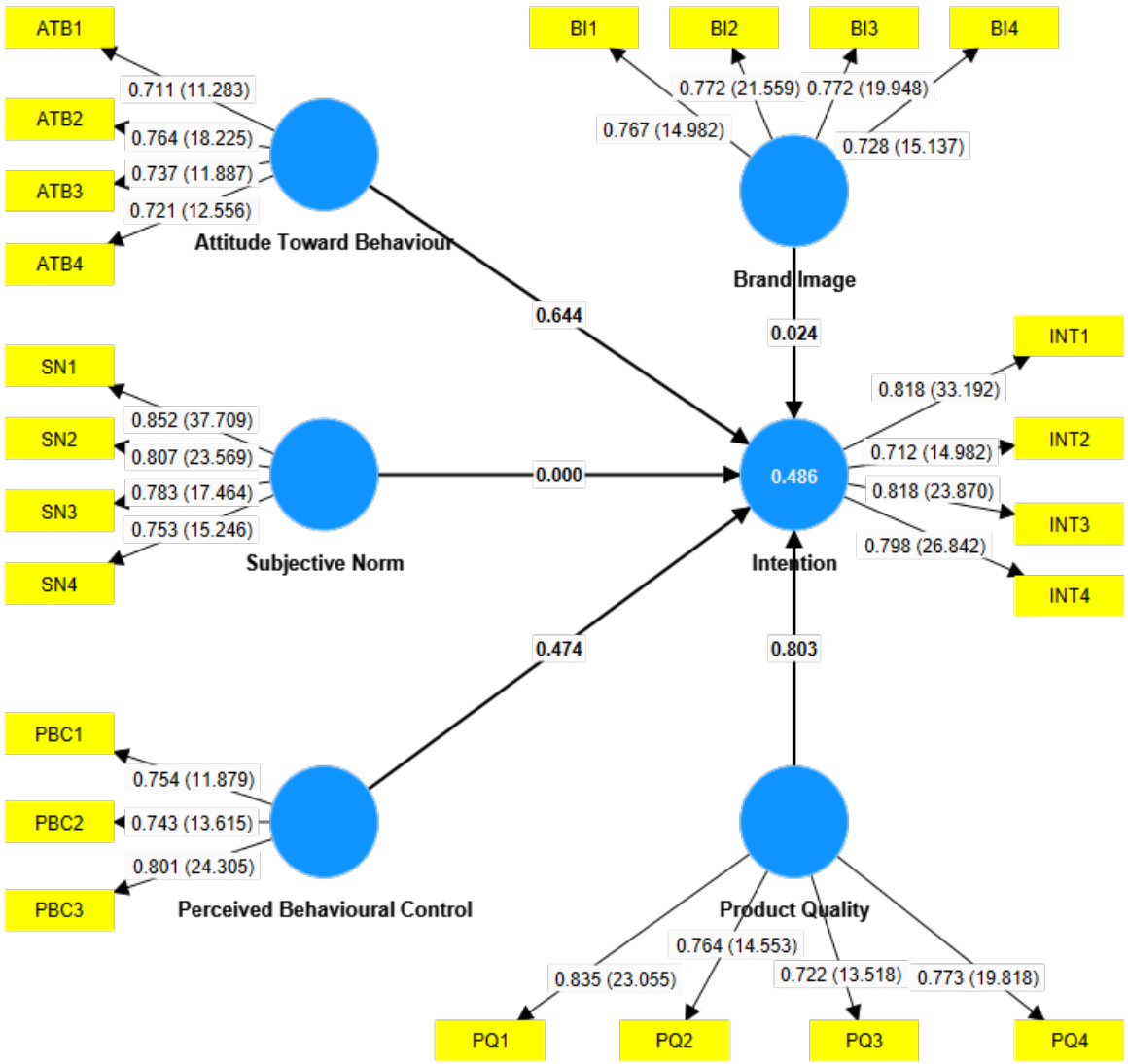


Figure 1. Full Structural Model

Based on figure 1, the structural model consists of several latent variables, namely ATB, SN, PBC, PQ, BI, and INT. Each latent variable is measured by several indicators, as reflected in the outer loading values displayed on the model. The outer loading values of all indicators are above 0.7, indicating that the indicators have good convergent validity. For instance, the indicators of SN show high loading values (0.753–0.852), indicating strong measurement reliability. Similarly, the indicators of INT also demonstrate high loading values

(0.712–0.818), suggesting that they are appropriate in measuring the construct. In terms of the structural model, the relationships between variables are illustrated by the path coefficients. It can be observed that SN and BI have stronger and significant relationships with Intention compared to other variables. Meanwhile, ATB, PBC, and PQ show relatively weaker and non-significant relationships. Furthermore, the R-square value of 0.486 indicates that the independent variables are able to explain 48.6% of the variance in Intention, which can be categorized as moderate. This suggests that the model has a sufficient explanatory power in predicting consumer intention**.** Table 2 presents the results of the model fit assessment.

Table 2. Model Fit

	Saturated model	Estimated model
SRMR	0,078	0,078
d_ULS	1,663	1,663
d_G	0,589	0,589
Chi-square	658,474	658,474
NFI	0,704	0,704

The structural model demonstrates an acceptable level of fit, as indicated by the SRMR value of 0.078, which falls below the recommended threshold of 0.08. This suggests that the discrepancy between the observed data and the model-implied covariance matrix is relatively small, indicating a good model approximation. Furthermore, the Normed Fit Index (NFI) value of 0.704 reflects a moderate level of model fit, suggesting that the proposed model is reasonably capable of explaining the relationships among the constructs. Although the NFI value does not reach the ideal threshold of 0.90, it is still considered acceptable in exploratory research contexts using PLS-SEM. Overall, these results indicate that the model has an adequate goodness of fit and can be used for further analysis. Table 3 presents the cross-loading values of each indicator. The results indicate that all indicators meet the cross-loading criterion.

Table 3. Cross Loading

Constructs	Attitude Toward Behaviour	Brand Image	Intention	Perceived Behavioural Control	Product Quality	Subjective Norm
ATB1	0,711					
ATB2	0,764					
ATB3	0,737					
ATB4	0,721					
BI1		0,767				
BI2		0,772				
BI3		0,772				
BI4		0,728				
INT1			0,818			
INT2			0,712			
INT3			0,818			
INT4			0,798			
PBC1				0,754		

PBC2	0,743		
PBC3	0,801		
PQ1		0,835	
PQ2		0,764	
PQ3		0,722	
PQ4		0,773	
SN1			0,852
SN2			0,807
SN3			0,783
SN4			0,753

The evaluation of the measurement model reveals that all constructs meet the criteria for convergent validity. This is supported by the outer loading values of all indicators, which exceed the acceptable threshold, indicating that each indicator is strongly associated with its respective construct. In addition, the Average Variance Extracted (AVE) values for all variables are above 0.50, confirming that each construct is able to explain more than half of the variance of its indicators. These findings demonstrate that the constructs have sufficient explanatory power in representing the underlying theoretical concepts. Therefore, it can be concluded that the measurement model satisfies the requirements of convergent validity. Table 4 presents the reliability and convergent validity results.

Table 4. Construct Reliability and Validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Attitude Toward Behaviour	0,715	0,718	0,823	0,538
Brand Image	0,758	0,763	0,845	0,578
Intention	0,796	0,804	0,867	0,621
Perceived Behavioural Control	0,649	0,651	0,810	0,588
Product Quality	0,777	0,783	0,857	0,599
Subjective Norm	0,811	0,820	0,876	0,639

In terms of reliability, the results show that all constructs have composite reliability values exceeding 0.70, indicating a high level of internal consistency. This suggests that the indicators used in each construct are reliable in measuring the same underlying concept. Although the Cronbach's alpha value for PBC is slightly below the commonly accepted threshold of 0.70, this does not pose a significant concern, as PLS-SEM prioritizes composite reliability as a more robust measure. Therefore, the constructs can still be considered reliable. Overall, it can be concluded that the measurement model demonstrates satisfactory reliability. Table 5 presents the Fornell–Larcker criterion used to assess discriminant validity. The results demonstrate that each construct is empirically distinct from the others.

Table 5. Fornell Lacker Criterion

	Attitude Toward Behaviour	Brand Image	Intention	Perceived Behavioural Control	Product Quality	Subjective Norm
Attitude Toward Behaviour	0,734					
Brand Image	0,697	0,760				
Intention	0,525	0,572	0,788			
Perceived Behavioural Control	0,704	0,622	0,506	0,767		
Product Quality	0,665	0,706	0,534	0,626	0,774	
Subjective Norm	0,542	0,514	0,628	0,525	0,530	0,799

The assessment of discriminant validity using the Fornell-Larcker criterion further confirms that all constructs are empirically distinct. Specifically, the square root of the AVE for each construct is higher than its correlations with other constructs, indicating that each variable captures a unique aspect of the model. This ensures that there is no significant overlap between constructs, thereby strengthening the validity of the measurement model. Consequently, it can be concluded that the discriminant validity requirement has been fulfilled. Table 6 presents the R-square results.

Table 6. R-Square

	R-square	R-square adjusted
Intention	0,486	0,473

The evaluation of the structural model indicates that the R-square value for Intention is 0.486, meaning that approximately 48.6% of the variance in Intention can be explained by ATB, BI, PBC, PQ, and SN. This level of explanatory power is considered moderate, suggesting that the model provides a meaningful representation of consumer intention while still allowing room for additional variables to improve explanatory strength (Hair et al., 2022). Therefore, it can be concluded that the structural model has adequate predictive relevance. Table 7 presents the Q-square results for the structural model. The values indicate that the model has predictive relevance.

Table 7. Q-Square

	Attitude Toward Behaviour	Brand Image	Intention	Perceived Behavioural Control	Product Quality	Subjective Norm
Attitude Toward Behaviour			0,002			
Brand Image			0,037			
Intention						
Perceived Behavioural Control			0,005			
Product Quality			0,000			
Subjective Norm			0,213			

The structural model evaluation shows that the R-square value for Intention is 0.486, indicating that approximately 48.6% of the variance in Intention can be explained by the independent variables in the model. This level of explanatory power is categorized as moderate, suggesting that the model provides a meaningful explanation of consumer behavior while still leaving room for additional predictors. In addition to R-square, the predictive relevance of the model is assessed using the Q-square value. A Q-square value greater than zero indicates that the model has predictive relevance for a given endogenous construct. Based on the analysis, the Q-square value for Intention is above zero, confirming that the model has adequate predictive relevance. Therefore, it can be concluded that the model is not only explanatory but also possesses acceptable predictive capability (Hair et al., 2022). Table 8 presents the hypothesis testing results. The findings show that only Brand Image and Subjective Norm significantly influence consumers' purchase intention.

Table 8. Path Hypotheses

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Decision
Attitude Toward Behaviour -> Intention	0,050	0,058	0,109	0,462	0,644	Rejected
Brand Image -> Intention	0,252	0,253	0,112	2,251	0,024	Accepted
Perceived Behavioural Control -> Intention	0,078	0,073	0,109	0,715	0,474	Rejected
Product Quality -> Intention	0,028	0,039	0,112	0,250	0,803	Rejected
Subjective Norm -> Intention	0,416	0,408	0,106	3,918	0,000	Accepted

The hypothesis testing results reveal that not all independent variables have a significant effect on Intention. BI is found to have a significant positive influence on INT idicating that a strong and favorable brand perception can enhance consumers' willingness to purchase the product. Similarly, SN emerges as the most influential variable, with a highly significant positive effect on INT. This suggests that social pressure, peer influence, and recommendations from others play a crucial role in shaping consumer behavior. In contrast, ATB, Perceived Behavioural Control, and Product Quality do not have a significant effect on Intention. This finding indicates that internal evaluations and perceived product attributes are less influential compared to external social and perceptual factors. Therefore, it can be concluded that consumer INT in this study is predominantly driven by social influence and brand-related perceptions rather than by individual attitudes or product quality considerations

5. DISCUSSION

The positive and significant effect of SN on INT indicates that social influence plays an important role in shaping purchase intention. This finding suggests that social influence plays an important role in encouraging consumers to purchase from halal minimarkets. Recommendations and opinions from family, friends, and surrounding communities may shape consumer behavior and strengthen their intention to continue purchasing. This finding is consistent with recent extensions of the TPB framework (Ilmi et al., 2024) which suggests that social pressure can affect an individual's INT. Furthermore, Ridlwan et al. (2025) explained that SN represent the social pressure perceived by individuals when deciding whether to perform a particular behavior. As a result, consumers who receive positive support from their social environment regarding halal products tend to have stronger INT.

In addition, BI has a positive and significant impact on consumers' INT. This indicates that consumers tend to have stronger INT when they perceive halal minimarkets as trustworthy, reputable, and aligned with Islamic values. A positive BI may increase consumer confidence and emotional attachment toward the minimarket. This finding supports the argument of Amilia (2017), who stated that a strong BI can create favorable perceptions in consumers' minds and attract consumers' interest in purchasing a product. In addition, Lilis and Esa (2021) emphasized that establishing a BI aligned with Islamic values is important in building consumer trust in predominantly Muslim markets such as Indonesia.

On the other hand, ATB was not found to significantly influence INT. This indicates that positive personal attitudes toward halal minimarkets may not be sufficient to directly encourage consumers' INT. While ATB reflects behavioral evaluation (Ajzen, 2005), consumers in this study are more influenced by SN and BI in forming purchase decisions. This contrasts with Susilowati et al. (2023), who found a significant effect.

The insignificant effect of PBC on INT suggests that perceived ease or difficulty in performing the behavior does not substantially influence consumers' purchase intentions (Ajzen, 1991). However, in this study, consumers' perceptions regarding ease or ability to purchase from halal minimarkets do not strongly determine their INT. This may occur because consumers already perceive access to halal minimarkets as relatively easy and therefore do not consider it a determining factor. Conversely, Yaumidin et al. (2025) argued that PBC remains a crucial driver.

In addition, PQ was not found to significantly influence INT. This result is inconsistent with previous studies by Chabibi et al. (2018), Hilmawan (2019), and Nabillah and Ahmad (2023), which reported that PQ has a significant effect on consumers' INT. In this study, consumers may perceive PQ among minimarkets as relatively similar, making it less influential in shaping INT. Instead, consumers may place greater emphasis on social influence and brand-related aspects when deciding to continue purchasing from halal minimarkets. Overall, these findings indicate that social and emotional factors tend to play a more dominant role than functional product-related factors in influencing consumer purchase intention in halal retail contexts**.**

6. CONCLUSIONS

This study shows that BI and SN are the strongest factors influencing consumers' shopping behavior toward halal minimarkets. Since halal minimarkets are still relatively unfamiliar to

many consumers, people tend to seek information and recommendations from external sources, including family members and social environments, before making shopping decisions at halal minimarkets. Furthermore, consumers do not primarily consider internal factors such as ATB and PBC, nor external factors such as product quality, when deciding to shop at halal minimarkets. Instead, consumers place greater emphasis on the BI associated with the minimarket, particularly its reputation, credibility, and alignment with Islamic values.

6.1. Theoretical Implications

This study contributes to the development of the Extended Theory of Planned Behavior (ETPB) by demonstrating that not all traditional TPB constructs significantly influence purchase intention in the context of halal minimarkets. The findings show that SN remains a dominant factor, emphasizing the important role of SN in shaping Muslim consumers' shopping behavior. In addition, the significant effect of BU indicates that integrating marketing-related variables into the TPB can provide a broader understanding of consumer behavior in the context of Islamic retail. The study also indicates that symbolic and value-based considerations may be more influential than functional considerations, such as PQ and PBC, in explaining shopping intentions toward halal minimarkets.

6.2 Practical Implications

The findings provide important implications for halal minimarket managers and marketers. Since BI significantly influences INT, halal minimarkets should strengthen their Islamic branding strategies by emphasizing halal assurance, ethical business practices, and Islamic values in their marketing communication. In addition, managers should maximize community-based marketing approaches and social influence strategies, such as collaborating with Islamic communities, religious leaders, and Muslim influencers to increase public awareness and trust toward halal minimarkets. Given that product quality was not found to be a significant determinant, managers should focus not only on functional product attributes but also on building emotional connections and symbolic value associated with halal-oriented retail experiences.

6.3. Study Limitation and Future Research Recommendation

Several limitations should be noted that need to be considered. First, the research only focuses on consumers of halal minimarkets in limited geographical areas, specifically Surabaya and nearby regions. As a result, the findings may not fully represent Muslim consumers in other socio-cultural contexts across Indonesia. Therefore, the findings may have limited generalizability to other regions of Indonesia. In addition, most respondents in this study were young consumers aged 17–21 years, which may reduce the generalizability of the findings to wider demographic groups. Third, this study used a cross-sectional design in which the data were collected at a single point in time. Consequently, the research could not capture possible changes in consumers' perceptions and shopping intentions over time. Fourth, although this study applied the Extended Theory of Planned Behavior (ETPB), the model was able to explain only 48.6% of the variance in purchase intention. This indicates that other factors outside the proposed model may also influence consumers' shopping intentions toward halal minimarkets.

Future research should address these limitations. Future studies are encouraged to expand the research coverage by involving respondents from various provinces and demographic backgrounds in order to obtain more comprehensive insights into Muslim consumer behavior toward halal minimarkets. Future research may also incorporate additional variables, such as religiosity, halal awareness, trust, lifestyle, customer satisfaction, service quality, and Islamic ethical values, to enhance the explanatory power of the model. In addition, future studies could adopt longitudinal approaches to better understand changes in consumers' shopping intentions over time as halal retail industries continue to develop. Comparative studies between halal minimarkets and conventional minimarkets are also recommended to identify differences in consumer behavior and purchasing motivations. Furthermore, future researchers may consider integrating other behavioral theories, such as the Stimulus–Organism–Response (S-O-R) framework, Consumer Value Theory, or Islamic consumer behavior perspectives, to provide a more comprehensive understanding of shopping behavior in halal retail contexts.

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8. AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article. Authors confirmed that the paper was free of plagiarism.

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