



Intention to Purchase Halal Medicine: The Mediation Effect of Halal Certificates

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ABSTRACT

Purpose: This research aim for now intention generation Z in inner DKI Jakarta buy halal medicines with use theory action planning (TPB) through attitudes, norms subjective and control perceived behavior, with halal certificate as variable mediation.

Design/Method/Approach: This research use approach quantitative with primary data. Data collection techniques use questionnaires / questionnaires distributed online via Google from, and data analysis using SEM.

Findings: Research result This show that attitudes, norms subjective and control behavior influential positive and significant to intention buy halal medicines. However, attitudes, norms subjective and controlled perceived behavior No influential in a way positive and significant to intention buy halal medicines with halal certificate as variable mediation. Apart from that, there is no halal certificate either influential to intention buy halal medicines. So that whether there is or not halal certificate in A drug No will influence intention somebody in buy halal medicines.

Originality/Values: Contribution in study This is for see is intention buy halal medicines with halal certificate as variable mediation can influence intention generation Z in inner DKI Jakarta buy halal medicines.

INTRODUCTION

Halal industry has lots experience development and progress start from various sectors, including the food, fashion, tourism, cosmetics and pharmaceuticals¹. The halal industry is growing important in Muslim countries and societies, including one of them namely in sectors pharmacy. In two decade lastly, it's increasingly halal become issue important for tourist medical international². Importance halal products at first started from exist must for Muslim for consume halal and *tayyib* products (clean and good consumed) accordingly Islamic teachings³. Industry halal pharmacy is every industry_production, marketing, distribution, storage; *supply chain* and development always notice provision guarantee halal compliant products with Islamic law⁴. The halal aspect is related with deliciousness, comfort, health and safety⁵.

Recently this service health halal friendly has been appearing as sector important in giving service health in a way whole⁶. Context halal product still need more inspection carry on again especially for halal medicines which should also be recognized as symbol cleanliness, safety as well as the quality is good for consumers in the field pharmacy and health. Must in fulfillment to halal services and products based with exist the order stated in the QS. al-Baqarah 168:

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

Meaning : “Hi everyone humans, eat halal again good from what that is found on earth, and do not you follow steps devil; Because actually devil that is real enemy for you”.

That verse state that for all Muslim to consume something (product)

¹ Tatiek Nurhayati and Hendar, 'Personal Intrinsic Religiosity and Product Knowledge on Halal Product Purchase Intention Role of Halal Product Awareness', *Journal of Islamic Marketing*, 2019, 1759–0833 <<https://doi.org/10.1108/JIMA-11-2018-0220>>; Prerna Garg and Richa Joshi, 'Purchase Intention of “Halal” Brands in India: The Mediating Effect of Attitude', *Journal of Islamic Marketing*, 9.3 (2018), 683–94 < <https://doi.org/10.1108/JIMA-11-2017-0125>>.

² Mohsen Naserirad and others, 'Predictors of International Muslim Medical Tourists' Expectations on Halal-Friendly Healthcare Services: A Hospital-Based Study', *Health Services Management Research*, 36.4 (2022), 230–239 < <https://doi.org/10.1177/09514848221109831>>.

³ Nurhayati and Hendar; Garg and Joshi.

⁴ Thoyyib Alfath, 'Halal Standards in the Medicine and Herbal Industry', *LIKUID: Journal of Halal Industrial Economics*, 3.1 (2023), 30–44 <<https://doi.org/10.15575/likuid.v3i1.18494>>.

⁵ Nida Karimah and Darwanto, 'Effect of Halal Awareness, Halal Certification, Food Ingredients Composition, Halal Marketing and Religiosity on Purchase Intention of Imported Food Products', *Al-Kharaj Journal of Sharia Economics, Finance and Business*, 3.2 (2021), 177–91 <<https://doi.org/10.47467/alkharaj.v3i2.319>>.

⁶ Naserirad and others.

that is halal. MUI issued Fatwa No. 30 of 2013 concerning "drugs and treatment", which encourages consumer for only consume halal medicines⁷. The Indonesian government is aware that application halal regulations for production pharmacy more complicated compared to product other because lots factor⁸.

Population resident Muslim in the world reached 1.8 billion and it is estimated reaching 2.2 billion by 2030, requires halal products and services⁹. Population Muslim around the world obey calculation *Global Muslim Population website* reached 2 M. Total this make Muslim represent more than 25% of the world's population¹⁰. Launch from *world population review* data in 2021, Indonesia is a country with population Muslim the largest in the world is around 231 million people in Indonesia who embrace Islam. Indonesia also occupies 2nd ranking trend consumption product halal industry¹¹. This has great potential very remember large market share from halal products in Indonesia will push producer for can own halal certificate for products and services in increase power competitive. Therefore that, the halal market has power big pull for the perpetrators business¹².

Generation Z is growing up with digital technology and social media. Involvement they in the online plat form can become important aspect in understand information about halal which products are distributed and how matter the can influence decision purchase they. Gen Z is also known as more generations care to values social and environmental. They often more sensitive to issues ethics, in concern to aspect halal in product. DKI Jakarta province occupies order first to have company pharmacy most in Indonesia, namely as

⁷ Rahmatina Awaliah Kasri and others, 'Intention to Consume Halal Pharmaceutical Products: Evidence from Indonesia', *Journal of Islamic Marketing*, 14.3 (2023), 735–56 <<https://doi.org/10.1108/JIMA-06-2021-0192>>.

⁸ Garg and Joshi.

⁹ Ditzawa, 'Potential to Reach 327 T, These are the Three Focuses of the Ministry of Religion in Zakat Development', 23 August, 2023 <<https://kemenag.go.id/nasional/potensi-mencapai-327-t-ini-tiga-focus-kemenag-in-development-zakat-LobJF>> [accessed 6 September 2023].

¹⁰ Nashirul Haq, 'Being the Fastest Growing Religion, the World's Muslim Population is Now More Than 2 Billion', *Hidayatullah.Com*, 2023 <<https://hidayatullah.com/feature/2023/04/14/249819/jadi-agama-dengan-fastest-growth-of-the-world's-Islamic-population-is-now-more-than-2-billion.html>> [accessed 16 October 2023].

¹¹ Yana, 'Menkop RI: Indonesia Ranks Second in the Trend of Consuming Halal Industrial Products', *LPPOM MUI Terdepan*, 2023 <<https://halalmui.org/menkop-ri-indonesia-menempati-peringkat-kedua-tren-konsumsi-produk-industri-halal/>>.

¹² Hardius Usman, Chairy, and Nucke Widowati Kusumo Projo, 'Impact of Muslim Decision-Making Style and Religiosity on Intention to Purchasing Certified Halal Food', *Journal of Islamic Marketing*, 13.11 (2022), 2268–89 <<https://doi.org/10.1108/JIMA-01-2021-0027>>.

many as 82 PT (Simada Data) with the gen Z population in DKI Jakarta is 2.7 million soul¹³. With amount this, of course people Muslim will more notice consumption halal products, because this is part important in life and also constitute decision from Allah SWT., as form confidence Muslim. This research can deepen understanding about extent of values and concerns social this influence intention buy halal products.

TPB added connection direct from perceived control to intentions and behavior¹⁴. In research in this case, TPB is used for reveal intention somebody in buy based on halal medicines attitudes, norms subjective and perceptual control behavior as effort understand limitations individual in do behavior certain¹⁵. Based on research conducted by Kasri, et al., (2023), attitudes, norms subjective and control perceived behavior influential to intention consume product halal pharmacy. Widyanto & Sitohang, (2022), also stated that attitudes and norms subjective influential to intention buy product cosmetics and pharmaceuticals halal certified. Behavior purchase something product this can increase intention buy somebody¹⁶. Where, increasingly big intention buy a consumer so the more the possibility is high consumer for buy something product or service.

Halal certificate is something important thing for consumer Muslim and non- Muslim because can protect religious principles and rights consumer at a time provide a feeling of safety and security in the field health¹⁷. Halal certification is one of them goals and strategies of the term *development plan national middle school* 2020-2024, which includes development medicine, product biology, reagents and vaccines domestically supported by research and

¹³ BPS, 'No Title', *BPS DKI Jakarta Province*, 2022 <<https://jakarta.bps.go.id/staictable/2022/07/20/504/nomor-penresiden-hasil-sensus-penresiden-2020-menurut-generation-and-district-city-in-province-dki-jakarta.html>>.

¹⁴ Anthony J. Roberto, Michael S. Shafer, and Jennifer Marmo, 'Predicting Substance-Abuse Treatment Providers' Communication with Clients About Medication Assisted Treatment: A Test of The Theories of Reasoned Action and Planned Behavior', *Advanced User Guide*, 47 (2014), 307–313 <<https://doi.org/10.1016/j.jsat.2014.06.002>>.

¹⁵ Anita Rahmawaty and Ita Rakhmawati, 'Repurchase Intention of Halal Cosmetic Products Among Muslim Consumers: The Roles of Islamic Branding, Halal Awareness and Trust', *Journal of Islamic Economics and Business*, 15.1 (2022), 1–20 <<https://doi.org/10.21043/iqtishadia.v15i1.14668>>.

¹⁶ 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 Customers in Turkey', *International Journal of Gastronomy and Food Science*, 32 (2023), 1–8 <<https://doi.org/10.1016/j.ijgfs.2023.100726>>.

¹⁷ NU Khasanah and others, 'Regulation of Halal and Healthy Products for Small Businesses as Consumer Protection', *Open Access Macedonian Journal of Medical Science*, 9.E (2021), 749–53 <<https://doi.org/10.38889/oamjms.2021.6643>>.

development *life science*¹⁸.

Report from *state of global Islamic economy 2022* explain based on indicator score sector pharmaceutical, industrial current Indonesian halal medicine this still is in 9th position in the world. Still left behind far with Singapore, Malaysia, the Netherlands, Belgium, France, Egypt, Turkey and the United Arab Emirates¹⁹. Since he took it out Instructions President (Inpres) no. 6 of 2016 concerning *acceleration development pharmaceutical and medical device industry*. Development industry pharmacy keep going increased, however no comparable with amount product halal certification medicine and vaccines²⁰. Maura Linda Sitanggang (Director General for Pharmaceutical Development) stated that formulation a drug so complex (Ministry of Health) not yet ready for see is there is halal or haram elements in a drug²¹. Statement the based on reality that source material standard medication obtained still imports 95% of outside countries, namely: China, India, America and Europe²². Apart from that, the materials used for make drugs also come from plants, animals, microbes help or mineral, synthetic chemistry, section body humans and viruses, which have type varying halal conditions even there are also those that are haram²³. This is what causes it slow speed industrial halal certification pharmacy, so government currently encourage industry pharmacies in Indonesia can produce material standard drug alone so that government can with easy ensure halal²⁴. The GIE Indicator (2018/2019) provides index amounting to 44 for Indonesia. With however, Indonesia does not is in the top 10 countries consuming halal pharmaceuticals and cosmetics.

In order to give assurance and com fort according to Minister of Religion Regulation No. 26 of 2019 concerning maintenance guarantee halal products, products that enter, circulate and are traded in Indonesia will in a way gradually required halal certified. In halal certification there are: principle

¹⁸ Chairunnisa Nadha, 'Guaranteeing Halal Medicines, Ministry of Health Encourages Indonesian Pharmaceutical Industry to Produce Their Own Raw Materials | LPPOM MUI', *Halal MUI*, 2022 <<https://halalmui.org/menjamin-obat-halal-kemenkes-besar-industri-farmasi-indonesia-produk-bahan-baku-diri/>> [accessed 18 October 2023].

¹⁹ Alphath.

²⁰ Zed Abidien, 'Ministry of Health Halal Certification Not for Medicine', *Tempo.Com*, 2013 <<https://gaya.tempo.co/read/535198/kemenkes-halal-certification-not-for-medicine>> [accessed 21 November 2023].

²¹ Abidien.

²² Nadha.

²³ Irwandi Jaswir and others, *Reference List of Materials That Have Halal Critical Points and Substitutions for Non-Halal Materials, Primary School Teacher Education Research Journal*, First (National Committee for Sharia Economics and Finance, 2020), VI.

²⁴ Nadha.

traceability and authentication. *Traceability* aims to know what is the production process, materials used, from which manufacturer and what is its halal status, whereas authentication aims to ensure. No happen forgery or mixing between halal products with haram products through analysis laboratory. Procedures acquisition halal certification involves 3 institutions namely: BPJPH, Halal Inspection Institute (LPH) and MUI Ministry of Industry, (2023).

Based on research conducted by Widyanto & Sitohang (2022), explains that attitude is not influential to intention to buy product halal pharmacy. However, knowledge of halal certification has an effect on intention to buy product good halal pharmacy in a way neither direct nor indirect. Whereas, Kasri, et al., (2023), explained that attitudes, religiosity, knowledge and perception control behavior influence intention to consume product halal pharmacy. Tedjakusuma, et al., (2023), also concluded that in the practice of providing health supplements must consider in producing halal supplements.

From the results of different research here it is, the writer is interested in research and studies more carry on related *Intention to Purchase Halal Medicines: Mediating Effect of Halal Certificate*. The purpose of this study is to know the intentions of generation Z in DKI Jakarta in buying halal medicines with halal certificate as a variable of mediation. So that needed good understanding about influencing factors of intention they hope this study can give valuable insight about use of halal medicines are good among people students and the Muslim community in general.

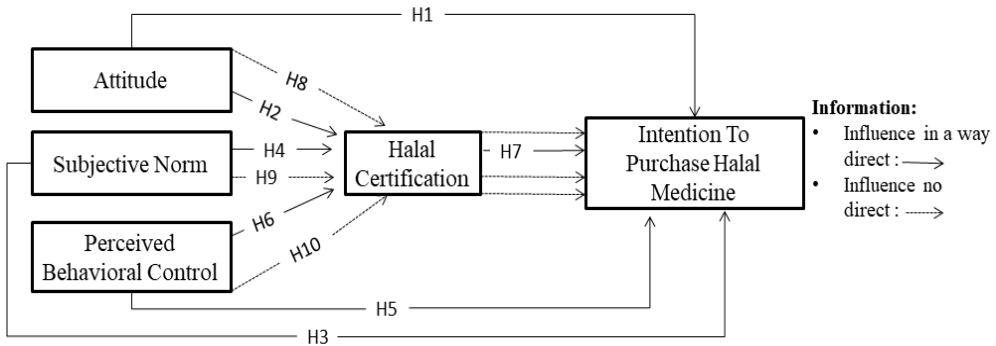
RESEARCH METHOD

Research methods used in this study is a quantitative method with primary data. Primary data was obtained with a spread questionnaire online via Google Forms. Data analysis uses SEM (*Structural Equation Modeling*). SEM is a technique of illustrative statistics connection between a number of latent variables and testing connection dependency in a way simultaneously²⁵. Data analysis tools used is Smart PLS software with SEM approach. Population used in this study is generation Z in DKI Jakarta Province with a sample as many as 303 respondents. Determination of sample magnitude use Roscoe method (1975)²⁶. As for the internal model design study this, as following:

²⁵ Kasri and others.

²⁶ Uma Sekaran and Roger Bougie, *Research Methods for Business*, 7th edn (New York: John Wiley & Sons, 2016).

Figure 1.
Research Model Framework



Source: Ajzen (1991); Widyanto & Sitohang (2022), Models in construction

RESULT AND DISCUSSION

Results

Based on results research that has been carried out, obtained profile demographic from respondents in table following:

Table 1.
Respondent Profile

Characteristics	Category	Percentage
Year of birth	1997-2002	84.5 %
	2003-2008	14.9 %
	2009-2012	0.6%
Gender	Man	26.4 %
	Woman	73.6 %
Last education	SD	0.3 %
	SMP	0.7%
	SMA/SMK	42.2%
	D4/S1	52.1%
	S2	4.7%
Work	Student	65%
	Teacher/Lecturer	4.6%
	PNS/ASN	1.7%
	Employee Private	14.9%
	Businessman	11.2%
	Trader	0.6%
	Honorary	0.6%
	Freelancers	1.4%
Domicile	Central Jakarta	22.4%

	North Jakarta	7.3%
	West Jakarta	16.8%
	South Jakarta	38.3%
	East Jakarta	15.2%
Halal medicine users	Yes	96.7%
	No	3.3%

Source: Data collected by researchers

By general analysis divided become two sub models, namely the "*outer model*" measurement model which consists of from analysis reliability and validity and the "*inner model*" structural model for test connection between latent variable.

Evaluation of the Outer Model

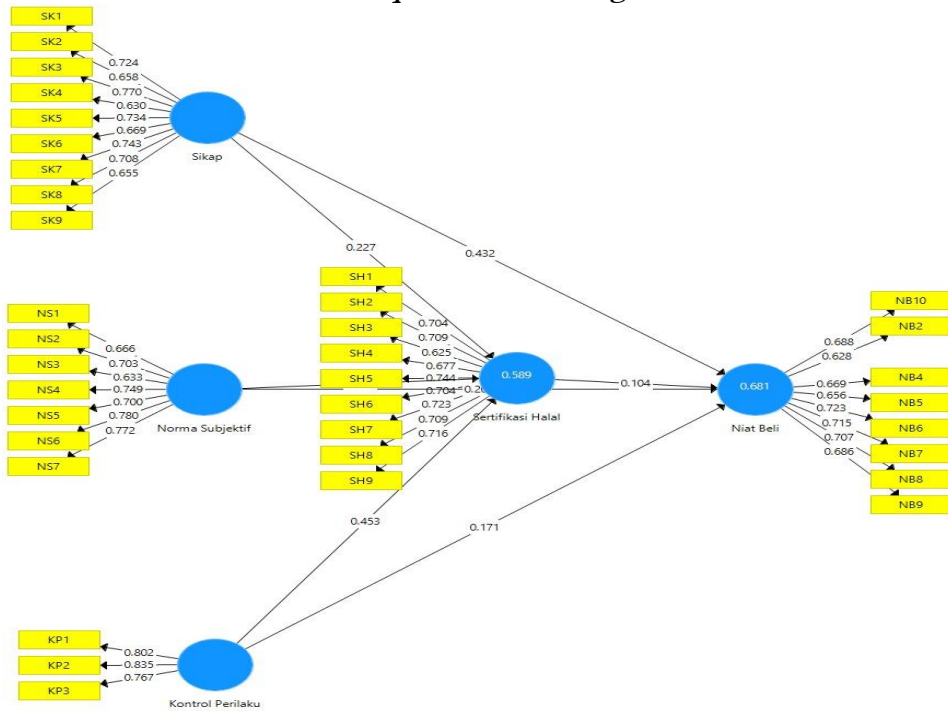
Evaluation of the outer model analysis how each indicator from variables tested relate with variable latent. The tests carried out in the research this is *outer loading, discriminant validity and construct reability*.

In applying the SEM model, there are terms mentioned as useful *loading factor* for evaluate stability mark validity from variable convergent. Variable validity convergent be measured through reflected indicators in mark *loading factors*. *Loading factor* is something illustrative value the extent of the relationship between statement item value and value indicator construct used for measure construct the. Hair (2009), is of the opinion that initially the diagnosis on the *loading factor matrix*, namely 0.3, is considered to have met the minimum level, and for *loading factors* < 0.4 is considered better and for *loading factors* > 0.5 can generally be said to be significant²⁷. In this research, this is the minimum *loading factor limit* used is 0.6. Something *loading factors* considered valid when value exceeds 0.6²⁸. Based on results research that has been done, obtained factor loading value as in **Figure 2** *structural equation modeling results*. On picture there is some items are not fulfil criteria > 0.6 from a total of 38 indicators. There is no outer *loading* in accordance is in the variable intention buy on indicators NB1 and NB3. So that done action deletion on the second indicator to use get appropriate variables with criteria *construct reliability*. Following picture of the model that has been removed indicators, along with mark from the *outer loadings* test from every indicator.

²⁷ Joseph F Hair, 'Multivariate Data Analysis', 2009.

²⁸ Muhammad Agus Futuhul Ma'wa and others, 'Adoption of Halal Cosmetics: Extending the Theory of Planned Behavior with Halal Literacy as a Moderation Variable', *Journal of Halal Product and Research*, 6.1 (2023), 22–34 <[https:// doi.org/10.20473/jhpr.vol.6-issue.1.22-34](https://doi.org/10.20473/jhpr.vol.6-issue.1.22-34)>.

Figure 2.
Structural Equation Modeling Results



Furthermore, a reliability test was carried out by looking at the *cronbach's alpha* value and the *composite reliability* value. If the *cronbach's alpha* value and *composite reliability* value are more than 0.6 and the *Average Variance Extracted (AVE)* value is greater than 0.5 then it is considered to have good convergent reliability and validity.

Table 2.
Reliability Test

Variable	Composite Reliability	AVE
Attitude (SK)	0.896	0.491
Subjective Norm (NS)	0.880	0.513
Control Behavior (KP)	0.843	0.642
Intention (NB)	0.876	0.469
Certification (SH)	0.897	0.493

Source: Processed data results with Smart PLS, 2023

Based on table 2 above, is known AVE value for variables NS and KP > 0.5 whereas AVE value for SK, NB and SH variables < 0.5. From table this too, is known that the value of each *composite reliability* variable is greater than 0.6 so can said that all reliable variable.

Evaluation of the Inner Model

The inner model is possible measurements explain circumstances connection between variable in the research model²⁹. Test this done based on coefficient determination (*R square*), *path values* and statistical t-test.

R square value aims to measure the level of variance in changes in the independent variable in the dependent variable. The *R square* value is in the range 0 to 1. Provided that the closer the *R* value is to 1, the stronger the influence of the independent variable on the dependent variable and vice versa.

Table 3.
R-Square Value

Variable	R Square	R Square Adjusted
Purchase Intention	0.681	0.677
Halal Certification	0.589	0.585

Source: Processed data results with SmartPLS, 2023

Based on table 3 above, obtained the *R square* value intention buy of 0.677. That is that 67.7% is variable intention buy influenced by attitudes, norms subjective and control perceived behavior, the rest influenced by other variables outside the model. On variables halal certification, value *R square* is 0.585. It means that 58.5%, variable halal certification is influenced by attitudes and norms subjective and control perceived behavior, the rest influenced by other variables outside the model.

In hypothesis testing, criteria in withdrawal conclusions on data analysis can be done with make comparison between mark errors with mark *p-values*. Apart from that, we can also compare t-statistical value, if t-statistic value > 1.96 then can said there is positive relationship between variable³⁰. Error value in study this is 5% or 0.005.

Table 4.
Hypothesis Testing

Variable	Beta	Mean	SD	t-statistics	p-value	Ket.
H ₁ : SK -> NB	0.432	0.435	0.060	7,191	0,000	Accepted
H ₂ : SK -> SH	0.227	0.223	0.075	3,023	0.003	Accepted

²⁹ Hanif Adinugroho Widyanto and Imaduena Aesa Tibela Sitohang, 'Muslim Millennial's Purchase Intention of Halal-Certified Cosmetics and Pharmaceutical Products: The Mediating Effect of Attitude', *Journal of Islamic Marketing*, 13.6 (2022), 1373–94 <<https://doi.org/10.1108/JIMA-04-2020-0117>>.

³⁰ Muhammad Ressa Assyarofi and Fitri Wulandari, 'Religiosity Mediation: Effects of Halal Labels and Halal Awareness on the Decision to Buy Halal Products in Non-Food Products', *Jurnal Ilmiah Ekonomi Islam*, 9.3 (2023), 3491–3501 <<https://doi.org/10.29040/jiei.v9i3.9197>>.

H ₃ : NS -> NB	0.208	0.205	0.054	3,882	0,000	Accepted
H ₄ : NS -> SH	0.159	0.160	0.088	1,815	0.070	Rejected
H ₅ : KP -> NB	0.171	0.165	0.066	2,574	0.010	Accepted
H ₆ : KP -> SH	0.453	0.459	0.066	6,888	0,000	Accepted
H ₇ : SH -> NB	0.104	0.112	0.073	1,435	0.152	Rejected
H ₈ : SK -> SH -> NB	0.024	0.024	0.018	1,304	0.193	Rejected
H ₉ : NS -> SH -> NB	0.017	0.018	0.017	0.958	0.338	Rejected
H ₁₀ : KP -> SH -> NB	0.047	0.052	0.035	1,330	0.184	Rejected

Source: Processed data results with Smart PLS, 2023

Based on table 4 above, is known that beta value whole worth positive, this signify that the model has a positive relationship between variables. From the table above can we look that H1, H2, H3, H5 and H6 are hypotheses accepted because own mark *p-value* > 5% and t- statistic value > 1.96. Meanwhile in H4, H7, H8, H9 and H10, the hypothesis is rejected because own mark *p-value* < 5% and t- statistic value < 1.96.

Discussion

Based on H1 results, attitude influential positive to intention buy Halal medicines, so hypothesis accepted. This result in line with the findings of Albayati, et al., (2023), which stated that attitude influential positive to intention buy. In other words, intention buy halal medicines are influenced by attitudes somebody in give evaluation positive and confident will something product. So that can concluded that, increasingly tall evaluation positive and confident to something product halal certified then wills the more increase intention buy these halal medicines.

Based on H2 results, attitude influential positive to halal certification, so hypothesis accepted. This result in line with findings Widyanto & Sitohang (2022), who stated that halal certification, is factor important in decision consumption a Muslim. So that can conclude that. Halal certification is possible influence attitude somebody in buy halal medicines.

Based on H3 results, norm subjective influential positive to intention buy halal medicines, so hypothesis accepted. This result in line with findings of Albayati, et al., 2023; Gundala, et al., 2022; Islam, et al., 2022, who stated that norm subjective influential to intention buy. In other words, intention buy halal

medicines are influenced by a person's perceptions and normative beliefs. So that can conclude that the more bigly a person's normative perceptions and beliefs will increase intention buy halal medicines.

Based on H4 results, norm subjective no influential positive to halal certificate, so hypothesis rejected. In other words, there is no halal certificate can influence a person's normative perceptions and beliefs in buy halal medicines.

Based on H5 results, control perceived behavior influential positive to intention buy halal medicines, so hypothesis accepted. This result in line with findings of Albayati, et al., 2023; Gundala, et al., 2022; Islam, et al., 2022, who stated that control perceived behavior influential to intention buy. In other words, intention buy drugs influenced by beliefs somebody. So that can concluded that the more big confidence somebody will halal medicines, then the more increase intention buy halal medicines.

Based on H6 results, control perceived behavior influential positive to halal certificate, so hypothesis accepted. This matter in line with the findings of Albayati, et al., (2023), which stated that confidence about source necessary resources and opportunities, facilitating desired behavior. So that can concluded that confidence will availability halal certificate in drug increase intention buy halal medicines.

Based on H7 results, halal certificate no influential positive to intention buy halal medicines, so hypothesis rejected. This result contradictory with the findings of Maslul, et al., (2018), which stated that halal certificate is one of them important thing in increase interest consumption halal products. So that can concluded that with there is or no exists halal certification no will influence somebody in buy halal medicines.

Based on H8 results, attitude No influential to intention buy halal medicines with halal certification as variable mediation, so hypothesis rejected. This result contradictory with findings Widyanto & Sitohang (2022), who stated that halal certificate affects intention buy consumer through attitude. So that can concluded that with there is or no exists halal certificate in drug no will influence somebody for buy halal medicines.

Based on H9 results, norm subjective no influential to intention buy halal medicines with halal certificate as variable mediation, so hypothesis rejected. This matter contradictory with findings made by Albayati, et al., 2023; Gundala, et al., 2022; Islam, et al., 2022. Where is a person's perception and normative beliefs no influence intention buy halal medicines with halal certificate as variable mediation?

Based on H10 results, control perceived behavior no influential to intention buy halal medicines with halal certificate as variable mediation, so

hypothesis rejected. This matter contradictory and different with findings Albayati, et al., 2023; Gundala, et al., 2022; Islam, et al., 2022. Where is the confidence somebody will al medicines are not influence intention buy with halal certificate as variable moderation.

CONCLUSION

Result of study this show that attitudes, norms subjective and control perceived behavior influential positive to intention buy halal medicines. Where is the intention buy halal medicines are influenced by assessment positive and confident from attitudes, perceptions and normative beliefs of norm subjective and belief from control perceived behavior? However, attitudes, norms subjective and control perceived behavior no influential positive to intention buy halal medicines with halal certificate as variable mediation. Besides that no halal certificate either influential positive to intention buy halal medicines. So that can concluded that with there is or not halal certificate in a drug no will influence intention somebody in buy drug.

Limitations from study this is: first, results from study this contradictory with built theories, for example on influence norm subjective to halal certificate and halal certificate against intention buy halal medicines direct no significant. As well as roles mediation halal certificate on attitudes, norms subjective and control perceived behavior no mediate. Second: research this only analyze sample study generation Z in the DKI Jakarta area with characteristics limited respondents, so results research own limitations for generalized to other regions that have characteristics different respondents.

Suggestions for researcher next for can developed with add other variables that can mediate intention buy halal medicines ex halal awareness and variables others to get it increase insights and also the development of related research models with how method increase intention buy halal medicines.■

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