Halal consumerism in the fast-food industry: investigating awareness, literacy, and religious moderations on youth purchasing behavior

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ARTICLE INFO	ABSTRACT
	This study aims to analyze the influence of halal awareness and halal literacy on the purchase intention of packaged fast-food products among young Muslim consumers in Padang city, with religiosity as a moderating variable. The population comprises young Muslims in Padang city who consume fast food, with a sample size of 150 respondents. Data were collected through questionnaires and analyzed using SmartPLS software. The results indicate that: (1) Halal awareness has a positive and significant influence on the purchase intention of fast food among young urban Muslims in Padang city; (2) Halal literacy has a positive but insignificant influence on the purchase intention of fast food among young urban Muslims in Padang city; (3) Religiosity moderates the influence of halal awareness on the purchase intention of fast food among young urban Muslims in Padang city; and (4) Religiosity does not moderate the influence of halal literacy on the purchase intention of fast food among young urban Muslims in Padang city.

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INTRODUCTION

In the past five years, the halal food industry market including fast food in Indonesia has shown very good growth, as seen from the growth data of halal food consumption released by the State of Global Economics Report from 2018 Indonesia is ranked 11th in the world, in 2020 Indonesia has experienced very rapid growth, namely being able to enter the top 5, precisely ranked 4th in the world.

The data shows the great potential of the halal food industry to continue to grow and develop. This is inseparable from the recent popular consumptive behavior, namely the emergence of the notion that consuming fast food is a trend among teenagers. The Health Education Authority explained that consumers in the age range of 15-34 years are dominated by students and young workers with high routines and activities, so they need food products that are fast and easy to consume in various conditions.

As a country with a majority of Muslims, of course, the need for food using halal products is very important and must be considered. Moreover, a Muslim should indeed be able to ensure the halal or haram of the goods that will be used or consumed, this aims to avoid the occurrence of something unwanted (Setyowati and Anwar, 2022). Meanwhile, currently halal products themselves are not only consumed by the Muslim community, but also all over the world, including non-Muslim countries ('Ailah, 2020).

The need for halal food products is also inseparable from the awareness to consume everything that is clearly guaranteed to be halal based on the commands in the postulate of the Qur'an, surah Al

Baqarah Verse 168. Halal awareness is something that is known based on whether a Muslim understands what halal is and prioritizes halal food for consumption.

Consumers in Muslims tend to choose products that have been declared halal compared to products that have not been declared halal by the authorities (Surmawan, 2011). Awareness of consuming halal products is also the result of a good religious understanding and education of producers about halal certificates on their products, with this will have an impact on the high concern of consumers about halal certification on the products they buy.

As a consumer, you must be good at choosing products to be consumed because everyone has the right to decide whether to buy or not to buy a product. In this study, religiosity is used as a moderating variable, because religiosity is considered a variable that can weaken or strengthen the relationship between independent variables and dependent variables. This is because religiosity refers to the level of attachment between a person and the religious values they believe in. With that, religion is expected to be a controller in enforcing norms or self-monitoring in behavior.

LITERATURE REVIEW

Halal Awareness

Halal awareness can be interpreted as an understanding of the halalness of a product by consumers so that they are careful in consuming a product. A person's awareness in consuming or using halal products is influenced by their religion in their daily lives towards themselves, fellow human beings, and their environment which comes from reflections on knowledge, attitudes, and implementation of their faith in worshiping Allah (Damayanti, 2020).

In measuring consumer or individual awareness of the halal concept of a food product, questions were use that were adopted from Azis dan Chok (2013):

1. Observe the product manufacturing materials in detail before purchasing.
2. Buy a product after knowing the manufacturing process.
3. Buy products whose manufactures comply with Islamic concepts.

Halal Literacy

Halal literacy is a knowledge and understanding for a person about a product that is consumed. To find out whether a product is halal or haram, it can be seen from the halal label on the packaging, but the public must also know about the raw materials or compositions used (Yumawa and Hasanah, 2021). This halal literacy is also interpreted as an effort by a Muslim to uphold religious integrity as the basis for decision-making (Cynthiasari and Yafiz, 2022).

Halal literacy indicators (Wahyuni, 2018) are as follows:

1. Knowledge about halal
2. Halal products
3. Halal certificate

Purchase Intention

Purchase intention is an individual's conscious plan to make an effort to purchase a product (Chi, 2011). It can be interpreted that purchase intention is a person's desire to buy a product. According to Fandos and Flavian (2006), purchase intent reflects the short-term behavior of consumers in the future for future purchase decisions. Amalia research (2020), shows that religiosity can affect the attitude and purchase intention of millennial Muslims towards halal food. Religiosity can affect an individual's attitude because religious values will definitely be incorporated into daily consumption beliefs. Indicators of buying interest according to Shah Alam dan Mohamed Sayuti (2011) are as follows:

1. Purchase considerations
2. Routine purchase
3. Beneficial
4. Scale to switch
5. Buy more

Religiosity

Religiosity according to Jalaludin (2010) is a consistency between elements of cognitive items related to their religion, affective items related to their feelings about religion, and conative items showing behavior in accordance with their religious beliefs. Meanwhile, according to Pramintasari and Fatmawati (2017), religiosity is a mixture of complex information about religion, feelings and actions that reflect religious. According Glock dan Stark there are five indicators of religiosity namely as follow (Suroso, 2008):

1. Conviction
2. Religious practices
3. Experience
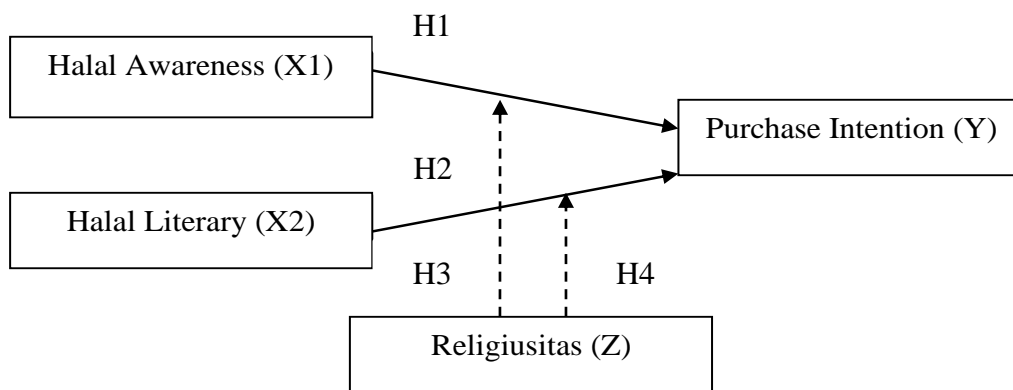4. Religious knowledge
5. Consequences

Figure 1. Conceptual mode

HYPOTHESIS

H1: Halal awareness has a direct effect on purchase intention
H2: Halal literacy has a direct effect on purchase intention.
H3: Religiosity moderates the relationship between halal awareness and purchase intention.
H4: Religiosity moderates the relationship between halal literacy and purchase intention

METHOD

Based on the problem to be studied, namely "The influence of halal awareness and halal literacy on purchase interest of packaged fast-food products among the young generation of muslims in Padang city with religiosity as a moderating variable", this study can be classified as quantitative research, where the independent variable affects the dependent variable. The author wants to describe the influence of halal awareness (X1), halal literacy (X2), on purchase interest (Y) with religiosity as a moderating variable (Z).

Place and time of research

The researcher decided to settle the research area in Padang City in the muslim generation and the duration of the research will be carried out in February 2024.

Population and sample

Population is an important aspect that must be present in scientific research. According to Sugiyono (2017), population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by the researcher to be studied and then conclusions are drawn. In this study, the population that will be used is consumers from the younger generation of Muslims who consume fast food. A sample is a part of a population that is selected through various processes to study

or investigate certain characteristics of a population. The sampling technique used in this study is non-probability sampling, which is a sampling technique that does not provide the same opportunity or opportunity for each element of the population to be selected as a sample. In this study, the number of indicators is 16 indicators, so the results of the number of samples in this study are:

Number of samples　　= 5 x variable indicators
　　　　　　　　　　　= 5 x 16 variable indicators
　　　　　　　　　　　= 80 respondents

From the results of the calculation, 80 respondents were obtained. In addition, as an effort to prevent damage to the questionnaire during collection and ensure that the data obtained is in accordance with the needs, the number of samples in this study is increased to 70, so that 150 respondents are determined.

Table 1. Definition Operational

Research variable	Definition operational	Indicator
Halal Awarenss	Halal awareness is understanding what is good or permissible to consume and understanding what is bad or not permissible to consume according to Islamic rules contained in the Qur'an and Hadith (Pramintasari and Fatmawati, 2017).	1. Observe the products manufacturing materials in detail before purchasing. 2. Buy the product after knowing the manufacturing process 3. Buy products whose manufacturers comply with Islamic concepts. (Aziz dan Chock, 2013)
Halal Literacy	Halal literacy is the ability to differentiate between halal and haram goods and services based on Islamic law (shariah). (Imam Salehudin, 2010)	1. Knowlede about halal 2. Halal product 3. Halal sertificate (Wahyuni, 2018)
Purchase Intention	Purchase intention is a person's state before taking action which can be used as a basis for predicting that behavior or action.	1. Purchase considerations 2. Regular purchases 3. Useful 4. Consider switching 5. Shop more (Shah Alam dan Mohamed Sayuti,2011)
Religiusitas	Religiosity is a complex combination of religious knowledge, feelings, and actions that reflect religious teachings (Pramitasari and Fatmawati, 2017).	1. Belief 2. Religious practices 3. Experience 4. Religious knowledge 5. Consequence (Suroso, 2008)

RESULT AND DISCUSSION

The characteristics of the respondents in this study are adjusted to the previous chapter three. Sampling using purposive sampling technique, namely Padang city residents who consume fast food aged 15 years and over. Distribution of research questionnaires via Google Form media for approximately 14 days from February 4-20, 2024. Based on the results of the questionnaire distribution, the total number of respondents was 150 people.

Results of the description of respondent characteristics

Table 2. Respondent Characteristics by Gender

Gender	Frequency	Percentage
Man	58	38,7%
Woman	92	61,3%
Total	150	100%

Source: Primary Data 2024

Based on table 2, it can be concluded that the gender of the respondents who dominated this study was 92 women with a percentage of 61.3%. There were 58 respondents with a male gender with a percentage of 38.7%.

Table 3. Respondent Characteristics by Age

Age	Frequency	Percentage
<20 Years	49	32,7%
21-30 Years	91	60,7%
31-40 Years	9	6%
>40 Years	1	0,7%
Total	150	100%

Source: Primary Data 2024

Based on Table 3, it can be concluded that the age of the respondents in this study is dominated by respondents with an age range of 21-30 years as many as 91 people with a percentage of 60.7%. Furthermore, respondents with an age range of <20 years were 49 people or 32.7%, respondents with an age range of 31-40 years were 9 people or 6%, and respondents >40 years were 1 person with a percentage of 0.7%.

Table 4. Respondent Characteristics Based on Occupation

Work	Frequency	Percentage
Students/Students	99	66,0%
Civil Servant/Private	11	7,3%
Entrepreneurial	13	9%
Other	27	18%
Total	150	100%

Source: Primary Data 2024

Based on Table 4, it can be concluded that the type of work of the respondents in this study is dominated by respondents with jobs as students/students as many as 99 people or 66.0%, then respondents with jobs as private employees as many as 11 people or 7.3%, respondents with jobs as entrepreneurs as many as 13 people or 9%, respondents with other jobs as many as 27 people or 18%.

Table 5. Characteristics of Respondents Based on Income

Income	Frequency	Percentage
<Rp500,000	76	50,7%
IDR 500,000 – IDR 1,000,000	19	12,7%
IDR 1,000,000 – IDR 2,500,000	24	16%
IDR 2,500,000 – IDR 5,000,000	15	10%
>IDR 5,000,000	11	11%
Total	150	100%

Source: Primary Data 2024

Based on Table 5, it can be concluded that the income of the respondents in this study is dominated by 76 respondents in the income range of <500,000 or 50.7%. Furthermore, respondents with an income range of 500,000-1,000,000 were 19 people or 12.7%, respondents with an income range of 1,000,000-2,500,000 were 24 people or 16%, respondents with an income range of 2,500,000-5,000,000 were 15 people or 10%, and respondents with an income range of >5,000,000 were 11 people or 11%.

Halal awareness

The variable frequency distribution of halal awareness consists of four statement items used. The distribution of these variable frequencies can be seen in the following table 6:

Table 6. Halal Awareness Frequency Distribution (X1)

No	Question	Mean	Category
1	Always make surethat the products I consume are halal.	4,76	Very High
2	Always make sure that the products I consume contain halal ingredients.	4,72	Very High
3	Always ensure that the products I consume are processed or produced through the halal process.	4,63	Very High
4	I will only buy a product if it has a halal label.	4,71	Very High
	Average	4,71	Very High

Based on the results of the study shown in table 6 above, it is known that the average value obtained from the four question items is 4.71 with a very high category. This means that the young generation of Muslims in the city of Papahas a high halal awareness of fast food in packaging.

Halal Literacy (X2)

The variable frequency distribution of Halal Literacy (X2) consists of six statement items used. The distribution of these variable frequencies can be seen in the following table 7:

Table 7. Halal Awareness Frequency Distribution (X1)

No	Question	Mean	Category
1	Animal carcasses are allowed (halal) to eat.	0,89	Very High
2	Animals that are slaughtered without mentioning the name of Allah are halal to eat.	0,97	Very High
3	In an emergency, the haram food can be consumed to survive.	0,75	Tall
4	Foods mixed with a small amount of alcohol are halal to eat.	0,95	Very High
5	Food that is used as an offering in food rituals is allowed (halal) to be eaten.	0,89	Very High
6	The meat slaughtered by the Ahlul Kitab is halal to eat.	0,72	Tall
	Average	0,86	Very High

Source: Primary Data 2024

Based on the results of the study shown in table 7, it is known that the average score obtained from the six question items is 0.86 which is included in the very high category. In the statement that animals are slaughtered without mentioning the name of Allah halal to eat , respondents who answered correctly have an average score of 0.97 which is very high. And in each statement of meat slaughtered by Ahlul Kitab halal to be eaten, it gets an average of 0.72 which is included in the high category. This means that the halal literacy of the young generation of Muslims in Padang city is included in a very high category related to packaged fast food products.

Religiosity (Z)
The variable frequency distribution of Religiosity *(Z)* consists of five statement items used. The variable frequency distribution of Religiosity (Z) can be seen in the following Table 8:

Table 8. Distribution of Frequencies of Religiosity

No.	Question	Mean	Category
1	Religion is very important to me.	4,88	Very High
2	Islam supports me to get a better life.	4,87	Very High
3	Performing the hajj is one of my top priorities.	4,59	Very High
4	Prayer can help me.	4,81	Very High
5	I believe that God helps me.	4,89	Very High
	Average	4,81	Very High

Source: Primary Data 2024

Based on the results of the study shown in Table 8, it is known that the average value obtained from the five statement items is 4.89 with a very high category. This means that the young generation of Muslims in the city of Pādang has a very high religiosity towards fast food products inpackaging.

Purchase Intention (Y)
The variable frequency distribution of Purchase Intention (Y) consists of five statement items used. The variable frequency distribution of Purchase Intention (Y) can be seen in the following Table 9:

Table 9. Purchase Intent Frequency Distribution

No	Question	Mean	Category
1	Willing to buy halal products in the future.	4,69	Very High
2	Will regularly purchase halal-certified products at where available.	4,69	Very High
3	I prefer to buy halal products even though the brand is not popular.	4,53	Very High
4	Willing to buy halal-certified products even though they are a little expensive.	4,43	Tall
5	By consuming halal products, it is healthier.	4,74	Very High
	Average	4,62	Very High

Based on the results of the study shown in Table 9, it is known that the average value obtained from the five statement items is 4.62 with a very high category. This means that the young generation of Muslims in Padang city gives a very high Purchase Intention towards packaged fast food.

Measurement Model
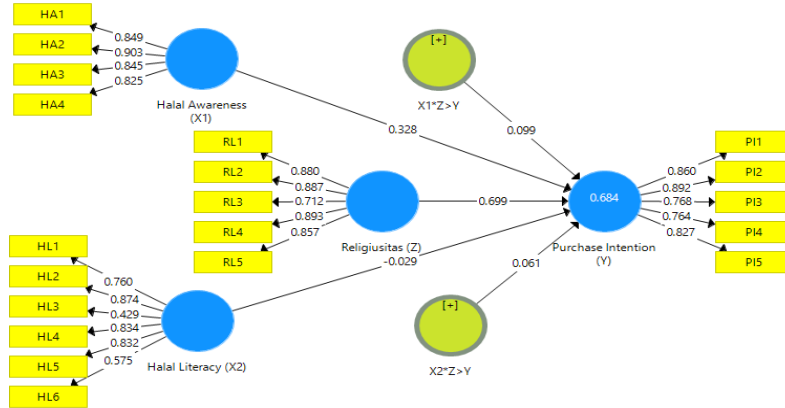**Convergent Validity**

Figure 2. Results of the Initial Structural Model

Figure 2 shows the initial form of the model to measure the validity of the indicators on their parent variables. For more details, please see the initial structural external load output table.

Table 10. Initial Outer Loading Output Results

Items	Halal Awareness (X1)	Halal Literacy (X2)	Purchase Intention (Y)	Religiosity (Z)	Category
HA1	0,849				Valid
HA2	0,903				Valid
HA3	0,845				Valid
HA4	0,825				Valid
HL1		0,76			Valid
HL2		0,874			Valid
HL3		0,429			Invalid
HL4		0,834			Valid
HL5		0,832			Valid
HL6		0,575			Invalid
PI1			0,86		Valid
PI2			0,892		Valid
PI3			0,768		Valid
PI4			0,764		Valid
PI5			0,827		Valid
RL1				0,88	Valid
RL2				0,887	Valid
RL3				0,712	Valid
RL4				0,893	Valid
RL5				0,857	Valid

Source: Primary Data 2024

In table 10, the initial outer loading results can be seen that there is one invalid indicator, namely HL3 with a value of 0.429 and HL6 with a value of 0.575 because it still has a loading factor value below 0.7 or does not have a good convergent validate value. According to Hussein (2015), if there is an outer loading value below 0.7 on an indicator, the indicator can be eliminated because it does not represent the existing construct. Therefore, it is necessary to re-estimate the relationship model between variables by removing indicators that fall into the low loading factor category, namely below 0.7, in order to have a good convergent validate. The results of the causal relationship diagram between the construct and its indicators can be seen in Figure 3 below:
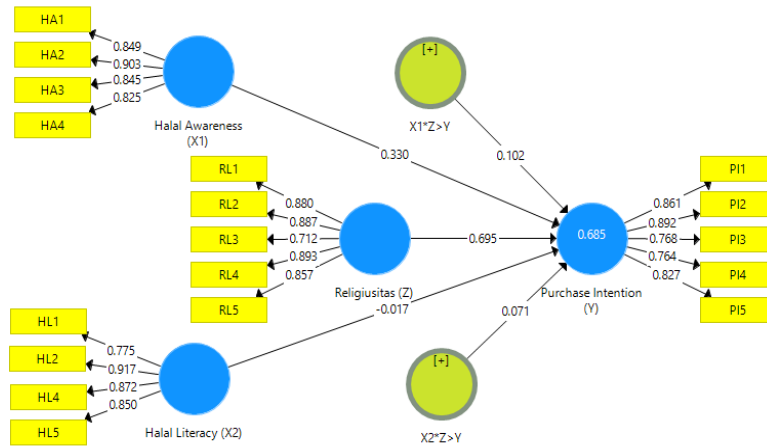

Figure 3. Results of Structural Models (Re-estimation)

After re-estimating by removing variable indicators whose loading factor value is below 0.7, it is obtained that all variable indicators have met the convergent validity shown by table 11 of the final outer loading, as follows:

Table 11. Output Outer Loading (Re-estimated)

Items	Halal Awareness (X1)	Halal Literacy (X2)	Purchase Intention (Y)	Religiosity (Z)	Category
HA1	0,849				Valid
HA2	0,903				Valid
HA3	0,845				Valid
HA4	0,825				Valid
HL1		0,775			Valid
HL2		0,917			Valid
HL4		0,872			Valid
HL5		0,850			Valid
PI1			0,861		Valid
PI2			0,892		Valid
PI3			0,768		Valid
PI4			0,764		Valid
PI5			0,827		Valid
RL1				0,880	Valid
RL2				0,887	Valid
RL3				0,712	Valid
RL4				0,893	Valid
RL5				0,857	Valid

Source: Primary Data 2024

From the results of data processing in Table 11, the outer loading value of all large variable indicators is obtained from 0.7, then the validity of the convergence of all indicators is said to be valid.

Table 12. Output AVE

Average Variant Extracted (AVE)	
Halal Awareness (X1)	0,733
Halal Literacy (X2)	0,731
Religiosity (Z)	0,720
Purchase Intention (Y)	0,679

Source: Primary Data 2024

Based on table 12, the results were obtained that the AVE value of all variables was above 0.5, then the validity of the convergence was said to be valid.

Discriminant Validity

The validity of discrimination is related to the principle that different measures of construct should not be highly correlated. The validity of discrimination can be seen from the cross loading value of each variable indicator as seen in table 13.

Table 13. Validity of Discrimination

Items	Halal Awareness (X1)	Halal Literacy (X2)	Purchase Intention (Y)	Religiosity (Z)
HA1	0,849	-0,08	0,466	0,439
HA2	0,903	-0,082	0,523	0,478
HA3	0,845	0,016	0,475	0,37
HA4	0,825	-0,127	0,453	0,383
HL1	-0,046	0,775	-0,095	-0,125
HL2	-0,064	0,917	-0,202	-0,198
HL4	-0,094	0,872	-0,141	-0,166
HL5	-0,065	0,850	-0,162	-0,24
PI1	0,497	-0,082	0,861	0,703
PI2	0,504	-0,217	0,892	0,767
PI3	0,446	-0,097	0,768	0,52
PI4	0,413	-0,188	0,764	0,511
PI5	0,444	-0,175	0,827	0,676
RL1	0,457	-0,212	0,691	0,880
RL2	0,448	-0,209	0,74	0,887
RL3	0,358	-0,107	0,551	0,712
RL4	0,4	-0,23	0,684	0,893
RL5	0,407	-0,16	0,64	0,857

Source: Primary Data 2024

Table 13 shows that the score value (correlation) of the variable against the indicator is higher than the score value (correlation) of the variable against other indicators. It can be concluded that all indicators tested in this study are stated to have discriminatory validity.

Reliability Test

Reliability measurements were carried out by looking at the output of composite reliability and cronbach alpha. The following are the results of reliability testing on each latent variable with the help of SmartPLS software.

Table 14. Cronbach Alpha and Composite Reliability

Variable	Cronbach Alpha	Composite Reliability
Halal Awareness (X1)	0,878	0,916
Halal Literacy (X2)	0,879	0,915
Religiosity (Z)	0.90 1	0.927
Purchase Intention (Y)	0.88 1	0.913

Source: Primary Data 2024

Based on table 14, it shows that the variable has good reliability or is able to measure the construct. A variable is said to have sufficient reliability if the variable has a cronbach alpha value >0,6 and composite reliability value >0,7.

Structural Model Measurement
R Square (R2)

Table 15. Nilai R-Square

Variable	R-Square	Ajusted R-Square
Purchase Intention	0,785	0,774

Source: Primary Data 2024

Based on table 15, it shows that the R square value of the variable purchase's intention of 0.785 this value states that the variable purchase intention explained by variables halal awareness, halal literacy which is moderated by the religiosity variable of 78.5 % while the meaning 31.5% is explained by other variables not included in this study.

Hypothesis Testing

Hypothesis testing can be carried out based on the significance level and path coefficient values between latent variables. For significance, be guided by p-value with a value below 0.05 or t statistics >1.96.

Table 16. Path Coefficient

Variable	Original Sample	T Statistik (O/STDEV)	P-Value
Halal Awareness (X1) -> Purchase Intention (Y)	0,330	3,534	0,000
Halal Literacy (X2) -> Purchase Intention (Y)	-0,017	0,311	0,556
Halal Awareness*Religiusitas -> Purchase Intention (Y)	0,202	2,604	0,014
Halal Awareness*Halal Literacy -> Purchase Intention (Y)	0,071	1,087	0,278

Source: Primary Data 2024

DISCUSSION

This study aims to test the influence of halal awareness and halal literacy variables on the interest in purchasing packaged fastfood products among the young generation of Muslims in Padang City with religiosity as a moderating variable.

The influence of halal awareness on purchase intention of packaged fast-food products among the young Muslim generation in Padang city

The results of the frequency distribution analysis of the halal awareness variable with an average score of 4.71 are included in the very high category, which means that the young generation of Muslims in Padang City have very good awareness in assessing the halal and haram fast food in their environment. Meanwhile, the frequency distribution of the purchasing interest variable with an average score of 4.81 is included in the very high category, which means that the level of intention or intention of the young generation of Muslims in Padang City to buy fast food is very high. The results of the first hypothesis test show that the purchasing interest variable obtains a p-value of 0.000, which is smaller than 0.05 (3.539> 1.96) and an original sample value of 0.330. This shows that the higher the halal awareness of the young generation of Muslims in Padang City about products included in the halal category based on the literacy they read does not affect their purchasing interest in fast food.

The influence of halal literacy on purchase intention of packaged fast-food products among the youngMuslim generation in Padang City

Results The results of the frequency distribution analysis of the halal literacy variable with an average score of 0.86 are included in the very high category where many answered the questions correctly, thus indicating that the young generation of Muslims in Padang City have many references and also sources of reading literacy regarding the halalness of fast-food products according to Islam. Meanwhile, for the frequency distribution of the purchase interest variable with an average score of 4.81, it is included in the very high category, which means that the level of intention or intention of the young generation of Muslims in Padang City to buy fast food is very high. The results of the second hypothesis test, namely the halal literacy variable, obtained a p-value of 0.556, which is greater than 0.05 (0.311 <1.96) and an original sample value of -0.017. These findings indicate that the insight of the young generation of Muslims in Padang City about products included in the halal category based on the literacy they read does not affect their purchase interest in fast food.

The influence of religiosity that moderates the relationship between halal awareness in influencingpurchase intention

The existence of religiosity as a moderating variable on the influence of halal awareness on purchasing interest where the test obtained a p-value of 0.014 which is smaller than 0.05 (2.604> 1.96) and the original sample value of 0.202. This shows that religiosity moderates the relationship between halal awareness and purchasing interest. These findings indicate that religiosity can strengthen the influence of halal awareness in individuals on the purchasing interest of the young Muslim generation towards fast food products in Padang City. In line with the findings of Nasrullah (2015) that religiosity has a weak influence on the relationship between Islamic branding and purchasing decisions, where religiosity is able to moderate the influence of variables related to religious aspects. As well as the findings of Desmayonda (2019) who found that religiosity has an influence on purchasing decisions of 19.3%, in the study the researcher found that religiosity also has a moderating influence.

The influence of religiosity that moderates the relationship between halal literacy in influencingpurchase intention

The results of the study indicate that religiosity plays a role in moderating the relationship between halal literacy and purchasing interest. The p-value obtained is 0.278 which is greater than 0.05 (1.087 <1.96) and the original sample value is 0.071, which means that religiosity moderates the relationship between halal literacy and purchasing interest.

CONCLUSION

Based on the results of the influence hypothesis testing analysis halal awareness and halal literacy to purchase intention packaged fast food products among the young Muslim generation in Padang city with religiosity as a moderating variable are as follows:

1. Influence halal awareness to purchase intention packaged fast food products among the young Muslim generation in Padang city show only halal awareness significant positive effect on purchase intention. So, when level halal awareness increase purchase.
2. Influence halal literacy to purchase intention packaged fast food products among the young Muslim generation in Padang city show only halal literacy positive but not significant effect on purchase intention. So, when halal literacy their increase does not have any effect on their level of purchase intention. This is because basically they believe that fast food is definitely halal.
3. Religiosity is able to moderate the influence halal awareness stop purchase intention packaged food products among the young generation of Muslims in Padang city. This means that religious youth who understand the halal aspects of products such as halal labels and halal certificates tend to strengthen the influence of their halal awareness and strengthen the purchase intention of fast food.
4. Religiosity is unable to moderate the influence of halal literacy on purchase intention of packaged fast food products among young Muslim generation in Padang City. Although the young people are religious, when halal literacy increases, it does not affect their purchase intention towards fast food in Padang City.

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