Drivers of Purchase Intention Behavior on Islamic Boarding School (Pesantren) Product at Java Island

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Abstract: This study aims to analyze Halal Perceived Value, Brand Image, and Religious Belief on the purchase intention of Pesantren Products at Java Island. This research uses 132 respondents from consumers who live at Java Island, and who have bought pesantren products. The data collected by the researchers were analyzed using a quantitative approach, with the PLS analysis technique using Smart PLS 4 software. Based on the conclusion that both internal and external factors affecting customers might influence their purchasing behavior on Pesantren products. Internal factors of consumers include religious beliefs and attitudes, and the external aspects include halal perceived value and brand image. Additionally, consumer purchase intentions for pesantren products are unaffected by halal trust, this could be because pesantren products have many competitors with similar products, so even though they are guaranteed halal, they still do not affect the intention to purchase the product. This study found the importance of product halal certificates to increase perceptions of halal values and the brand image of pesantren as a halal industry.

Keywords: purchase intention behavior, halal product, and pesantren product

Abstrak: *Penelitian ini bertujuan untuk menganalisis Halal Perceived Value, Brand Image, dan Religius Belief terhadap niat beli Produk Pesantren di Pulau Jawa. Penelitian ini menggunakan 132 responden dari konsumen yang tinggal di Pulau Jawa dan pernah membeli produk pesantren. Data yang terkumpul peneliti dianalisis menggunakan pendekatan kuantitatif, dengan teknik analisis PLS menggunakan software Smart PLS 4. Berdasarkan kesimpulan bahwa baik faktor internal maupun eksternal yang mempengaruhi konsumen dapat mempengaruhi perilaku pembelian mereka terhadap produk Pesantren. Faktor internal konsumen meliputi keyakinan dan sikap keagamaan, dan aspek eksternal meliputi nilai kehalalan yang dirasakan dan citra merek. Selain itu, niat beli konsumen terhadap produk pesantren tidak terpengaruh oleh kepercayaan halal, hal ini bisa disebabkan karena produk pesantren mempunyai banyak pesaing dengan produk serupa, sehingga walaupun terjamin halal namun tetap tidak mempengaruhi niat membeli produk tersebut.. Studi ini menemukan pentingnya sertifikat halal produk untuk meningkatkan persepsi nilai halal dan brand image pesantren sebagai industri halal.*

Kata kunci: *perilaku minat beli, produk halal, dan produk pesantren*

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INTRODUCTION

Based on the Global Islamic Economy Report, the halal industry has enormous growth potential, which will make a significant contribution to the country's economic growth (Pratama et al., 2023). The increasing demand for halal food is certainly an emerging market opportunity for businesses, especially pesantren (Ag Majid et al., 2021). Director of Pendidikan Diniyah dan Pondok Pesantren, Waryono Abdul Ghafur revealed that pesantren are institutions that have the potential to participate in marketing products to the global Halal market (Khoeron, 2022). The results of the mapping conducted by the Research and Development Center for Religious and Religious Education in 2020 and 2021 show that 90.48 percent of the 11,868 pesantren already have a business unit; only 9.52 percent of pesantren still do not have one, and even 2.58 percent of pesantren have 3-5 types of businesses unit (Basri, 2021). The Ministry of Religion (Kemenag) noted that the number of pesantren throughout Indonesia has reached around 30,494 Pesantren. The opportunities for pesantren are wide open to become exporters of halal products in the world and make Indonesia the center of halal in the world (OPOP JATIM, 2021).

In the last ten years, many studies have been carried out on pesantren business units, such as the management of pesantren business units (Azizah, 2016; Cahyo, 2021; Hamzah et al., 2022; Ladiva, 2023; Musyafa, 2023; Nadzir, 2015; Napisah, 2022; Triyawan et al., 2019), and the role of the pesantren business unit on the economy (Lugina, 2018; Maya Silvana & Lubis, 2021), as well as the role of the pesantren business unit in building the character of santri (ALI, 2020; Bustomi & Umam, 2017; Nisa & Guspul, 2021; Zaenal Afandi, 2019). The economics of Pesantren is very limited because the majority of discussions related to Pesantren are still in the aspect of the educational model (Zaki et al., 2022), and suggested the next researcher investigate other topics related to Pesantren to expand studies related to Pesantren business units(Hudaefi & Heryani, 2019).

This research aims to fill the gap or expand the literature regarding pesantren business units and the intention to purchase pesantren products, which generally have different factors from the intention to purchase halal products. Some research on consumer behavior intention towards halal products: halal cosmetics (Abd Rahman et al., 2015; Handriana et al., 2020; Septiarini et al., 2023), pharmaceutical products (Kasri et al., 2023; Widyanto & Sitohang, 2022), family takaful (Farhat et al., 2019), Islamic finance (Shah et al., 2023), halal tourism (Sudarsono et al., 2021), and halal food (Aslan, 2023; Bashir, 2019; Febriandika et al., 2023; Marmaya et al., 2019).

According to researchers, Pesantren products have unique qualities that can differentiate them from other products and are more reliable in their contribution to halal products. This research will focus on consumer behavior regarding intentions to purchase Pesantren products, whereby understanding the intention to purchase Pesantren products, this research is expected to help ensure the continuity of Pesantren operations and their contribution to improving the welfare of society and the country's economy. As mentioned above, much of Pesantren's research still uses qualitative research. This research uses quantitative methodology using variables such as Halal Perceived Value, Brand Image, Religious Beliefs, Halal Beliefs, attitudes, and purchase intentions for Pesantren Products.

LITERATURE REVIEW
Halal Perceived Value and Halal Trust

The consumer's overall assessment of the utility of a product is based on perceptions of the consumer received and seller given, or it can be said that satisfaction is a strong predictor of perceived value (Akkaya, 2021). So, the satisfaction obtained will affect a person's behavioral intention in making decisions. Halal is a component of a Muslim's ethical code and worldview, not merely a way to promote products (Miftahuddin et al., 2022). Therefore, companies can provide value to their products from their competitors by developing halal marketing strategies to increase organizational trust in the business environment. In this study, the variable halal value is defined as the respondent's perception of the halal value on pesantren products.

Trust will be created when exchange partners have reliability and integrity (Morgan & Hunt, 1994). The level of trust in halal products have different levels of trust, where trust in the halalness of a product or service is an important factor in influencing the purchasing behavior of Muslim consumers (Rahman et al., 2021). Trust consists of three types of beliefs: ability, integrity, and benevolence (Khan et al., 2022). Halal Trust is where customers accept vulnerability and trust in a company's integrity, benevolence, and halal compliance capacity (Miftahuddin et al., 2022).

Perceived value has a positive influence on trust (Handi et al., 2018). The halal perceived value affects halal trust (Miftahuddin et al., 2022). This builds the perceived value of halal products will increase customer confidence, as well as influence consumer desires to purchase. So the presence of HPV will reduce the perceived risk of Muslim consumers and, at the same time, increase consumer confidence and possible purchase intentions.

H1: Halal Perceived Value significantly influences halal trust in pesantren products

Brand Image and Halal Trust

According to Keller (1993), brand Image is "consumer perceptions of a brand as reflected by the brand associations held in consumer memory" (Keller, 1993). When consumers find it challenging to discriminate between offers from rivals based on real product quality, marketers will leverage brand reputation to draw in customers (Handriana et al., 2020). Brand image refers

to how customers view the company (Heding et al., 2008). Research on the influence of brand image on trust has been widely used in research on determining consumer purchase intentions. A good brand image can increase consumer confidence (Khan et al., 2022). For Younger generations, their belief in the goods they purchase is dependent on what they learn from their surroundings, such as a product's brand image (Handriana et al., 2020). Previous research shows that in determining purchases, brand image influences consumer trust so in this study, the hypothesis is:

H2: Brand image significantly influences halal trust in pesantren products

Brand Image and Attitude toward Product

Consumer attitude is the consumer's overall evaluation of a product which depends on the consumer's perception of a product and can be a predictor of consumer behavior toward the product (Wu et al., 2020). When implementing marketing strategies to foster a positive attitude towards the products or services offered, marketers must pay attention to factors that consumers consider (Pratama et al., 2023). Attitudes are divided into two, including general attitudes toward physical objects and attitudes towards carrying out certain behaviors. Respondents' attitudes towards consuming halal products were determined by their positive views or assessments of the benefits of halal products (Kasri et al., 2023).

Consumer behavior towards halal products is influenced by the brand. Brand image refers to how customers view the company (Heding et al., 2008). Brand image has a big impact on how people feel about halal cosmetics (Handriana et al., 2020), and the halal brand image of the product can impact the favorable attitude of non-Muslim consumers to appreciate halal cosmetic items (Septiarini et al., 2023). Brands that have positive images and associations in the minds of consumers and have personalities similar to consumers tend to lead to positive attitudes consumers towards brands (Wu et al., 2020). Consumers can also choose brands or evaluate brands positively when others around them also have the same evaluation.

H3: Brand image significantly influences Attitude toward pesantren products

Religious Belief and Attitude toward Product

Consumer attitude is the overall consumer evaluation of a product that depends on consumer beliefs about a product and can be a predictor of consumer behavior toward the product (Wu et al., 2020). Religiosity is the extent to which a person believes and applies certain religious principles (Suhartanto et al., 2023). Religious belief is also known as religiosity, which is defined as the degree to which a person follows and practices the values of their religious beliefs and applies them in daily activity (Handriana et al., 2020). And can also be interpreted as how far an individual is committed to his religion and how far this religion is reflected in his attitudes and behavior (Kasri et al., 2023).

Religiosity and attitude have a positive relationship, where belief in religion can influence consumer behavior by influencing the evaluation of product information, product and service variations, and consumption patterns (Aziz et al., 2019; Widyanto & Sitohang, 2022). Customer attitudes toward halal cosmetic products were positively correlated with their religious beliefs and explained that religiosity could influence attitudes, which depended on the extent to which belief in certain religious values and ideals was held and practiced by an individual (Handriana et al., 2020).

H4: Religious belief significantly influences Attitude toward pesantren products

Halal Trust and Attitude toward Product

The attitude of respondents towards the consumption of halal products was determined by their positive views or assessments of the benefits of halal products (Kasri et al., 2023). In social psychology, trust can be considered a positive attitude, if consumers have confidence in a product, they'll dispose of the product favorably (Pratama et al., 2023). In various types of businesses, Trust normally plays a significant role, and corporate actors must work to retain and grow customer trust so that consumers can have a positive attitude toward the product (Handriana et al., 2020). (Ashraf, 2019) also emphasized that belief in the authenticity of Halal food is very important to influence attitudes towards Halal food in Bangladesh.

H5: Halal Trust significantly influences Attitude toward pesantren products

Halal Trust and Purchase Intention Behavior

Trading partners are dependable and honest, trust is developed (Morgan & Hunt, 1994). According to (Rahman et al., 2021) the level of trust in halal products has different beliefs, where belief in the halalness of a product or service is an important factor in influencing the buying behavior of Muslim consumers. (Suhartanto et al., 2023), also explained that for a Muslim, belief in product halalness as well as the company's business operations are key factors in accepting products and influencing their future behavior.

Trust was found to be a significant predictor of purchasing behavior (Rahman et al., 2021). Consumer trust and confidence in the halal supply chain were found to be influenced by where the food product was produced (Randeree, 2019). Most of the attitudes of individuals towards purchasing halal food were based on trust, or in other words, consumers' views on trust in halal food were expected to influence their attitudes toward purchases (Ashraf, 2019; Sayogo, 2018).

H6: Halal Trust significantly influences purchase intention behavior

Attitude toward Product and Purchase Intention Behavior

According to the "Theory of planned behavior" (TPB) the intention to perform behavior is influenced by behavioral beliefs from three determinants, namely attitude, perceived behavioral control, and subjective norms

(Marmaya et al., 2019). Personal attitudes can be measured by patterns of beliefs and evaluation of behavioral performance (Tung et al., 2020). According to Ajzen and Fishbein's 1980 "Theory and Reasoned Action" (TRA) in (Handriana et al., 2020) intention is the most important factor that connects one's attitude and behavior. This is because voluntary behavior is under the control of intention (Troudi & Bouyoucef, 2020).

Muslim consumers who are religious will have different patterns of purchase intentions and will tend to consume products and services that are halal-certified (El-Bassiouny, 2016). (Widyanto & Sitohang, 2022) states that attitude characterizes individual intentions on a particular product. In addition, previous studies (Abd Rahman et al., 2015; Bashir, 2019; Handriana et al., 2020; Pratama et al., 2023; Widyanto & Sitohang, 2022) also stated that purchase intentions for Halal products are strongly influenced by attitudes. Other (Kasri et al., 2023) it was also stated that there was a positive and significant influence on the attitude towards the intention to consume Halal pharmaceutical products.

H7: Attitude toward product significantly influences purchase intention behavior

RESEARCH METHOD

This research is quantitative research that will examine the influence of exogenous variables which is Halal Perceived Value, brand image, and religious belief effect on Endogenous variables Halal Trust, Attitudes towards Products, and Purchase Intentions. These six variables were measured using a modified Likert scale in the form of a 4-point Likert scale, ranging from "1" (Strongly Disagree) to "4" (Strongly Agree), and eliminating the "neutral" answer. This is because "neutral" responses frequently prompt respondents to answer in the center rather than agree or disagree, which results in less information being gathered from respondents (Ratnasari et al., 2023). This research question was adopted from previous research (Handriana et al., 2020; Pratama et al., 2023; Suhartanto et al., 2023).

The population used in this study is consumers who are in Java, which is based on data obtained from (Direktorat Jenderal Pendidikan Islam, 2022) where the island of Java has the largest number of pesantren in Indonesia and is considered more advanced. The number of pesantren in each province can be detailed as follows: West Java with 9,310 pesantren, Banten with 5,344 pesantren, Central Java with 3,927 pesantren, DI Yogyakarta with 337 pesantren, and East Java with 5,121 pesantren, and a total of 24,039 of the total the number of pesantren is 30,494 or about 79% of pesantren in Java.

Sampling in this study was carried out using a purposive sampling technique based on specified criteria such as consumers who had purchased Pesantrens products such as (Drinking Water, Snacks, Bread, Coffee, Honey, Processed Meat, etc. in the last 3 years and have the age of over 18. The study was conducted for one month using a questionnaire to respondents online through the Google form application which was distributed via social media. The researcher obtained 146 respondents, however after conducting the screening test, the researchers eliminated 14 respondents who were classified as outliers, unengaged, and did not meet the criteria of the filtering question.

Therefore, this research produced 132 valid respondents. Their demographic profile can be seen in Table 1: 124 respondents (94%) aged 18-30 years and 8 respondents (6%) aged 31-45 years. For gender, 41 were male (31%) and 91 were female (69%). For education level, 16 graduated from high school/vocational high school (12%), 93 bachelor's degrees (70.3%), 21 master's graduates (16%), and 1 doctoral graduate (0.7%). The data collected by the researchers were analyzed using a quantitative approach, with the partial least squares (PLS) analysis technique using Smart PLS 4 software.

Table 1. Demographic Profile

Characteristics	Classification	Frequency	%
Gender	Male	41 responden	31%
	Female	91 responded	69%
Education level	High school/vocational	16 responded	12%
	Bachelor's degrees	93 responded	70,3%
	Master's graduates	21 responded	16%
	Doctoral graduate	1 responded	0,7%
Age	18-30 years	124 responded	94%
	31-45 years	8 responded	6%

RESULT AND DISCUSSION
Measurement Model

Measurement model test, which tests the construct validity and reliability of each indicator (Haryono, 2016). The validity test in this study uses convergent validity and discriminant validity, which according to (Hair et al., 2019) Convergent validity is the extent to which a convergent construct can explain the item variance. The metric used to evaluate the construct's convergent validity is the Average Variance Extracted (AVE) for all items in each construct. An acceptable AVE is 0,50 or higher indicating that the construct explains at least 50 percent of the item variance (Hair et al., 2019). Discriminant validity is the extent to which a construct is empirically different from other constructs in a structural model (Hair et al., 2019) which in this study uses cross-loading.

Reliability testing in this study was carried out by looking at the composite reliability value. Based on Table 2 below, the composite reliability value for all variables in this study was > 0,70. This shows that all variables in this study have adjusted for composite reliability and have a high-reliability value. It is furthermore, based on the AVE value in Table 2 which shows higher than 0,50, which indicates convergent validity is acceptable or indicates that the construct explains more than 50% of the item variance. In addition, it is also seen from Table 2 below that it also shows that all the question indicators of the variables have a loading factor value above 0,6, which means that the convergent validity of all variables has been fulfilled.

Table 2. Result of Composite Reability Test, Loading Factors and AVE

Laten Variabel	Item Pengukuran	Indikator	Loadings Factors	Composite Reability	AVE
Halal Perceived Value	HPV 1	Pesantren products provide benefits because they are halal	0,600	0,813	0,523
	HPV 2	Pesantren products provide benefits because they are Tayyib	0,775		
	HPV 3	Pesantren products meet my halal needs well	0,800		
	HPV 4	Pesantren products have advantages compared to other halal products	0,702		
Brand Image	BI 2	Product brands originating from Pesantren never disappoint their customers	0,629	0,749	0,601
	BI 4	The product brand from the Pesantren influences my confidence in buying halal products	0,743		
Religious Belief	RB 1	I use Pesantren products because of my religious belief in consuming halal products	0,805	0,811	0,523
	RB 2	I believe that everything I consume affects my life	0,540		
	RB 3	I follow religious advice to consume halal products, namely those from Pesantren	0,807		
	RB 4	I avoid purchasing products that are considered makruh	0,707		
Halal Trust	HT 1	I believe that the product ingredients used are halal	0,847	0,868	0,625
	HT 2	I believe that the product is processed in a halal way	0,842		
	HT 3	I believe that Pesantren products have good quality	0,652		
	HT 4	I believe that the products produced by Pesantren can be trusted to be halal	0,805		
Attitude Toward Product	ATP 1	I believe that using pesantren products that are halal is an Islamic religious obligation	0,667	0,841	0,516
	ATP 2	Using pesantren products is my own choice	0,734		
	ATP 3	My attitude towards pesantren products is largely determined by the reputation of the pesantren	0,595		
	ATP 4	I like buying pesantren products	0,811		
	ATP 5	I am willing to make extra efforts so that I can buy pesantren products	0,765		
Intention to Purchase	IP 1	I intend to buy pesantren products in the future	0,826	0,920	0,741
	IP 2	I will choose certain products to consume	0,855		
	IP 3	I will tend to choose pesantren products in the future	0,910		
	IP 4	I will fulfill my needs by buying pesantren products	0,850		

In addition, based on Table 3 it can be seen that the loading value of an indicator of a construct is greater than the cross-loading value of other construct indicators which indicates that the discriminant validity of each indicator on the variable has been fulfilled.

Table 3. Loadings and Cross-Loadings.

	ATP	BI	HPV	HT	IP	RB
ATP 1	0,668	0,419	0,412	0,497	0,374	0,606
ATP 2	0,736	0,301	0,524	0,522	0,497	0,565
ATP 3	0,592	0,322	0,280	0,279	0,326	0,349
ATP 4	0,813	0,366	0,421	0,480	0,574	0,582
ATP 5	0,762	0,321	0,423	0,355	0,570	0,450
BI 2	0,336	0,699	0,240	0,351	0,420	0,221
BI 4	0,404	0,845	0,465	0,509	0,191	0,398
HPV 1	0,335	0,221	0,600	0,387	0,251	0,259
HPV 2	0,465	0,310	0,775	0,468	0,404	0,542
HPV 3	0,429	0,425	0,799	0,473	0,234	0,457
HPV 4	0,452	0,404	0,703	0,370	0,392	0,367
HT 1	0,528	0,410	0,452	0,845	0,328	0,558
HT 2	0,467	0,551	0,566	0,841	0,308	0,533
HT 3	0,451	0,426	0,371	0,656	0,436	0,394
HT 4	0,461	0,378	0,467	0,804	0,320	0,457
IP 1	0,594	0,246	0,346	0,408	0,827	0,472
IP 2	0,547	0,253	0,315	0,360	0,855	0,394
IP 3	0,561	0,342	0,390	0,388	0,910	0,452
IP 4	0,577	0,429	0,458	0,357	0,850	0,451
RB 1	0,573	0,283	0,588	0,434	0,414	0,805
RB 2	0,332	0,246	0,269	0,378	0,181	0,541
RB 3	0,650	0,353	0,465	0,519	0,487	0,807
RB 4	0,466	0,305	0,273	0,458	0,335	0,708

Structural model

The purpose of the Structural model test is to see the correlation between the constructs being measured (Haryono, 2016). The following are the results of the structural test of this research model (figure 1). According to (Shmueli et al., 2019) Standard assessment criteria that must be considered to evaluate the PLS-SEM model must include the coefficient of determination (R^2), Q^2 measurement, or predictive relevance which functions to validate the model, and statistical significance and path coefficient relevance.

The R^2 Test was used by the researcher to determine how much of an impact the exogenous variables had on the endogenous variables. Table 4 shows the R^2 value of the ATP variable of 0,577, which means that 57,7% of the ATP variable is influenced by religious belief, halal trust, and brand image. The remaining 42,3% is influenced by other variables that have not been defined or are outside the model. Furthermore, the R^2 value of the halal trust variable is 0,454, which means 45,4%, the HT variable is influenced by the

halal perceived value and brand image variables and the remaining 54,6% is influenced by Other undefined or unaccounted-for factors or is beyond the model. Finally, the R2 value of the IP variable is 0,442, which means 42,2% of the IP variable is influenced by attitude toward product and halal trust, and the other 57,8% is influenced by other variables or are outside the model.

Table 4. Result of R^2 & Q^2 Test

Variables	R^2	Q^2
Attitude Toward Product	0,577	0,550
Halal Trust	0,454	0,417
Intention to Purchase	0,442	0,290

The researcher also conducted a Q2 relevance prediction test, which serves to validate the model. This measure is suitable if the endogenous latent variable has a reflective gauge model. The results of the prediction of the relevance of Q2 are considered good (appropriate) if the value is greater than 0, indicating that the exogenous latent variable is an explanatory variable capable of predicting its endogenous variable (Haryono, 2016). Based on table 4 above, shows that the Q2 value of each variable has a value > 0, which means that exogenous latent variables have predictive relevance for endogenous latent variables. According to (Ketchen, 2013), predictive relevance measures have values of 0,02, 0,15, and 0,35 which indicate that exogenous constructs have small, medium, and large predictive relevance to endogenous constructs, respectively. Based on the Q2 results in Table 4, it can be seen that ATP and HT variables have strong predictive relevance, while the IP variable has moderate predictive relevance.

Furthermore, the study tested the hypothesis by calculating the statistical significance of the path coefficient. The bootstrap procedure was used to evaluate the significance of the path coefficients. Six of the seven hypotheses are supported, as shown in Table 5. Specifically, HPV positively affects HT (H1). Then BI also positively affects HT and ATP (H2 and H3). RB has a positive effect on ATP (H4). HT has a positive effect on ATP (H5). Moreover, ATP positively influences IP (H7). Only one hypothesis was rejected H6 which stated that there was no relationship between HT and IP.

Table 5. Structural Estimation

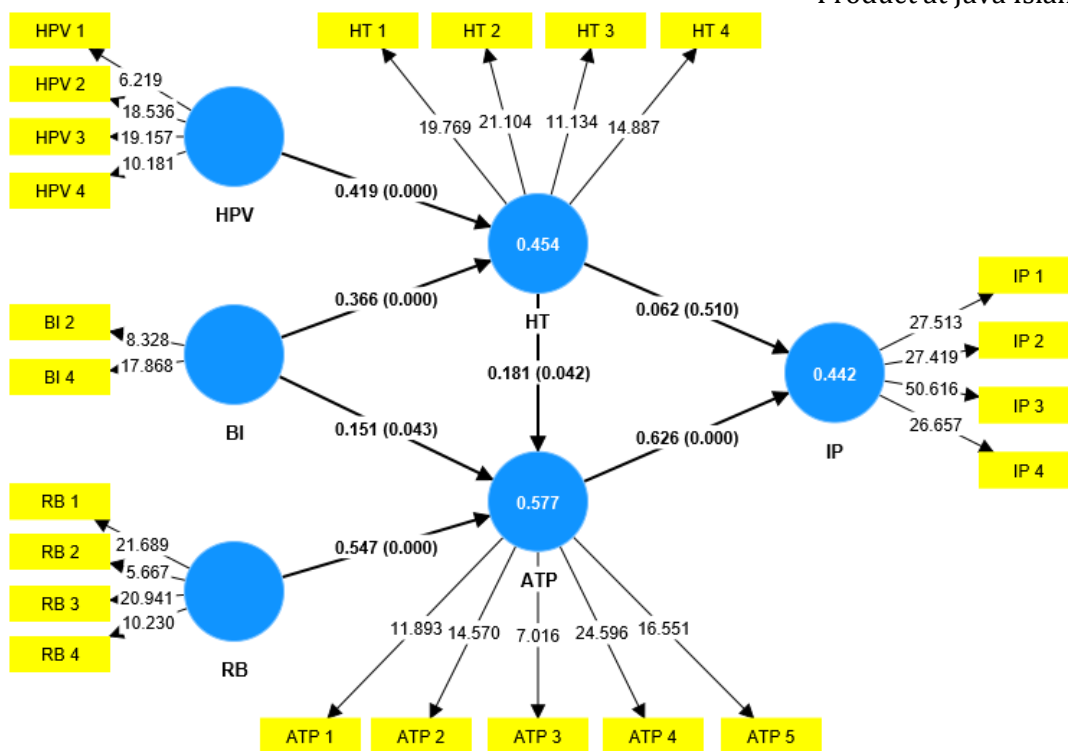| Hypothesis	Relationship	β	T	p	Result
H1	HPV -> HT	0,419	4,567	0,000	Accepted
H2	BI -> HT	0,366	4,005	0,000	Accepted
H3	BI -> ATP	0,151	2,023	0,043	Accepted
H4	RB -> ATP	0,547	8,671	0,000	Accepted
H5	HT-> ATP	0,181	2,031	0,042	Accepted
H6	HT -> IP	0,062	0,660	0,510	Rejected
H7	ATP-> IP	0,626	7,221	0,000	Accepted

Figure 1. Structural Models

Based on the results of data processing shown in Table 5 above, This research shows that Hypothesis 1 is accepted where halal perception value has a significant positive effect on Halal trust in pesantren products, with a t-statistics value of 4,567 and a p-value of 0,000. This means that the higher the perception of the halal value of a product will be a measure of consumer confidence in the halalness of Pesantrens' products. For a Muslim, eating halal food is a need, Therefore, creating a notion of a product's halal value will improve consumers' faith in permanent products. This study also confirms previous findings that halal perceived value affects consumer halal trust (Handi et al., 2018; Miftahuddin et al., 2022; Pratama et al., 2023). The results of this research provide evidence that the words halal and tayyib attached to pesantren products are predictors that determine consumers' trust and these findings are also by the theory (Morgan & Hunt, 1994) explaining that trust will be created when the exchange partner has reliability and integrity. The reliability of Pesantren products is that there is halal and tayyib belief in the products as well as the integrity of Pesantren products, namely the quality of products produced by Pesantrens, which reflect Islamic values and local wisdom. The integrity of Pesantren products can influence public trust in these products because Pesantren products not only offer functional benefits but also emotional and spiritual benefits. Pesantren products can be a means of preaching, empowerment, and independence for Pesantrens, as well as being the identity and pride of Santri and alumni.

This research also shows that Hypothesis 2 is accepted. This means that the higher the brand image of pesantren products becomes a measure of consumer confidence in the halal pesantren products. This is in line with the research (Khan et al., 2022) that consumers' halal trust in products can be determined by the product's brand image. In addition, their trust in the product they are going to consume is halal, which may be developed depending on input from their environment, such as the product's brand image (Handriana et al., 2020). And this research is also in line with (Khan et al., 2022) where consumers may feel more confident in brands that have a brand image that is guaranteed to be halal. Brand image is consumer perceptions of a brand as reflected by the brand associations held in consumer memory (Keller, 1993). Pesantren products have a distinctive brand image that can influence consumers' halal trust, including implementing strong Islamic values, meeting halal and tayyib standards, and having a positive image in the public both in terms of trust, credibility, and reputation.

This study also shows that Hypothesis 3 is accepted. This means that the higher the brand image of Pesantren products becomes a benchmark for consumers to like Pesantren products. This is in line with a study (Wu et al., 2020) where brands that have positive images and associations in consumers' minds tend to lead consumers to a positive attitude toward brands. And also in line with (Handriana et al., 2020; Septiarini et al., 2023) where the positive attitude of consumers towards the product can be determined by the product's halal brand image. As previously mentioned, pesantren have a positive brand image in the public, so this can improve people's attitudes before deciding to purchase a product.

The findings of Hypothesis 4 testing in this study are accepted. Religious belief is a main way of life for Muslims including the belief to consume halal, so that the higher the level of one's faith, the consumer's attitude towards pesantren products can also increase. This study also confirms previous findings that religious beliefs influence trends in consumer attitudes toward a product (Aziz et al., 2019; Kasri et al., 2023; Widyanto & Sitohang, 2022). A person's level of faith will determine their behavior in consuming a product. A person is categorized as having a high level of faith if they obey the teachings of their religion and avoid its prohibitions. In Islam, for example, its followers must consume halal products. Muslims who have a high level of faith will certainly buy halal products for consumption (Handriana et al., 2020). The findings in this study indicate that the higher the religious beliefs of consumers, the better consumer attitudes are toward pesantren products.

Then the finding of Hypothesis 5 testing in this study is accepted, which means high belief in halal products makes consumers like pesantren products. This research is in line with research conducted by (Ashraf, 2019; Handriana et al., 2020; Kasri et al., 2023; Pratama et al., 2023) where trust is very important to influence attitudes, especially towards halal products. Trust is the key to running a business, with consumer trust, the continuity of a business will be maintained (Morgan & Hunt, 1994). In the context of halal products, customers who believe in the halal products offered by marketers will cause them to prefer those products. Attitude Consumers towards halal products are measured by their level of liking for the product (Handriana et

al., 2020). The reliability of pesantren products felt by consumers turns out to be the basis for consumers to have a positive attitude towards these products so the trust in the halal pesantren products among consumers needs to be continuously maintained and improved by business actors from the pesantren business unit.

In this study, H6 is rejected, meaning that halal trust has no impact on consumers purchasing intention. The p-value of 0,510 and the t-statistic value of 0,660, which is lower than the t-table value. This implies that the degree to which a person values their conviction that a product is halal does not affect their decision to purchase Pesantren products. The findings in this study are not in line with the findings (Ashraf, 2019; Rahman et al., 2021; Randeree, 2019; Sayogo, 2018). Thus, it can be said that even though respondents already have confidence in the halalness of Pesantren products, they do not necessarily have the intention to buy Pesantren products. However, halal beliefs influence purchasing pesantren products if mediated by consumer attitudes towards the product. Based on the Theory of Reasoned Behavior where a person's intention to act is also influenced by personal attitude factors which are measured by belief patterns and evaluation of behavioral performance (Tung et al., 2020). According to researchers, this could be because pesantren products have many competitors with similar products, so even though they are guaranteed halal, they still do not affect the intention to purchase the product. However, currently, many programs are trying to make pesantren products more attractive and innovative. The One Pesantren One Product (OPOP) program for example, this program aims to Santri, the community, and Pesantrens to achieve self-sufficiency of the people so that in the future this pesantren product will be more varied.

Finally, the results of the H7 test is accepted where show a significant influence between attitude towards and purchase intention with a t-statistics value of 7,221 and a p-value of 0,000, which means that consumers' high positive attitude towards products makes consumers have an intention to buy pesantren products. This research is consistent with research from (Abd Rahman et al., 2015; Bashir, 2019; Handriana et al., 2020; Kasri et al., 2023; Pratama et al., 2023) that attitudes have a positive effect on intentions. Based on Theory and Reasoned Action by Ajzen and Fishbein (1980) in (Handriana et al., 2020) that intention is the most important factor that connects a person's attitudes and behavior. This is because voluntary behavior is under the control of intention (Troudi & Bouyoucef, 2020). Based on the Theory of planned behavior, the intention to carry out behavior is influenced by behavioral beliefs from three determinants, namely attitude, perceived behavioral control, and subjective norms (Marmaya et al., 2019). And according to (El-Bassiouny, 2016) that Muslim consumers who are religious have different patterns of purchase intentions and will tend to consume halal products and services. So it is very possible that attitude determines consumer intentions in determining product purchases, especially pesantren products

CONCLUSION

Based on the analysis and discussion, it can be concluded that Halal Perceived Value has a significant effect on Halal Trust, Brand Image has a significant effect on Halal Trust and Attitude Toward Products, Religious Belief has a significant effect on Attitude Toward Products, Halal Trust has a significant effect on Attitude Toward Products and Attitude Toward Products significant effect on Intention to Purchase. This demonstrates how a consumer's internal and external factors might influence their decision to buy pesantren product. Consumers' internal characteristics such as religious beliefs and attitudes, and external aspects of consumers include perceived halal values and brand image. Several important implications can be obtained from this research, especially for pesantren business units regarding the importance of product halal certificates to increase perceptions of halal values and brand image of pesantren as a halal industry and improve consumer attitudes towards products and influence consumers on purchase intentions of pesantren products in the future. Product innovation is also needed to increase consumer purchase intention for pesantren products so that pesantren products are in great demand and can continue to develop to support Indonesia as the center of the world's Halal Industry. This study does not include the Halal Logo variable because there are still many pesantren products that have not been certified from Badan Penyelenggara Jaminan Produk Halal (BPJPH) so that future research can consider using this variable in future studies. In addition, the limitations of this research were only carried out on the island of Java; Therefore, in the future, researchers are advised to conduct further research on consumers in Indonesia or specifically regarding the young generation's loyalty to Pesantren pesantren.

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