FOOD COMPOSITION AND HALAL AWARENESS AGAINST INTENTION TO BUY FAST FOOD WITH HALAL CERTIFICATE AS AN INTERVENING VARIABLE

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ABSTRACT

The aim of the research is to analyze the effect of food composition and halal awareness on the intention to buy fast food with halal certificates as an intervening variable, research in the city of Bukittinggi, the research object of the millennial generation who likes to consume fast food. The population of the Millennial generation aged 15-39 years is 57,099. Non-probability sampling technique, purposive sampling method. The sampling method is the Hair et.al method, the research indicators are 11, the sample is set at 110. The data is processed using the Smart PLS Software. The results of the study found that food composition and halal awareness had a positive and significant effect on the millennial generation's purchase intention of fast food. Halal awareness has no positive and significant effect on purchase intention. The results of the study also found that food composition did not have an indirect effect on the intention to buy fast food in the millennial generation with halal certificates as an intervening variable. Halal awareness does not have an indirect effect on the intention to buy fast food in the millennial generation with halal certificates as an intervening variable.

Keywords: Food Composition, Halal Awareness, Halal Certificate and Purchase Intention

INTRODUCTION

The increasing Muslim population has an impact on the purchasing power of Muslim consumers who are getting bigger. This purchasing power is also supported by the increasing awareness of halal among Muslims, so that the business opportunities for the halal food and beverage industry are also increasing. Talisa and Indah conducted research with the result that religious belief has a significant influence on halal awareness, the role of halal certification has a significant influence on halal awareness (Pramintasari and Fatmawati, 2017). In addition, purchase intention has the meaning of behavior shown by consumers that arises as a response to an object or something that shows a person's desire to make a purchase transaction (Rahim et al., 2021). Purchase intention can also be interpreted as a person's attitude about pleasure towards an object that makes him try to get the object by paying for it with money or sacrifice (Nasfi et al., 2021).

In line with this research, researcher Waskito (2015), the results of his research are : (1) Halal certification has a positive effect on purchase intention with a regression value of 0.106 and a

significance level of 0.000. (2) Halal awareness has a positive effect on purchase intention with a regression value of 0.251 and a significance level of 0.000. (3) Food ingredients have a positive effect on purchase intention with a regression value of 0.191 and a significance level of 0.011. (4) Halal certification, halal awareness and food ingredients simultaneously have a positive effect on purchase intention with a significance level of 0.000, less than 0.05. The effect of halal certification, halal awareness and food ingredients on purchase intention is 28.8% (Fadila et al., 2020; Waskito, 2015).

The biggest halal food consumers are the young generation or better known as the millennial generation where this will become a very promising future share of the halal food market and can improve the economy. Some of the younger generation also decide to buy a product due to other factors such as: the benchmark price is relatively cheaper, supported by a delicious taste. In addition, the millennial generation does not pay attention to the halal product as a whole (Mujiono, 2018; Rezeki, 2023). Most of the millennial generation in the city of Bukittinggi when

shopping for fast food (Fast food) are lacking, they don't even pay attention to whether the product is halal certified or not, even though they are sure that the product is halal because most of the products are spread in restaurants or fast food places (Fast Food) (Rezeki, 2023). food) already has a halal label which has also been approved by the Indonesian Ulema Council or has been registered with the Food and Drug Supervisory Agency or abbreviated as BPOM.

Millennials generally consume food that they don't know is healthy and halal or not, as if they don't feel guilty for doing it even though it's against religious law (Dealwis et al., 2022). For this reason, basic knowledge in the field of food composition and halal awareness is needed for the millennial generation of the city of Bukittinggi so that they have no wrong intentions in buying and choosing the food products they consume. Various consumer doubts about the status of goods to be purchased and consumed either personally or together with friends and family, it is necessary to have a halal certificate issued by an official institution in order to guarantee these products, especially fast food (Abror et al., 2021). Based on this, this study will reveal how the influence of food composition and halal awareness on consumer purchase intentions by using halal certificates as an intervening variable.

Halal concept. The words "Halal" and "Haram" are Qur'anic terms and these are used in various places with different concepts, and some of them relate to food and drink. The word halal also comes from Arabic which means it should be, while goods or services can be interpreted as halal goods or services that can be consumed by mankind. The opposite of halal is haram, which is something that cannot be consumed, based on the Al-Qur'an, Hadith, or ijma (consensus) of the scholars (Haro, 2016). Halal is something that is permitted by law to be carried out, used, or exploited, because the ropes or ties that prevent it or elements that are harmful have been unraveled, accompanied by attention to getting it, not with prohibited muamalah consequences (Ali et al., 2016).

Purchase Intention. Intention is a state of one's willingness to perform a behavior that is considered as a direct antecedent of that behavior (Ajzen, 1985; Yuliza et al., 2021). In accordance with Theory of Planned Behavior (TPB) (Ajzen, 1991), which relates to the antecedents of moral attitudes, subjective norms and control as well as the behavior felt by individuals. These elements are also used in attempts to understand people's intentions to engage either directly or indirectly in

a number of everyday activities, such as their willingness to choose and their attitude toward providing a desired good or service (Suandi, E, Lukman, S, Primalita, R, Rahim, R, Nasfi, 2020).

The intention to buy can appear by itself if the consumer feels interested and will even respond positively to what is offered or served by the seller. Purchase intention is also a process that occurs where consumers analyze their knowledge about products and services and will compare these products and services with other similar products and services to make decisions about products to be purchased and then consumed (Listyoningrum dan Albari 2017), Listyoningrum and Albari found that there were differences in attitudes and purchase intentions of Muslim consumers who already knew and did not know about halal certification of a bakery product. Akın and Okumuş found that there are 9 dimensions to measure the intention to buy halal. The nine dimensions include solidity, certainty, universality, brand association, purity, suitability, halal, place & distribution and knowledge. This dimension is generated from extraction through Varimax Factor Analysis from marketing concept variables, awareness, halal certification and religiosity (Azmi et al., 2020; Sihombing, 2004).

Food Composition. The food consumed contains various components which are mixed before being ready for consumption by humans. The food composition consists of ingredients contained in fast food products. These food ingredients are related to several things that need attention for a Muslim. Consumer knowledge and familiarity with food safety, halal and quality are important things that need to be explored further. Wandel, (1997) advises consumers to seriously know what they are consuming and this information is usually found on food labels. Islamic thought suggests that halal food is not only a matter that discusses the contents of animal or plant parts that are forbidden to be eaten or used by Muslims.

However, there are many specific criteria that must be considered, including aspects of safety and quality that are closely related to handling, processing, equipment used, packaging, storage, transportation, distribution and retail sales and post-consumption by consumers (Izzuddin, 2018). In Islamic thought, halal food must not contain parts of animals that are not lawful to eat or use for other purposes. However, there are also other special criteria that need attention, such as halal food which also includes aspects of safety and quality which are closely related to handling, processing equipment, packaging, storage,

processing aids, transportation, distribution and retail sales, food ingredients must not contain ingredients that are haram or illegal/prohibited (Agustina, 2020).

Halal Awareness. According to Wandel, the word 'awareness' can be interpreted as knowledge or understanding of a subject or certain situations and conditions. Awareness in the halal context literally means having a special interest or experience in something and/or knowing well what is happening at the moment in relation to halal food, drinks and products (Mahendra, 2020). Ensuring the halalness of what they consume does not enjoy in fulfilling their life needs. In addition, people who have a level of extrinsic halal awareness will follow commitments from their religion through the information they obtain, it could be from seeing halal information from the products they consume without actually finding out more (Nasfi, 2021).

Halal Certificate. Halal certification is a certification process to ensure the halalness of goods or services based on Islamic law (Khan and Haleem, 2016). The purpose of halal certification is to protect Muslim consumers from non-halal food. In addition, it also provides a sense of legal certainty to Muslim consumers that the food or beverage products and the resulting hasa are truly halal according to Islamic law. Another goal is to make it easier for the Muslim community to choose food and drinks that are marked with a halal label. Furthermore, Aziz dan Chok, (2013) explain that halal certification is official recognition from the government of the process of preparation, slaughter, cleaning, handling, and management practices related to other production operations by bodies formed by the government such as the Indonesian Ulama Council and Jakim in Malaysia..

Referring to some of the previous literature reviews that have been explained in the previous section, the conceptual framework of the research can be described as shown in Figure 1 below:
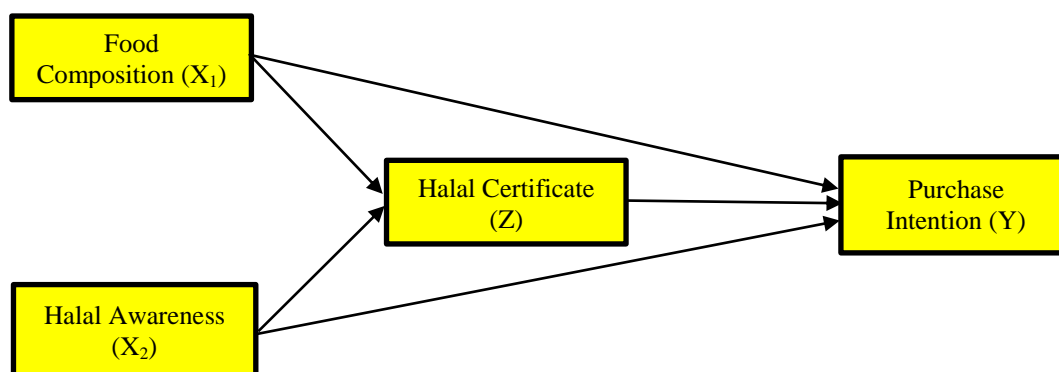

Figure 1. Image of the research conceptual framework

Research Hypothesis

H1: Food composition has an influence on the intention to buy fast food for the millennial generation in Bukittinggi ?

H2: Food composition has an influence on halal certificates in the millennial generation in Bukittinggi ?

H:3 Halal awareness has an influence on halal certificates in the millennial generation in Bukittinggi ?

H4: Halal awareness has an influence on the intention to buy fast food in the millennial generation in Bukittinggi ?

H5: Halal certificates have an influence on the intention to buy fast food in the millennial generation in Bukittinggi ?

H6: Food composition has an indirect effect on the intention to buy fast food in the millennial generation in Bukittinggi with halal certificates as an intervening variable ?

H7: Halal awareness has an indirect influence on the intention to buy fast food in the millennial generation in Bukittinggi with halal certificates as an intervening variable ?

RESEARCH METHODS

Research Data Analysis Techniques. The data analysis technique in this research is divided into two analysts, the first is descriptive analysis, this analysis technique is in the form of quantitative descriptive analysis. The main data used is data from respondents' answers through questionnaires with dissemination via Google from. The results will be presented in the form of percentages. The second analysis uses statistical analysis techniques using SEM structural equations (Structural Equation Modeling). In the SEM method, all variables are called latent or construct variables. Therefore, latent or construct variables are also referred to as un-observed variables. a

complete SEM model basically consists of a measurement model (Measurement Model) and a structural model (Structure Model).

Thus this study uses variant-based SEM because the initial goal of this research is to expand or develop from previous research. Then the second reason is that variant-based SEM ignores some (non-parametric) assumptions. Thus the variant-based SEM uses the Partial Least Square (PLS) approach run by Smart-PLS software.

RESULTS AND DISCUSSION

The research results obtained are generally that the millennial generation in Bukittinggi is female with a proportion of 79 percent with the age limit in this study being 20-24 years with a proportion of 100 percent. The majority of the millennial generation in Bukittinggi are high school graduates with a percentage of more than 52 percent with unmarried status, namely 80 percent who work as students/students, namely 78 percent with income/month owned Rp. ≤ 2000,000 (small equal to two million rupiah), namely 78 percent who live in Bukittinggi with show a Resident Identity Card (KTP), which is 100 percent Muslim, namely 100 percent. In choosing fast food, all millennials in Bukittinggi pay attention to its halal

status, which is 100 percent, which generally consumes fast food in the form of KFC with a percentage of more than 35 percent.

a. Internal consistency

Evaluate individual item reliability through loading factor, then evaluate internal consistency. Internal consistency is useful for measuring the stability and consistency of an instrument which can be seen from the value of Cronbach's Alpha and Composite Reliability (CR). Composite Reliability (CR) is better at measuring internal consistency than Cronbach's Alpha in SEM because CR does not assume the same weight of each indicator. Cronbach's Alpha tends to estimate lower construct reliability compared to Composite Reliability (CR).

Composite Reliability (CR) threshold is the same as Cronbach's Alpha. If the Cronbach Alpha and Composite Reliability values are above 0.7, the construct is declared reliable. This study uses composite reliability (CR) to evaluate internal consistency. The following will present the composite reliability value of each construct in this study which can be seen below.

Table 1. Internal Consistency with Composite Reliability

Variables/ Constructs	*Composite Reliability*	Threshold	Results
Halal Awareness	0,846	0,700	Reliabel
Food Composition	0,861	0,700	Reliabel
Intention to buy fast food	0,899	0,700	Reliabel
Halal Certificate	0,876	0,700	Reliabel

Source: Processed Data 2022

Table 1 explains that all the constructs in this study are reliable, which means that the instruments used in this study are stable and consistent or it can also be said that the indicators that can be used are consistent in measuring the constructs of purchase intention, food composition, halal awareness, and halal certificates.

b. Average Variance Extracted (AVE)

The measure of convergent validity is to evaluate the average variance extracted (AVE) value. This is also confirmed by the study conducted (Avkiran, 2018) that the use of AVE is also recommended as a criterion in assessing

convergent validity. The AVE value can describe the magnitude of the variance or diversity of manifest variables (indicators) that latent variables (variables) can have. The greater the variance or diversity of manifest variables that can be contained by latent variables, the greater the representation of manifest variables to their latent variables. The minimum AVE value is 0.5 which indicates that the convergent validity measure is good, meaning that the latent variable (variable) can be explained by more than half of the variance of the indicators. The AVE value of each latent variable in this study can be seen in table 2 below.

Table 2. Average Variance Extracted (AVE)

Variables/ Constructs/ Latent Variables	AVE
Halal Awareness	0,648
Food Composition	0,554
Intention to buy fast food	0,642
Halal Certificate	0,702

Source: Processed Data 2022

Table 2 provides information, the AVE values of the four constructs in this study are above the minimum value of 0.5, which can mean that more than half of the diversity of indicators from food composition can build or shape the food composition construct as well as for the construct of halal awareness, halal certificates, and intentions buy fast food.

c. *Discriminant Validity*

The evaluation of the last reflective measurement model is to assess discriminant validity through cross loading. The measure of cross loading is how to compare the correlation value of the indicator with the value of the construct and the constructs of other blocks. And if the correlation that occurs between the indicator and the construct is higher than the correlation with other block constructs, this indicates that the construct can predict the size of their block better than other blocks. Discriminant Validity with Cross Loading can be seen in the following table:

Table 3. Discriminant Validity with Cross Loading

Construct	Halal Awareness	Food Composition	Intention to buy fast food	Halal Certificate
$X1^{13}$	0,435	0,767	0,388	0,440
$X1^{14}$	0,408	0,761	0,387	0,426
$X1^{15}$	0,358	0,751	0,380	0,346
$X1^{16}$	0,326	0,703	0,335	0,308
$X1^{17}$	0,423	0,738	0,440	0,299
$X2^{30}$	0,729	0,336	0,238	0,313
$X2^{31}$	0,847	0,498	0,370	0,427
$X2^{32}$	0,834	0,419	0,251	0,405
Y^{10}	0,226	0,373	0,797	0,210
Y^{11}	0,378	0,439	0,761	0,424
Y^{7}	0,245	0,417	0,802	0,240
Y^{8}	0,291	0,451	0,849	0,274
Y^{9}	0,290	0,387	0,794	0,297
Z^{35}	0,411	0,389	0,277	0,781
Z^{36}	0,409	0,425	0,314	0,858
Z^{37}	0,387	0,427	0,336	0,873

Source: Processed Data 2022

From the data in table 3, it can be seen that for all statement items used in measuring a variable, it has a greater correlation coefficient with each construct than the coefficient value of the item in the construct block in the other column. The built model has good discriminant validity.

Then assessing other discriminant validity, using the Fornell & Larcker criteria, namely comparing the correlation between the construct and the square root of the AVE for that construct. Discriminant validity will be achieved if the square root of the AVE for each construct must exceed the correlation value of the same construct (Fornell and Larcker, 1981). The following table shows the results of discriminant validity with the Fornell & Larcker criteria.

Table 4. Discriminant Validity with Fornell & Larcker Criteria

Construct	Halal Awareness	Food Composition	Intention to buy fast food	Halal Certificate
Halal Awareness	0.805			
Food Composition	0,527	0,744		
Intention to buy fast	0,363	0,520	0,801	
Halal Certificate	0,480	0,494	0,369	0,838

Source: Processed Data 2022

Based on table 4 it can be explained that the AVE root for the halal awareness construct is 0.805 while the maximum correlation of halal awareness with other constructs is 0.527 so that the AVE root value for the halal awareness construct is greater than the correlation values of the other constructs. This condition indicates that the other discriminant validity requirements are met. Another construct that shows the AVE root is greater than the construct correlation. The results of this study have adequate

discriminant validity with the Fornell & Larcker criteria.

In addition, the Heterotrait-Monotrait ratio Monotrait (HTMT, Henseler et al., 2015) was also used to confirm discriminant validity. If the HTMT value is above 0.90, the discriminant validity is inadequate (Hair et al., 2017). A more conservative cut-off value for HTMT is 0.85 (Henseler et al., 2015). The following table 5 shows the value of discriminant validity based on the HTMT ratio.

Table 5. Discriminant Validity based on the HTMT Ratio

Construct	Halal Awareness	Food Composition	Intention to buy fast food	Halal Certificate
Halal Awareness				
Food Composition	0,674			
Intention to buy fast food	0,441	0,620		
Halal Certificate	0,626	0,616	0,438	

Source: Processed Data 2022

All HTMT ratio values are below the value of 0.85 as shown in the table above. So the built model has a different construct from one another. Thus the overall results of the measurement model consisting of individual item reliability, internal consistency, average variance extracted, and discriminant validity have passed the test and are sufficient so that these results can be used in the structural model stages.

d. Evaluation of the Structural Model (Inner Model)

After going through the evaluation of the construct (variable) measurement model, the next step is to evaluate the structural model, which is often referred to as the inner model. Evaluation of the structural model aims to examine the causal relationship between constructs (Sang et al., 2010). The results of the evaluation of the structural model can be seen below:
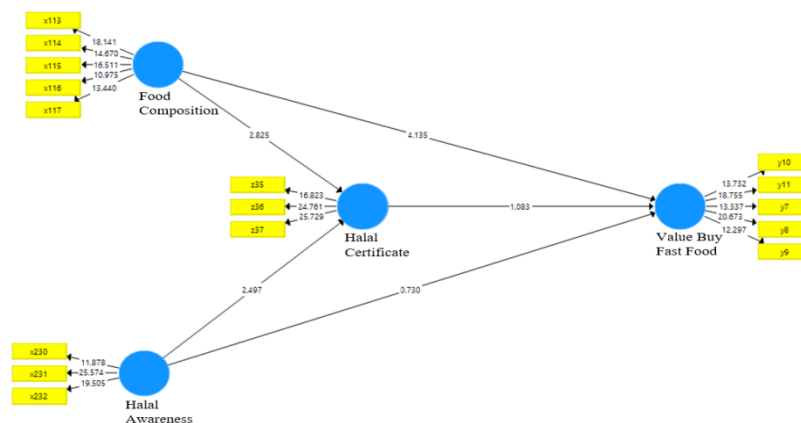

Figure 2. The results of the structural model evaluation

From the picture above it can be seen that the proposed hypothesis can be accepted or rejected. To find out, an evaluation of the structural model can be carried out by looking at the significance of the relationship between constructs/variables. This can be seen from the value of the path coefficient (Path Coefficient) then (Hair et al., 2017) also recommends that researchers not only describe the significance of the relationship, but are also required to report the coefficient of determination (R^2), effect size (f^2) and predictive relevance (Q^2) which will be described below.

e. Path Coefficient

Path coefficient shows the strength of the relationship between constructs. Furthermore, path coefficients can also be used to test the proposed hypothesis whether it can be accepted or rejected by observing the T statistics value and the level of significance contained in the path coefficients. The hypothesis will only be accepted if the t Statistics is 1.96 and the P value is 0.05. The results of the assessment of the research hypothesis can be reported through table 6 below:

Table 6. Path coefficient results (Direct Effect)

Relations between Constructs	Original Sample	Sample Average	Standard Deviation	T Statistics	P Values	Information
H1: Food Composition -> Purchase Intention	0,413	0,442	0,096	4,296	0,000	Accepted
H2: Food Composition -> Halal Certificate	0,334	0,348	0,118	2,823	0,005	Accepted
H3: Halal Awareness -> Halal Certificate	0,304	0,298	0,127	2,393	0,017	Accepted
H4: Halal Awareness -> Purchase Intention	0,086	0,094	0,124	0,694	0,488	Rejected
H5: Halal Certificate -> Intention to Buy Fast food	0,124	0,120	0,104	1,196	0,232	Rejected

Source: Processed Data 2022

The hypothesis proposed in this study consists of seven hypotheses. Hypothesis one to hypothesis five is a direct effect that can be evaluated with the path coefficient. Based on the 6 tables informing that hypotheses one to three can be accepted because the statistical T value obtained is greater than 1.96 and the p value is less than 0.05 and for hypotheses four and five are rejected because the statistical T value is less than 1.96 and the p value is greater from 0.05 . The sixth and seventh hypotheses are evaluated with specific indirect effects on the structural model as shown in table 7 below:

Table 7 . Results of Specific Indirect Effect (Indirect Effect)

Relations between Constructs	Original Sample	Sample Average	Standard Deviation	T Statistics	P Values	Information
H6: Food Composition -> Halal Certificate -> Purchase Intention	0,041	0,041	0,040	1,029	0,304	Rejected
H7: Halal Awareness -> Halal Certificate -> Purchase Intention	0,038	0,035	0,036	1,034	0,301	Rejected

Source: Processed Data 2022

Thus it can be concluded that of the seven hypotheses proposed only three accepted the hypothesis and the remaining four hypotheses were rejected as explained in tables 6 and 7 above. The explanation or meaning of the accepted and rejected hypotheses can be seen in the discussion sub-chapter which will be described below.

f. Coefficient of Determination (R^2)

The next evaluation in the structural model is to evaluate the coefficient of determination or also known as evaluating R

square (R^2). the value of R^2 is the amount of variability of the endogenous variables that can be explained by the exogenous variables in the study. Opinion (Chin, 1998) explains that the R^2 criterion consists of three classifiers, namely the R^2 value of 0.67 is categorized as

substantial, 0.33 is categorized as moderate (moderate) and the R^2 value of 0.19 is categorized as weak. The results of the coefficient of determination (R^2) can be explained based on table 8 below.

Table 8. Coefficient of Determination (R^2) results

Construct	R Square	Category
Purchase Intention	0,292	Weak
Halal Certificate	0,310	Weak

Source: Processed Data 2022

Based on table 8 it can be seen that the R square of halal certificates is 31 percent, it can be interpreted that the variability of halal certificates is explained weakly by the composition of food and halal awareness. , hala awareness, and halal certificate.

g. *Effect Size (f^2)*

In addition, changes in the R^2 value can also be used to see whether there is an effect of

the exogenous construct on the endogenous construct and has a substantive effect. This is measured using an effect size assessment (f^2). If the value of f^2 is 0.02 it means it has a weak influence, if the value is 0.15 it has a moderate influence then if the value is 0.35 it has a strong influence (Cohen, 1988). The f^2 value for each construct will be explained in table 9 below

Table 9. Effect Size Results (f^2)

Influence	f^2 value	Category
Food composition -> Purchase intention	0.156	Currently
Food composition -> Halal certificate	0.117	Currently
Halal awareness -> Purchase intention	0.007	Weak
Halal awareness -> Halal certificate	0.097	Weak
Halal certificate -> Purchase intention	0.015	Weak

Source: Processed Data 2022

The interpretation of the table above is that the effect of food composition on halal certificates and purchase intention has a moderate effect. In addition, the effect of halal awareness on halal certificates and purchase intentions has a weak effect, as well as halal certificates on purchase intentions also has a weak effect.

h. *Predictive Relevance Value (Q^2)*

Another form of structural model testing is the Q2 predictive relevance function, which

is to validate the model. The Q2 predictive relevance measurement carried out in this study is because the endogenous latent variables have a reflective measurement model. The results of Q2 Predictive Relevance are good if the value is greater than zero, which means that the exogenous latent variable is good (appropriate) as an explanatory variable that is able to predict the endogenous latent variable. Q2 predictive relevance results are reported in the table below:

Table 10. Predictive Relevance Results (Q^2)

Construct	Q^2
Halal certificate	0.78
Purchase intention	0.68

Source: Processed Data 2022

Based on the data in table 10 above, it explains that the model built in this study has

good relevance predictions because the Q^2 value is greater than zero, such as the Q^2 value

of a halal certificate is 0.78, meaning food composition and halal awareness explain that it is appropriate as an explanatory variable that able to predict halal certificates. Likewise, the purchase intention construct has a Q² Predictive Relevance result of 0.68 which is said to be good, meaning that food composition, halal awareness, and halal certificates are appropriate as explanatory variables that are able to predict purchase intentions.

DISCUSSION

The results of the research with the following discussion;

1. *Fast Food* Purchase Intentions in the Millennial Generation in Bukittinggi

The composition of the food has a positive effect on the intention to buy fast food products by the millennial generation in the city of Bukittinggi which can be seen from the sample's original value which is positive. The better and clearer the composition of food ingredients used by fast food which can be seen on the product labeling, the millennial generation will increase the intention to consume *fast food* .

The results of this study are in line with Hussain et al that the composition of food ingredients has a positive effect on consumer intentions to buy halal food products. It was concluded that it is very important to pay attention to the composition of the food ingredients used whether they are included in halal products or not, if the product is halal, it will increase the intention to consume it, especially since this product enters the territory of Indonesia, where the majority of the population is Muslim.

2. The Effect of Food Composition on Halal *Fast Food Certificates* for the Millennial Generation in Bukittinggi

The results showed that the composition of food ingredients had a positive and significant effect on halal certificates in *fast food products* in Bukittinggi City, the original sample value was positive and the p value was less than 0.05, meaning that the composition of food ingredients was significant for halal certificates. Positive influence is interpreted as the more guaranteed the halal process of the food ingredients used, the faster it will be to issue a product halal certificate and conversely the halal process of the food ingredients used is not clear, the more difficult it will be to get a product halal certificate. In line with (Aditya, 2022) that The food ingredients used listed in

the product composition have a significant effect on the product's halal certificate.

Halal certification can be used as a security alarm stating that food products can be consumed or not. MUI can issue halal certificates to companies after they have passed the test. Thus the company gets the authority to include a halal logo/label on its products.

Thus, *fast food* such as KFC already has a halal product certificate so that the millennial generation no longer has to worry about consuming this product, this is because KFC products have implemented a halal guarantee system for their food ingredients.

3. The Effect of Halal Awareness on Halal *Fast Food Certificates* on the Millennial Generation in Bukittinggi

The results of the analysis show that the millennial generation in Bukittinggi City has an awareness of the halalness of *fast food products* so that it has a positive and significant effect on the halal *fast food certificate* as indicated by the original sample value which is positive and the p value is less than 0.05 which indicates a significant relationship between the two variable.

Halal certificates arise because the awareness of millennial generation consumers is believed to be the basis or standard that these products follow Islamic law, if the millennial generation has low awareness of halal products, halal certificates will not be formed on *fast food products* .

Halal certificates by the MUI play an important role in inspecting certain product processes and meeting hygienic, sanitary and safety requirements, this can be realized if the millennial generation as Muslim consumers have knowledge of this. Halal knowledge will bring up halal certificates, for this reason it is important to make halal product certificates because halal certificates for food and beverage products have many advantages, one of which is to provide peace of mind for consumers. If consumers are smart and have knowledge of halal products, before consuming them they first check the halal certificate on the logo or product label.

4. *Fast Food* Purchase Intentions in the Millennial Generation in Bukittinggi

The hypothesis put forward is that halal awareness does not have a significant effect on the intention of the millennial generation in Bukittinggi City to buy fast food as indicated

by the t value which is smaller than 1.96 and the p value is greater than 0.05.

Factors that cause someone with a high level of religiosity not to have halal awareness are that it is enough for food to be declared halal if the seller uses an Islamic identity such as a hijab, the perception that the majority of the Indonesian population is Muslim means that it is impossible to sell non-halal products, the general rule of Islam is that all ingredients look halal if processed processing is done properly.

5. *Fast Food* Purchase Intentions in the Millennial Generation in Bukittinggi

Contrast with the hypothesis put forward that halal certificates do not have a significant influence on the intention of the millennial generation in Bukittinggi to consume *fast food* .

The results of this study are supported by research (Setiawan & Hasbi, 2019) which concludes that halal certificates are not a factor that can influence the intention to buy products that have a halal logo. The millennial generation as consumers tend not to check the halal logo as a reference that the products purchased are truly halal, consumers feel that the products circulating should be halal because they are in a country where the majority of the population is Muslim.

6. The Effect of Food Composition on Purchase Intentions of *Fast Food* Through Halal Certificates as an Intervening Variable in the Millennial Generation in Bukittinggi

The results of data analysis show that halal certificates do not have an effect on food composition on the intention to buy *fast food* by the millennial generation, which can be interpreted that the purchase intention of the millennial generation occurs because of a direct contribution from food composition without going through a halal certificate. It can be said that the food ingredients used in a halal way are very meaningful to encourage the millennial generation to consume *fast food* .

The results of this study are in line with research (Rektiansyah and Auwalin, 2022) that halal certificates do not have an effect on food composition on purchase intentions, meaning that to encourage food purchase intentions, halal food ingredients are needed without having to be proven by halal certificates, but this study contrasts with studies conducted by (Ahmad Izzuddin, 2018) that halal certificates correlate significantly with food composition which stimulates consumer purchase intentions.

7. The Influence of Halal Awareness on Purchase Intentions of *Fast Food* Through Halal Certificates as an Intervening Variable in the Millennial Generation in Bukittinggi

The results of the data analysis show that halal certificates do not have an influence between halal awareness on the intention to buy millennial generation fast food, which can be interpreted that the intention to buy fast food for the millennial generation occurs because of direct contributions from other factors outside this research model. The results of this study are in line with the study (Rektiansyah and Auwalin, 2022) that halal certificates do not have an effect on halal awareness on purchase intentions, meaning that to encourage consumer intentions to buy and consume halal food, knowledge of halal products is needed without having to be proven by a halal certificate, but this study contrasts with a study conducted by (Ken Sudarti, 2018) that halal certificates correlate significantly with halal awareness in stimulating consumer purchase intentions.

CONCLUSION

From the results of research that has been carried out regarding the influence of Food Composition and Halal Awareness on Purchase Intentions for Fast Food with Halal Certificates as an Intervening Variable (Study on Millennial Generation in Bukittinggi City), it can be concluded that:

First, food composition has a positive and significant effect on the intention to buy fast food by millennials in the City of Bukittinggi. If the composition of the food used as a food raw material is in accordance with the provisions and is good and halal to eat, it will influence consumers to buy.

Second, food composition has a positive and significant effect on halal certificates. If the composition of the food used as food raw material is in accordance with the provisions and is good and halal and there is a halal certificate, it will influence consumers to buy.

Third, the halal awareness variable has a positive and significant effect on halal certificates. Where awareness of halal food influences consumers to buy fast food if there is a halal certificate issued by the relevant institution.

Fourth, Halal awareness does not have a positive and significant effect on purchase intention. Where awareness of food does not influence consumers to buy fast food for the millennial generation in Bukittinggi City.

Fifth, halal certificates have no positive and significant effect on purchase intentions. Where the hala certificate does not affect consumers to buy fast food for the millennial generation in Bukittinggi City.

Sixth, food composition does not have an indirect effect on the intention to buy fast food in the millennial generation in Bukittinggi with halal certificates as an intervening variable.

Seventh, the halal awareness variable also has no direct influence on the intention to buy fast food in the millennial generation in Bukittinggi with halal certificates as an intervening variable.

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