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Consumer Preference Model for Safe and Healthy Halal Culinary Zones in Indonesia: Integration of Functional Factors and Religious Values

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ABSTRACT

Background: The development of the halal industry in Indonesia reflects a shift in consumer behavior from merely emphasizing halal compliance toward broader considerations of safety and health. In response, the government introduced the Halal, Safe, and Healthy Culinary Zone (KHAS) to provide a standardized consumption environment. However, the KHAS concept has not been fully integrated into consumers' daily preferences, creating the need to examine the factors influencing consumer preferences toward KHAS zones. Therefore, this study analyzes the effects of halal awareness, perceived safety, perceived health, and perceived price on consumer preferences, with religiosity as a moderating variable.
Method: This study employed a quantitative approach with explanatory design. Data were collected through a survey of 255 urban Muslim respondents from generations X, Y, and Z in various regions of Indonesia that already have KHAS zones (Banda Aceh, Medan, Pekanbaru, Padang, Jakarta, Bandung, Yogyakarta, Semarang, and Samarinda). Data analysis utilized Structural Equation Modeling based on Partial Least Squares (PLS) using SmartPLS 4.0 software.
Results: The results showed that halal awareness, health perception, and price perception had a positive and significant effect on consumer preferences in choosing KHAS zones. Conversely, safety perception was not found to have a significant effect on consumer preferences (p-value < 0.05). The model showed good goodness of fit with SRMR 0.061 and NFI 0.797.
Conclusion: This study confirms that consumer preferences for the KHAS Zone are shaped by a combination of rational, psychological, and religious factors. The research model indicates that the halal consumption behavior of modern Muslim communities is no longer solely oriented toward normative compliance with product halal standards, but has evolved into a consumption pattern that takes into account health quality, convenience, economic value, and alignment with the principles of maqashid al-sharia.

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INTRODUCTION

The development of the halal industry has become a global strategic agenda, driven not only by the needs of Muslims but also as a global economic trend capable of driving global economic growth (Rahmawati et al., 2022). The increasing Muslim population, reaching approximately 2 billion, has created a huge market for halal products and services, so that the halal industry is no longer limited to religious aspects but has become a strategic issue in global trade and business (Mustajab, 2025). The SGIE 2024/2025 report also shows that the value of the halal economy continues to increase significantly, with projections reaching trillions of dollars by 2028, including in the culinary sector (SGIER, 2025). Indonesia, as the country with the largest Muslim population, holds a strategic position in the development of the halal industry, although it still faces challenges such as dependence on imported raw materials and optimizing domestic halal production potential (Jailani & Adinugraha, 2022).

To strengthen the halal ecosystem, the government, through various institutions, has developed the Halal, Safe, and Healthy Culinary Zone (Zona KHAS) as a standardized consumption space that guarantees the halal, safe, and healthy nature of products. The KHAS Zone functions not only as a culinary area but also as a policy instrument involving various management clusters with facilities that support comfort and compliance with halal standards (Satria et al., 2022). From an Islamic perspective, consumption is not only economic but also part of a moral responsibility that emphasizes the principles of halal and thayyib as part of the maqasid al-shariah (the principle of protection of life, mind, and property).

However, the success of the special zone is not solely determined by regulations and infrastructure, but also depends heavily on consumer preferences in selecting and engaging in repeated consumption. These preferences are formed through the interaction of various factors, including halal awareness, perceived safety, perceived health, price, and religiosity. Therefore, research is needed that can simultaneously examine the influence of these variables on consumer preferences within the context of the special zone as an integrated halal consumption space.

METHOD

This study is a field research employing a quantitative descriptive approach. The quantitative approach uses an explanatory research design aimed at examining the relationships among variables as formulated in the research hypotheses. Through this design, the study seeks to obtain empirical evidence regarding the relationships and causal influences among the variables under investigation (Creswell & Creswell, 2018)

The population of this study consists of Muslim consumers from Generations X, Y, and Z who reside in urban areas of Indonesia and have experience or a tendency to consume products and services in KHAS zones. The study was conducted in several Indonesian cities that have implemented KHAS zones, including Banda Aceh, Pekanbaru, Medan, Padang, Bandung, Jakarta, Yogyakarta, Semarang, Makassar, and Samarinda.

This study applies a non-probability sampling technique using purposive sampling. The sample consists of 255 respondents selected based on specific criteria, namely Muslim consumers belonging to Generations X, Y, and Z with experience related to KHAS consumption. The sample size is considered adequate for SEM-PLS analysis because it exceeds the minimum recommended sample size for variance-based structural equation modelling (Hair et al., 2017).

Data were collected through questionnaires using a Likert scale based on the indicators of each research variable, supported by documentation and literature studies. Data analysis was conducted using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method with the SmartPLS application. The analysis included evaluation of the measurement model (outer model), structural model (inner model), and hypothesis testing through the bootstrapping procedure to determine the significance of relationships among variables.

RESULTS AND DISCUSSION

The research model was analyzed using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) approach with the SmartPLS 4 application. The model examines the relationships between halal awareness, perceived safety, perceived health, perceived price, religiosity, and consumer preferences

toward Halal, Safe, and Healthy Culinary (KHAS) zones. The structural model was evaluated through measurement model testing (outer model) and structural model testing (inner model) to ensure the validity and reliability of the research instrument.

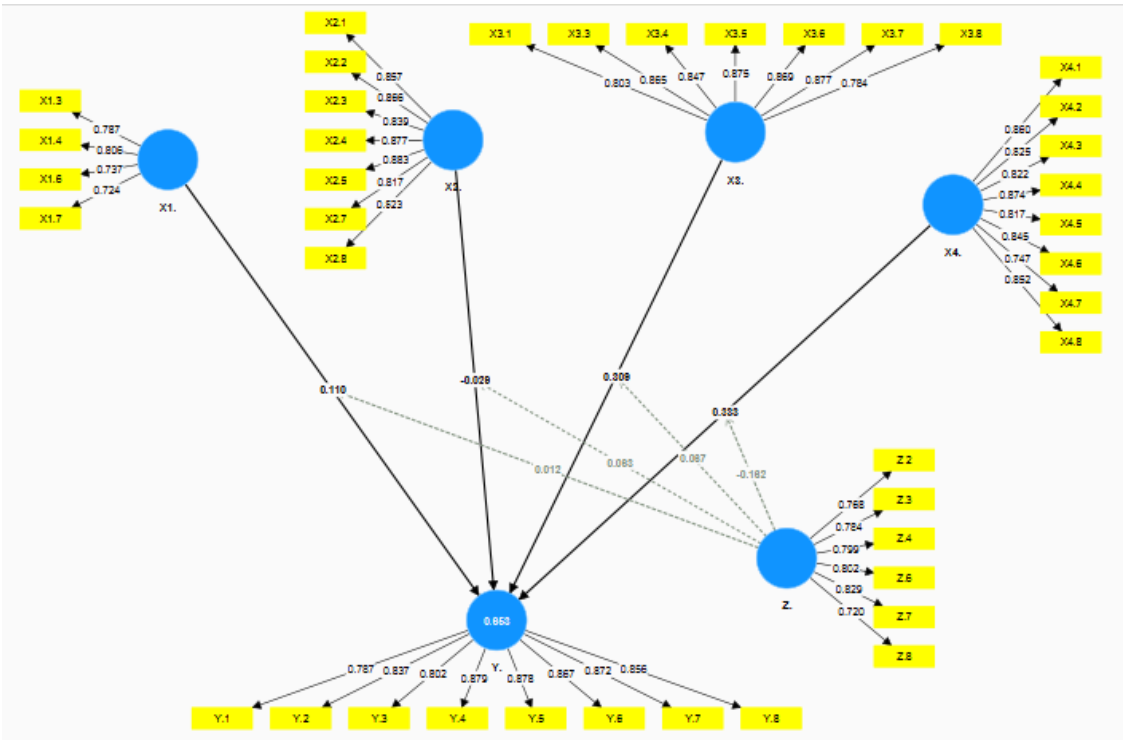

Figure 1. PLS Algorithm

This figure illustrates the relationships between the independent variables, namely halal awareness, perceived safety, perceived health, perceived price, and religiosity, with the dependent variable, consumer preferences toward KHAS zones. Furthermore, the analysis proceeded with the evaluation of the measurement model to assess the validity and reliability of the constructs used in this study.

Table 1. Outer Loading

	X1.	X2.	X3.	X4.	Y.	Z.
X1.3	0.787					
X1.4	0.806					
X1.6	0.737					
X1.7	0.724					
X2.1		0.857				
X2.2		0.866				
X2.3		0.839				
X2.4		0.877				
X2.5		0.883				
X2.7		0.817				
X2.8		0.823				
X3.1			0.803			
X3.3			0.865			
X3.4			0.847			
X3.5			0.875			
X3.6			0.869			
X3.7			0.877			

X3.8			0.784			
X4.1				0.860		
X4.2				0.825		
X4.3				0.822		
X4.4				0.874		
X4.5				0.817		
X4.6				0.845		
X4.7				0.747		
X4.8				0.852		
Y.1					0.787	
Y.2					0.837	
Y.3					0.802	
Y.4					0.879	
Y.5					0.878	
Y.6					0.867	
Y.7					0.872	
Y.8					0.856	
Z.2						0.768
Z.3						0.784
Z.4						0.799
Z.6						0.802
Z.7						0.829
Z.8						0.720

The convergent validity test results indicate that all indicators have outer loading values above the recommended threshold of 0.70, demonstrating that each indicator is capable of measuring its respective construct adequately. In addition, the Average Variance Extracted (AVE) values for all variables exceeded 0.50, confirming that the constructs possess satisfactory convergent validity. These findings indicate that the measurement model is statistically valid and suitable for further analysis.

Table 2. Average Variance Extracted Value (AVE)

Variable	Average Variance Extracted (AVE)	Description
X1 (Halal Awareness)	0.584	Valid
X2 (Perceived Safety)	0.726	Valid
X3 (Perceived Health)	0.717	Valid
X4 (Price)	0.691	Valid
Z (Religiosity)	0.615	Valid
Y (Consumer Preferences)	0.719	Valid

Source: Data processed with Smart PLS 4 (2025)

The table above demonstrates that all constructs meet the discriminant validity requirements because each variable exhibits stronger correlations with its own indicators than with other constructs. These findings indicate that the research instrument possesses adequate validity and reliability, allowing the structural model analysis to be conducted appropriately.

Table 3. Cross Loading

	X1	X2.	X3.	X4.	Y.	Z.

X1.3	0.787	0.296	0.220	0.329	0.415	0.394
X1.4	0.806	0.339	0.247	0.282	0.348	0.373
X1.6	0.737	0.210	0.177	0.227	0.276	0.356
X1.7	0.724	0.287	0.212	0.224	0.324	0.390
X2.1	0.326	0.857	0.642	0.528	0.513	0.436
X2.2	0.301	0.866	0.601	0.496	0.451	0.374
X2.3	0.307	0.839	0.611	0.520	0.452	0.337
X2.4	0.377	0.877	0.659	0.480	0.456	0.382
X2.5	0.274	0.883	0.652	0.488	0.480	0.368
X2.7	0.337	0.817	0.631	0.513	0.551	0.487
X2.8	0.311	0.823	0.677	0.467	0.495	0.420
X3.1	0.164	0.585	0.803	0.566	0.553	0.387
X3.3	0.303	0.762	0.865	0.585	0.565	0.421
X3.4	0.233	0.601	0.847	0.586	0.548	0.325
X3.5	0.285	0.644	0.875	0.555	0.589	0.394
X3.6	0.189	0.618	0.869	0.560	0.580	0.383
X3.7	0.232	0.655	0.877	0.530	0.572	0.358
X3.8	0.263	0.585	0.784	0.533	0.564	0.441
X4.1	0.259	0.508	0.589	0.860	0.602	0.345
X4.2	0.309	0.450	0.518	0.825	0.519	0.350
X4.3	0.286	0.453	0.522	0.822	0.542	0.317
X4.4	0.284	0.540	0.586	0.874	0.568	0.399
X4.5	0.339	0.473	0.513	0.817	0.523	0.306
X4.6	0.233	0.470	0.557	0.845	0.557	0.299
X4.7	0.338	0.401	0.457	0.747	0.575	0.410
X4.8	0.309	0.584	0.630	0.852	0.643	0.425
Y.1	0.331	0.392	0.481	0.559	0.787	0.431
Y.2	0.431	0.442	0.501	0.531	0.837	0.577
Y.3	0.414	0.419	0.485	0.515	0.802	0.617
Y.4	0.393	0.583	0.684	0.660	0.879	0.493
Y.5	0.345	0.510	0.595	0.606	0.878	0.462
Y.6	0.382	0.450	0.539	0.598	0.867	0.476
Y.7	0.359	0.490	0.583	0.516	0.872	0.443
Y.8	0.418	0.573	0.648	0.637	0.856	0.587
Z.2	0.391	0.338	0.282	0.336	0.400	0.768
Z.3	0.439	0.264	0.276	0.272	0.435	0.784
Z.4	0.433	0.344	0.328	0.311	0.442	0.799
Z.6	0.338	0.383	0.387	0.270	0.421	0.802
Z.7	0.407	0.396	0.381	0.435	0.576	0.829
Z.8	0.328	0.476	0.466	0.366	0.520	0.720

Source: Data processed with Smart PLS 4 (2025)

This table details the cross-loading values. The results indicate that the loading of each indicator on its own variable is greater than its loading on any other variable, satisfying the discriminant validity requirement.

Table 4. Heterotrait-Monotrait Ratio (HTMT)

	X1.	X2.	X3.	X4.	Y.	Z.
X1.						
X2.	0.436					
X3.	0.330	0.802				
X4.	0.411	0.622	0.705			
Y.	0.523	0.601	0.710	0.722		
Z.	0.605	0.512	0.498	0.465	0.651	

Source: Data processed with Smart PLS 4 (2025)

This table shows the HTMT values between constructs. All values were well below the recommended threshold of 0.90, confirming that each construct is distinct from the others and there is no significant overlap in measurement.

Table 5. Composite Reliability

Variabel	Nilai Composite Reliability
(X1) Kesadaran Halal	0.765
(X2) Persepsi Aman	0.937
(X3) Persepsi Sehat	0.934
(X4) Harga	0.936
(Y) Preferensi Konsumen	0.944
(Z) Religiusitas	0.875

Source: Data processed with Smart PLS 4 (2025)

This table reports the composite reliability for each variable. All constructs had values above 0.70, which is highly satisfactory and confirms the stability and consistency of the measurement.

Table 6. Cronbach's Alpha

Variabel	Nilai Cronbach's Alpha
(X1) Kesadaran Halal	0.765
(X2) Persepsi Aman	0.937
(X3) Persepsi Sehat	0.934
(X4) Harga	0.936
(Y) Preferensi Konsumen	0.944
(Z) Religiusitas	0.875

Source: Data processed with Smart PLS 4 (2025)

This table shows the Cronbach's Alpha values for each construct. All values were above the minimum threshold of 0.70, indicating a high level of internal consistency.

Table 7. R-Square Value

	R-square	R-square adjusted
Y.	0.653	0.641

Source: Data processed with Smart PLS 4 (2025)

The R-Square value shown in the table for the Consumer Preference variable is 0.653. This means that the combined influence of halal awareness, perceived safety, perceived health, and price on consumer preference accounts for 65.3%, while the remaining 34.7% is influenced by other factors not included in this research model.

Table 8. Path Coefficients Value

Variabel	**Path Coefficienst**
(X1) Kesadaran halal	0.110
(X2) Persepsi Aman	-0.029
(X3) Persepsi Sehat	0.309
(X4) Harga	0.333
(Z) Religiusitas	0.262
(Z) x (X1)	0.021

(Z) x (X2)	0.063
(Z) x (X3)	0.067
(Z) x (X4)	-0.126

Source: Data processed with Smart PLS 4 (2025)

This table shows that halal awareness has a positive relationship with consumer preference, with a coefficient of 0.110. The safety perception variable has a negative relationship with consumer preference, with a coefficient of -0.029. The health perception variable has a positive relationship with consumer preferences, with a coefficient of 0.309. The price variable has a positive relationship with consumer preferences, with a coefficient of 0.333. The moderation variable religiousness has a positive relationship with consumer preferences.

Table 9. Model Fit

	Saturated model	Estimated model
SRMR	0.062	0.062
NFI	0.797	0.798

Source: Data processed with Smart PLS 4 (2025)

The Standardized Root Mean Square Residual (SRMR) value of 0.062 indicates that the model meets the goodness-of-fit criteria because it is below the threshold of 0.08. This suggests that the research model exhibits a good level of fit between the theoretical model and the empirical data. Furthermore, the Normed Fit Index (NFI) value of 0.797 indicates that the model has a fit level of 79.7%, making it sufficiently adequate for representing the research construct.

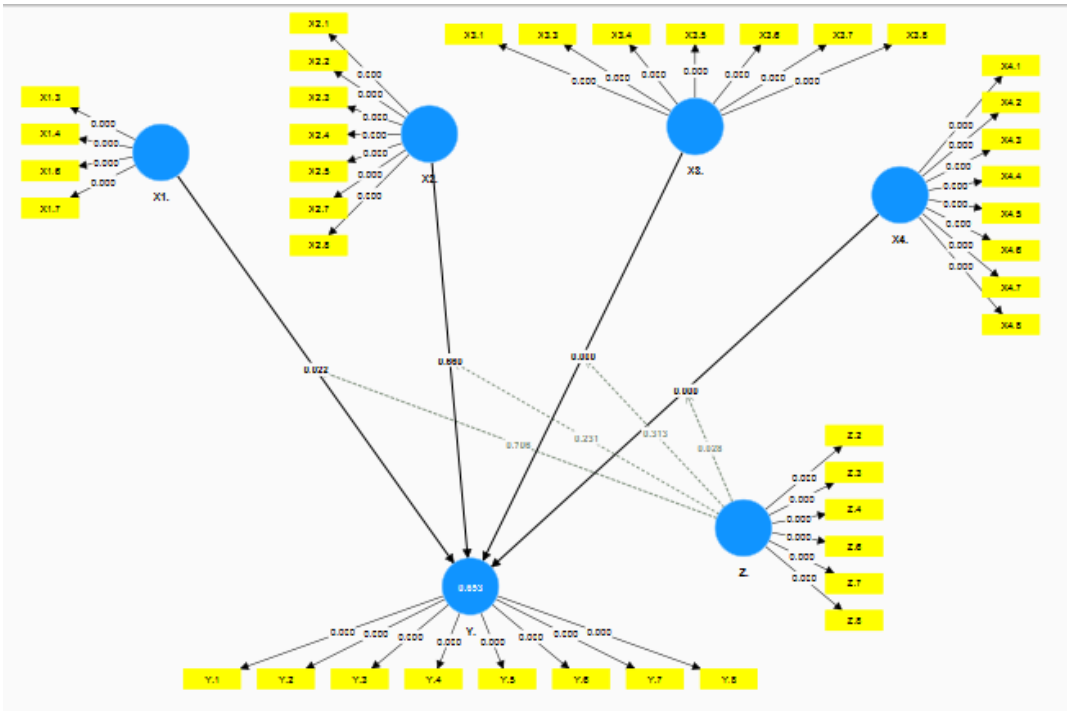

Figure 2. Research Model Result

Source: Data processed with Smart PLS 4 (2025)

This figure visually depicts the final research model with the calculated path coefficients, showing the significant relationships among the variables.

Table 10. Path Coefficients Results

	Original sample (O)	**Sample mean (M)**	**Standard deviation (STDEV)**	**T statistics (|O/STDEV|)**	**P values (Nilai P)**
X1. -> Y.	0.110	0.110	0.048	2.293	0.022
X2. -> Y.	-0.029	-0.028	0.066	0.440	0.660

X3. -> Y.	0.309	0.308	0.073	4.247	0.001
X4. -> Y.	0.333	0.333	0.068	4.923	0.001

Source: Data processed with Smart PLS 4 (2025)

The table shows the t-statistic for the relationship between halal awareness and consumer preferences is greater than the critical t-value, at 2.293, indicating a significant effect. The t-statistic for the relationship between safety perception and consumer preferences is less than the critical t-value, at 0.440, indicating no significant effect. The t-statistic for the relationship between the perception of health and consumer preferences is greater than the critical t-value, at 4.247, indicating a significant effect. The t-statistic for the relationship between price and consumer preferences is greater than the critical t-value, at 4.923, indicating a significant effect.

The results of the first hypothesis test indicate that halal awareness has a positive and significant effect on consumer preferences in choosing KHAS zones ($t = 2.293$; $p = 0.022$). This finding shows that consumers with higher halal awareness tend to prefer culinary areas that provide halal assurance, safety, and health standards. Halal awareness functions not only as a religious consideration but also as a reflection of product quality and consumer trust. The findings of this study are consistent with the theory of value-based consumer behavior (Kotler & Keller, 2016), which states that internal values including religious values and ethical consumption play a significant role in shaping consumer preferences and decisions. Halal awareness acts as a cognitive value that influences the evaluation of consumption alternatives, whereby the KHAS zone is perceived to have higher utility than the general culinary zone because it offers standardized halal assurance (Elseidi, 2018; Rahman et al., 2023).

In contrast, perceived safety does not significantly influence consumer preferences ($t = 0.440$; $p = 0.660$). This finding suggests that consumers tend to perceive safety as a basic standard that should already exist within KHAS zones, rather than as a determining factor in shaping preferences. Consequently, consumers place greater emphasis on value-added attributes such as health, halal assurance, and price. In consumer behavior and service marketing theory, certain attributes are not necessarily regarded as primary drivers of satisfaction or consumer preference, but rather as basic requirements that are expected to be fulfilled (Kim & Lee, 2021; Rahman et al., 2023).

Perceived health was found to have a positive and significant effect on consumer preferences ($t = 4.247$; $p < 0.001$). This result indicates that consumers increasingly consider health aspects when choosing culinary destinations. KHAS zones are perceived not only as halal consumption spaces but also as representations of a healthier lifestyle and better quality of life. These findings reinforce the view that, within the structure of consumer preferences, health attributes hold a stronger position than safety attributes. While safety is generally perceived as a basic standard that must be fulfilled, health is viewed as a value-added attribute that consumers actively seek and consider in their decision-making process (Chen & Marta Antonelli, 2020; Wang & Tsai, 2019).

Price also has a positive and significant influence on consumer preferences ($t = 4.923$; $p < 0.001$). Consumers evaluate price based on affordability, fairness, and suitability with the benefits received. This finding demonstrates that economic considerations remain an important factor in shaping preferences toward KHAS zones, particularly among urban consumers who are relatively price-sensitive. In consumer behavior studies, price is not merely viewed as the amount of money paid by consumers, but also as a representation of perceived value (Zeithaml, 1988). Consumers tend to evaluate price relative to the benefits, quality, and experience obtained from a product or service (Kotler & Keller, 2016). Therefore, the significant influence of price in this study indicates that consumers of KHAS zones consider the balance between financial sacrifice and perceived utility when making consumption decisions (Nguyen et al., 2022; Schiffman & Wisenblit, 2021)

Furthermore, religiosity was found to have a significant positive effect on consumer preferences ($t = 4.322$; $p < 0.001$). Consumers with higher levels of religiosity tend to prefer KHAS zones because these areas are perceived as being aligned with Islamic values and ethical consumption principles. This finding indicates that religiosity functions as an internal value that shapes consumer behavior and strengthens preferences toward halal-oriented culinary destinations. These results are consistent with recent studies showing that religiosity significantly influences halal consumption behavior and consumer preferences for halal products and services (Rahman et al., 2023; Sulaiman et al., 2021).

The moderation analysis shows that religiosity does not significantly moderate the relationships between halal awareness, perceived safety, and perceived health with consumer preferences. However, religiosity significantly moderates the relationship between price and consumer preferences ($t = 2.196$; $p = 0.028$). This suggests that highly religious consumers place greater emphasis on price fairness and value suitability when selecting KHAS zones. This finding supports previous studies indicating that Muslim consumers with higher religiosity are more sensitive to fair pricing, transparency, and the balance between economic and ethical values in halal consumption (Al-shami & Abdullah, 2023; Ismail, 2025).

CONCLUSION

This study concludes that halal awareness, perceived health, perceived price, and religiosity significantly influence consumer preferences toward Halal, Safe, and Healthy Culinary (KHAS) zones, while perceived safety does not have a significant effect. Among the examined variables, price emerged as the strongest determinant, followed by perceived health and religiosity, indicating that urban Muslim consumers consider economic, health, and religious aspects simultaneously in their consumption decisions. In addition, religiosity was found to moderate only the relationship between price and consumer preferences, suggesting that highly religious consumers place greater emphasis on price fairness and value suitability in halal consumption. Overall, these findings highlight that consumer preferences toward KHAS zones are shaped not only by halal considerations, but also by perceived value and lifestyle orientation, thereby reinforcing the importance of integrating halal assurance, health attributes, and fair pricing in the development of sustainable halal culinary destinations in Indonesia.

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