

GENERATION Z HALAL GREEN CONSUMPTION ON DIGITAL PLATFORMS: INTEGRATING THEORY OF PLANNED BEHAVIOR AND TECHNOLOGY ACCEPTANCE MODEL

Faqihuddin¹, Muhammad Dzulfaqori Jatnika^{2*}, Cici Aulia Permata Bunda⁴

Universitas Siliwangi, Tasikmalaya

Universitas Siliwangi, Tasikmalaya

Universitas Siliwangi, Tasikmalaya

E-mail: faqihuddin@unsil.ac.id, muhdzulfaqorij@unsil.ac.id*, ciciaulia@unsil.ac.id

Received: 25/07/2026 | Revised: 03/08/2026 | Accepted: 20/08/2026 | Published: 06/09/2026

Abstract

This study aims to examine the factors influencing Generation Z's intention toward digital halal green consumption in West Java by integrating the Theory of Planned Behavior (TPB) and Technology Acceptance Model (TAM). A quantitative survey was conducted involving 383 Muslim Generation Z respondents in West Java who had purchased halal and environmentally friendly products through digital platforms. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results show that knowledge of halal and concern for halal significantly influence attitude. Perceived ease of use significantly affects perceived usefulness and attitude, while perceived usefulness influences attitude. Furthermore, subjective norm and perceived behavioral control not significantly affect behavioral intention. Knowledge of halal also has a significant positive effect on behavioral intention. These findings indicate that the integration of TPB, TAM, and halal-related factors provides a framework for explaining Generation Z's digital halal green consumption intention.

Keywords: Generation Z; Halal Green Consumption; Theory of Planned Behavior; Technology Acceptance Model; Digital Platform

INTRODUCTION

Digitalization has significantly transformed consumer behavior, including in the consumption of halal (Azhar et al., 2025) and eco-friendly (Muganyi et al., 2021) products. Technological advancements have driven the emergence of the "digital halal green consumption" phenomenon that is, the consumption of halal products that also takes environmental sustainability into account through digital platforms such as digital technology (Abdullah et al., 2025), *e-commerce* (Jun et al., 2021), as well as social media (Afifi et al., 2025). This phenomenon is becoming increasingly significant in Indonesia, which has the world's largest Muslim population and a high rate of digital technology adoption (Monavia Ayu Rizaty, 2022). On the other hand, growing public awareness of environmental and sustainability issues is driving consumers to choose products that are not only halal but also eco-friendly (Jatnika et al., 2023).

Generation Z is a demographic group that plays a key role in this transformation of consumer behavior. This generation is known as "digital natives" who are very familiar with information technology, social media, and digital platforms in their daily activities (Susilowati et al., 2025). In addition, Generation Z also demonstrates a high level of concern for issues of sustainability, health, and ethical values in consumption (Koay & Leong, 2025). West Java Province is one of the provinces in Indonesia where Generation Z is the dominant demographic. Of West Java's 49.9 million residents, Generation Z accounts for 23.85% (BPS, 2020). In the context of Muslim communities, considerations regarding halal aspects are not only related to compliance with Sharia law but also to trust in products (Mitra et al., 2026), production processes (Andriansi et al., 2024), as well as the transparency of information available on digital platforms (Sawalni, 2025). Therefore, it is important to conduct an academic study to understand the factors that influence Generation Z's intentions regarding digital halal green consumption.

One widely used theoretical approach to explaining individual behavior is the Theory of Planned Behavior (TPB). TPB is a further development of the Theory of Reasoned Action (TRA) (Ajzen, 2010) which expanded on TRA by adding a construct not previously present in it. There are three main variables that predict interest and behavior: attitude, subjective norm, and perceived behavioral control. Several studies have shown that the TPB is frequently used to predict Gen Z's interest in halal green consumption, including attitudes (M. Amin, 2020), behavioral control (Yulianty, 2022), and subjective norms (Hidayah & Widanti, 2023). In addition, several previous studies have also revealed that these three TPB variables have a significant influence on halal green consumption (Boguszewicz-Kreft et al., 2020; Zhang et al., 2020), (Faqihuddin et al., 2025). It is important to examine the impact of TPB theory and halal compliance on Gen Z's interest in halal green consumption in West Java Province in order to gain a more comprehensive understanding of the psychological and religious aspects.

On the other hand, the development of digital technology in consumer activities can be explained through the Technology Acceptance Model (TAM) (A. Amin, 2025). TAM explains that there are two main constructs that influence technology acceptance: perceived benefits and perceived ease of use (William & Tjokrosaputro, 2021). Several studies have shown that the TAM is often used to predict Generation Z's interest in adopting various digital platforms related to halal and eco-friendly consumption, including through the influence of perceived benefits (Febriyan et al., 2025; Naufaldi & Tjokrosaputro, 2020) and perceived ease of use (Muh. Fachruddin, 2023; Shaikh et al., 2020) on attitudes and intentions toward technology use. In addition, Several previous studies have also revealed that the two main variables in the TAM have a significant influence on digital-based consumption behavior, including in the context of halal green consumption (Muñoz-Leiva et al., 2017). Therefore, it is important to examine the influence of digital technology acceptance through the TAM on Generation Z's interest in digital halal green consumption in West Java.

The integration of TPB and TAM provides a more comprehensive analytical framework for understanding Generation Z's digital consumption behavior. TPB can explain the psychological and social factors that influence behavioral intentions, while TAM can explain how technological factors influence the acceptance of digital platforms in the consumption decision-making process. By integrating these two theories, this study aims to understand the digital behavior related to halal green consumption among Generation Z in West Java, which has a large young population and high internet penetration.

This study contributes to the development of the literature on Muslim consumer behavior in the digital age by emphasizing the integration of TPB and TAM in explaining Generation Z's digital halal green consumption behavior. To date, research that specifically examines the relationship between psychological factors (Aisyah et al., 2024), social factors (Ratih et al., 2022), as well as technology acceptance (Khandakar et al., 2025) in the context of digital-based halal and eco-friendly consumption, remain relatively limited, particularly in West Java Province. Thus, the results of this study are expected to provide a more comprehensive understanding of the factors influencing Generation Z's digital halal green consumption behavior in West Java and to serve as a foundation for formulating more effective and sustainable strategies for developing a digital-based halal and environmentally friendly consumption ecosystem.

LITERATURE REVIEW

The Theory of Planned Behavior (TPB) explains that an individual's behavioral intention is determined by three main constructs: attitude, subjective norm, and perceived behavioral control (Ajzen, 2010). Attitude refers to an individual's positive or negative evaluation of a behavior, subjective norm reflects perceived social pressure to perform a behavior, and perceived behavioral control represents an individual's perception of their ability to perform the behavior. In the context of consumer behavior, previous studies have demonstrated the applicability of TPB in explaining behavioral intentions through attitude (M. Amin, 2020), perceived behavioral control (Yulianty, 2022), and subjective norm (Mada et al., 2021). Previous studies have also shown that these three TPB constructs are relevant in explaining halal green consumption (Boguszewicz-Kreft et al., 2020). In addition to the main TPB constructs, halal-related factors are also important in understanding Muslim consumers' behavior. Knowledge of halal reflects an individual's understanding of halal principles and requirements, while concern on halal reflects the extent to which halal aspects are considered in consumption decisions. Previous research indicates that halal knowledge contributes to consumers' evaluations and decisions regarding halal products (Divianjella & Muslichah, 2020), while concern for halal aspects is also relevant to Muslim consumers' attitudes and purchasing decisions (Fathi et al., 2016). In addition to psychological, social, and halal-related factors, the use of digital platforms in consumption activities can be explained through the Technology Acceptance Model (TAM). TAM proposes that perceived usefulness and perceived ease of use are two fundamental factors influencing technology acceptance (Davis, 1989).

Perceived usefulness refers to the extent to which an individual believes that using a particular technology provides benefits, whereas perceived ease of use refers to the extent to which the technology is perceived as easy to use. These constructs are particularly relevant to digital halal green consumption because digital platforms facilitate consumers' access to product information and support the process of evaluating and purchasing halal and environmentally friendly products. Previous studies have demonstrated the role of perceived usefulness in influencing consumers' acceptance of digital platforms (Widyastuti et al., 2020), while perceived ease of use also contributes to technology acceptance and consumer responses (Muh. Fachruddin, 2023). Furthermore, technology acceptance factors have been associated with the formation of attitudes and sustainable behavioral intentions (de Luna et al., 2019).

The integration of TPB and TAM provides a more comprehensive framework for explaining digital halal green consumption. TPB emphasizes psychological and social factors, including attitude, subjective norm, and perceived behavioral control, whereas TAM focuses on consumers' perceptions of the technology used in the consumption process. The combination of these perspectives is relevant because consumers engaging in digital halal green consumption may consider not only their attitudes, social influences, and perceived ability to perform the behavior, but also the usefulness and ease of using digital platforms. In addition, halal-related knowledge and concern provide an important religious dimension in understanding the consumption decisions of Muslim consumers. Previous studies have examined psychological factors (Aisyah et al., 2024), social influences (Ratih et al., 2022), and technology acceptance (Khandakar et al., 2025), indicating the relevance of these factors in explaining consumer behavior and digital technology adoption.

Despite the extensive application of TPB and TAM in consumer behavior, technology adoption, and sustainable consumption studies, research integrating behavioral, technological, and halal-related factors in the context of digital halal green consumption remains limited, particularly among Generation Z in West Java. Previous research has generally examined these dimensions from separate perspectives, leaving a gap in understanding how psychological, social, technological, and halal-related factors jointly influence behavioral intention. Therefore, this study integrates TPB and TAM with Knowledge of Halal and Concern on Halal to provide a more comprehensive explanation of the determinants of Generation Z's intention toward digital halal green consumption in West Java.

METHOD

The method used to achieve the research objectives was Structural Equation Modeling (SEM), which allows researchers to test the relationships among latent constructs simultaneously through measurement and structural models. PLS-SEM is a leading method in the social sciences and is suitable for both large and small samples, as well as normally distributed data (Ravand & Baghaei, 2016). SEM is frequently used in the study of consumer behavior models (Ratnasari et al., 2020), donations (Battour et al., 2018), purchase decision-making (Riofita, 2025), and public perceptions of charity (Shaw et al., 2025). SEM enables researchers to verify theoretical models and evaluate both direct and indirect effects among latent constructs.

The data used were derived from primary data obtained through the distribution of research questionnaires to respondents. Respondents were selected using purposive sampling based on several criteria:

- Respondents who are Muslim
- Respondents are members of Generation Z (born between 1997 and 2012)
- Respondents reside in West Java Province
- Respondents have purchased halal and eco-friendly products through digital platforms within the past year

The reason researchers set requirements for respondents is to ensure that the research results are more robust. In SEM analysis, the number of respondents is adjusted according to the number of indicators in the research instrument; thus, if there are 35 indicators, there must be at least 383 respondents. This meets the minimum requirement for PLS-SEM analysis, which must be equal to or greater than ten times the number of the most significant arrows pointing to a specific construct (Hair et al., 2019). The research model to be examined is illustrated in the figure below:

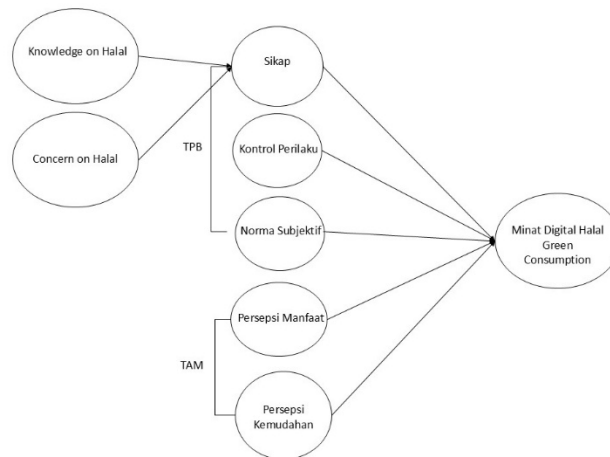


Image 1. Research Model
Table 1. Operational Definition

No	Variable	Indicator	Code
1	Intentions regarding Digital Halal Green Consumption	1. I am interested in buying halal products online because of my concern for the environment.	MDH1
		2. I hope to buy halal products online in the future because of their environmental performance.	MDH2
		3. Overall, I enjoy buying halal products online because they are environmentally friendly (Chang & Chen, 2008; Featherman & Pavlou, 2003)	MDH3
2	Knowledge on Halal	1. Understanding the halal and haram laws regarding the online purchase of green products.	KOH1
		2. Understanding the sources of haram ingredients in the online purchase of green products.	KOH2
		3. Understanding prohibited ingredients in the online purchase of green products.	KOH3
		4. Understanding halal certification in the online purchase of green products (Abd Rahman et al., 2015; Divianjella & Muslichah, 2020)	KOH4
3	Concern on Halal	1. For me, purchasing green and halal products online is important.	COH1
		2. I often worry about the halal status of a green product.	COH2
		3. For me, service procedures must not conflict with Islamic law.	COH3
		4. For me, the distribution of green products must comply with Sharia principles.	COH4
		5. For me, stores must adhere to Islamic principles (Fathi et al., 2016)	COH5
4	Percieved Behaviour Control	1. I feel capable of using e-commerce to purchase green and halal products.	PBC1
		2. I have sufficient knowledge to use e-commerce to purchase green and halal products.	PBC2
		3. I have the ability to use e-commerce to purchase green and halal products (Ajzen, 1991)	PBC3

5	Subjective Norms	1. The people around me think I should buy green and halal products online.	SN1
		2. The people around me want me to buy green and halal products online.	SN2
		3. The people around me agree with me about using eco-friendly and halal products on e-commerce platforms.	SN3
		4. The people around me think that using eco-friendly and halal products on e-commerce platforms is a wise decision.	SN4
		5. The people around me think I should use eco-friendly and halal products on e-commerce platforms (Ajzen, 1991)	SN5
6	Attitude	1. Feeling that it is important to use green and halal products.	ATE1
		2. Always choosing green and halal products.	ATE2
		3. Using green and halal products out of personal preference.	ATE3
		4. Preferring products that are halal-certified and environmentally friendly (Abd Rahman et al., 2015).	ATE4
7	Perceived Usefulness	1. I feel that the availability of green and halal products on e-commerce platforms makes it easier for me to find products that meet my needs	PUS1
		2. I feel that the performance of green and halal products on e-commerce platforms meets my expectations.	PUS2
		3. I feel that the availability of green and halal products on e-commerce platforms can increase productivity.	PUS3
		4. I feel that the availability of green and halal products on e-commerce platforms makes the shopping process more rewarding and efficient.	PUS4
		5. I feel that I will use green and halal products on e-commerce platforms (Davis, 1989)	PUS5
8	Perceived Ease of Use	1. I find it easy to learn and use e-commerce to purchase green and halal products.	PEU1
		2. I find it easy to use e-commerce to purchase green and halal products according to my preferences.	PEU2
		3. I find the process of using e-commerce to purchase green and halal products quite straightforward.	PEU3
		4. I find e-commerce flexible when it comes to purchasing green and halal products.	PEU4
		5. I feel proficient in using e-commerce to purchase green and halal products (Davis, 1989).	PEU5

RESULTS AND DISCUSSION

Respondent Profile

Based on Table 2, which outlines the characteristics of the respondents, this study involved 383 respondents. The characteristics of the respondents can be described as follows. By gender, the majority of respondents were male, totaling 237 respondents (61.88%), while female respondents numbered 146 (38.12%). This indicates that male respondents were more prevalent in this study. By age, the largest group of respondents was in the 33–35 age group, with 121 respondents (31.59%). Next, the 36–38 age group consisted of 100 respondents (26.11%), the 30–32 age group consisted of 87 respondents (22.71%), and the 39–40 age group consisted of 75 respondents (19.58%).

Thus, the majority of respondents were in the 33–35 age range. Based on educational level, the majority of respondents held a Bachelor's degree (S-1), totaling 178 respondents (46.48%). Next, 101 respondents (26.37%) had a high school education, 50 respondents (13.05%) held a master's degree (S-2), 36 respondents (9.40%) held a diploma, and 18 respondents (4.70%) held a doctoral degree (S-3). These data indicate that respondents with a Bachelor's degree (S-1) constitute the most dominant group. Based on income, the majority of respondents 143 respondents (37.34%) earned between Rp5,000,000 and Rp8,000,000 per month. Next, 102 respondents (26.63%) earned between Rp3,000,000 and Rp5,000,000, 61 respondents (15.93%) had an income of Rp8,000,000–Rp10,000,000, 57 respondents (14.88%) had an income of more than Rp10,000,000, and 20 respondents (5.22%) had an income of less than Rp3,000,000. Thus, the income group of Rp5,000,000–Rp8,000,000 was the largest group in this study.

Based on the frequency of purchases of halal green products online, respondents who made purchases three times a month constituted the largest group, totaling 143 respondents (37.34%). Next, 96 respondents (25.07%) made purchases more than three times a month, 80 respondents (20.89%) made purchases twice a month, and 64 respondents (16.71%) made purchases once a month. This indicates that most respondents purchase digital halal green products relatively frequently. Based on their annual budget for Digital Halal Green Products, the majority of respondents 119 respondents (31.07%) allocate a budget of Rp3,000,000–Rp7,000,000. Next, 104 respondents (27.15%) had a budget of Rp1,000,000–Rp3,000,000, 77 respondents (20.10%) had a budget of Rp7,000,000–Rp10,000,000, 54 respondents (14.10%) had a budget of more than Rp10,000,000, and 29 respondents (7.57%) had a budget of Rp0–Rp1,000,000. Thus, the group with a budget of Rp3,000,000–Rp7,000,000 was the most dominant.

Finally, based on the halal green product purchasing platform, Shopee was the most widely used platform among respondents, with 121 respondents (31.59%). Next, Tokopedia was used by 109 respondents (28.46%), Zalora by 74 respondents (19.32%), Blibli.com by 52 respondents (13.58%), and Lazada by 27 respondents (7.05%). Thus, Shopee is the most dominant shopping platform used by respondents to purchase halal green products. Overall, the characteristics of the study respondents were predominantly male, aged 33–35, holding a bachelor's degree (S-1), an income of Rp5,000,000–Rp8,000,000 per month, who purchase halal green products online three times a month, have an annual budget of Rp3,000,000–Rp7,000,000, and most frequently use Shopee as their shopping platform.

Table 2. Respondent Profile

Category		Number of Respondents	Percentage
Gender	Male	237	61,88%
	Female	146	38,12%
Age	30 - 32 Years	87	22,71%
	33 - 35 Years	121	31,59%
	36 - 38 Years	100	26,11%
	39 - 40 Years	75	19,58%
Education	High School	101	26,37%
	Diploma	36	9,40%
	Bachelor (S-1)	178	46,48%
	Master (S-2)	50	13,05%
	Doctor (S-3)	18	4,70%
Income	<3.000.000	20	5,22%
	3.000.000 - 5.000.000	102	26,63%
	5.000.000 - 8.000.000	143	37,34%
	8.000.000 - 10.000.000	61	15,93%
	>10.000.000	57	14,88%
Frequency of Digital Halal Green Product	1x in 1 month	64	16,71%
	2x in 1 month	80	20,89%
	3x in 1 month	143	37,34%
	More than 3x in 1 month	96	25,07%
Budget for Digital Halal Green Product in a Year	0 – 1.000.000	29	7,57%
	1.000.000 - 3.000.000	104	27,15%
	3.000.000 - 7.000.000	119	31,07%
	7.000.000 - 10.000.000	77	20,10%

		> 10.000.000	54	14,10%
Halal Green Product Purchasing Platform		Shopee	121	31,59%
		Tokopedia	109	28,46%
		Zalora	74	19,32%
		Blibli.com	52	13,58%
		Lazada	27	7,05%

Measurement Model

Model testing using SEM-PLS was conducted in two stages: first, the outer model was tested, followed by the inner model. The outer model was tested by identifying the relationships between the indicators and the constructs. Based on the recommendations of (Hair et al., 2014) factor loadings should be above 0.70 to be considered good. The results of the analysis show that all indicators in this study have good factor loadings.

In the next step, we evaluated whether the reliability and validity of the proposed variables met the requirements. Reliability was confirmed based on Cronbach's Alpha (α) and Composite Reliability (CR) (Chin, 2010). According to the recommendations of (Hair et al., 2014) good reliability is indicated by values of α and CR above 0.70. Based on the test results, the values of α ranged from 0.846 to 0.949, and the values of CR ranged from 0.906 to 0.961 all above 0.700. Thus, it can be concluded that all constructs have good reliability. Meanwhile, the validity of the measurement model was tested based on convergent validity and discriminant validity (Fornell Larcker criterion) (Hair et al., 2014). Convergent validity was determined by examining the Average Variance Extracted (AVE) values. According to the recommendations of (Hair et al., 2014) a good average AVE value is above 0.50. The test results show that the AVE values range from 0.748 to 0.852, so it can be concluded that all constructs in this study are valid. Table 3 details the scale items within each construct, including factor loadings, Cronbach's alpha, α , and CR. Meanwhile, Figure 2 details the scale items, including their AVE values, to assess whether the proposed constructs possess good validity.

Table 3. Measurement Model Results

Latent Variabel	Manifest Variabel	Loadings Factor	a	rho_A	CR
Intentions regarding Digital Halal Green Consumption (MDH)	MDH 1	0.932	0.953	0.932	0.947
	MDH 2	0.938			
	MDH 3	0.940			
Knowlede on Halal (KOH)	KOH 1	0.884	0.912	0.914	0.935
	KOH 2	0.921			
	KOH 3	0.865			
	KOH 4	0.887			
Concern on Halal (COH)	COH 1	0.912	0.888	0.875	0.861
	COH 2	0.919			
	COH 3	0.918			
	COH 4	0.914			
	COH 5	0.928			
Percieved Behaviour Control (PBC)	PBC 1	0.920	0.916	0.911	0.935
	PBC 2	0.921			
	PBC 3	0.918			
Subjective Norms (SN)	SN 1	0.823	0.863	0.883	0.841
	SN 2	0.835			
	SN 3	0.879			
	SN 4	0.842			
	SN 5	0.881			
Attitude (ATT)	ATT 1	0.875	0.845	0.846	0.906
	ATT 2	0.883			
	ATT 3	0.883			
	ATT 4	0.913			
Perceived Usefulness (PUS)	PUS 1	0.853	0.852	0.831	0.840
	PUS 2	0.861			
	PUS 3	0.820			
	PUS 4	0.811			

Perceived Ease of Use (PEU)	PUS 5	0.830	0.941	0.962	0.957
	PEU 1	0.810			
	PEU 2	0.835			
	PEU 3	0.898			
	PEU 4	0.843			
	PEU 5	0.874			

Source: Researchers' Analysis Results, 2026

Discussion

Once the assumptions have been met, the next step is to test the structural model using t- and p-values. According to the recommendations of (Hair et al., 2019) t- and p-values indicate a significant relationship between constructs when $t > 1.96$ and $p < 0.05$. Meanwhile, the sign of the coefficient indicates whether the relationship between variables is positive or negative.

Table 4. Path Coefficients

Hypothesized path	Original value	t-statistic	p-value	Results
H1: KOH -> ATT	0.780	2.375	0,000	Supported
H2: COH -> ATT	0.311	3.546	0,012	Supported
H3: PEOU -> MDH	0.089	3.732	0,000	Supported
H4: PUS -> MDH	0.011	2.364	0,901	Not Supported
H5: ATT -> MDH	0.213	38.339	0,002	Supported
H6: SN -> MDH	0.177	7.252	0,084	Not Supported
H7: PBC -> MDH	0.521	9.002	0,000	Supported

Source: Researchers' Analysis Results, 2026

Based on the results of the path coefficient tests in Table 4, it can be seen that there are differences in the levels of significance in the relationships among the variables tested in this study. The first hypothesis (H1), which tested the relationship between KOH and ATT, yielded significant results. This indicates that KOH has a significant relationship with ATT. Thus, changes in KOH are significantly associated with changes in ATT in the research model. These results indicate that the KOH variable is one of the factors that plays a role in shaping ATT. Furthermore, the second hypothesis (H2) regarding the relationship between COH and ATT also yielded significant results. These findings indicate that COH has a significant relationship with ATT. Thus, the COH variable can be considered one of the factors contributing to the formation of ATT in this study.

The third hypothesis (H3), which tested the relationship between PEOU and MDH, yielded significant results. This means that PEOU has a significant relationship with MDH. These findings indicate that aspects of PEOU are significantly associated with MDH, making this variable one of the relevant factors in explaining MDH in the research model. Unlike the previous three hypotheses, the fourth hypothesis (H4), which tested the relationship between PUS and MDH, yielded nonsignificant results. This means that, based on the significance criteria used, there is insufficient statistical evidence to indicate a significant relationship between PUS and MDH. Therefore, PUS cannot yet be identified as a factor that significantly influences MDH in this study.

Meanwhile, the fifth hypothesis (H5), which tested the relationship between ATT and MDH, yielded significant results. The results indicate that ATT has a significant relationship with MDH. Thus, ATT is one of the variables that plays a key role in explaining MDH in the research model developed. In the sixth hypothesis (H6), the relationship between SN and MDH was found to be insignificant at the 5% significance level. This means that SN does not show a significant relationship with MDH based on the test criteria used. Thus, there is insufficient statistical evidence to conclude that SN has a significant effect on MDH in this study.

Finally, the seventh hypothesis (H7), which tested the relationship between PBC and MDH, yielded significant results. This finding indicates that PBC has a significant relationship with MDH. Therefore, PBC is one of the variables that plays a significant role in explaining MDH. Overall, the test results show that KOH, COH, PEOU, ATT, and PBC have significant relationships with the endogenous variables in the research model. Conversely, PUS and SN did not show a significant relationship with MDH at the 5% significance level. Thus, of the seven hypotheses proposed, five namely H1, H2, H3, H5, and H7 were supported by the test results, while H4 and H6 were not supported. These results indicate that not all factors included in the model have a significant relationship consequently, certain factors play a more significant role in explaining the MDH variable than other factors.

In general, the results indicate that the research model integrating the Theory of Planned Behavior (TPB), the Technology Acceptance Model (TAM), and halal-related factors is capable of empirically explaining the

determinants of Generation Z's behavioral intention toward digital halal green consumption (Arianty et al., 2026; Najma et al., 2026). The findings demonstrate that both technological factors and halal-related factors contribute to the formation of attitudes and behavioral intentions toward digital halal green consumption.

Tabel 5. Specific Indirect Effects

Hypothesized path	Original value	t-statistic	p-value	Results
KOH -> ATT -> MDH	0.023	2.288	0.016	Supported
COH -> ATT -> MDH	0.013	2.007	0.044	Supported

Source: Researchers' Analysis Results, 2026

Furthermore, this study confirms that hypotheses H10a and H10b are accepted, indicating that attitude (ATT) mediates the effects of knowledge of halal (KOH), and concern on halal (COH) on intentions regarding digital halal green consumption (MDH). These results indicate that the greater consumers' knowledge, concern, and awareness regarding halal aspects, the more positive their attitudes toward eco-friendly halal consumption via digital platforms will be. These positive attitudes, in turn, drive increased interest in engaging in digital halal green consumption. These findings are consistent with research (Fitriani et al., 2026; Saifuddin et al., 2026) which states that attitude serves as a mediating variable in the relationship between halal factors and an individual's intention or interest in a particular behavior. Thus, increasing knowledge and concern regarding the concepts of halal and sustainability must be accompanied by the cultivation of positive attitudes through education, the provision of clear information, and digital services capable of boosting consumer confidence in environmentally friendly halal products.

CONCLUSION

This study aims to analyze the factors that influence consumers' intention toward digital halal green consumption by integrating halal-related factors, the Theory of Planned Behavior (TPB), and the Technology Acceptance Model (TAM). The integration of these approaches provides a more comprehensive understanding of how halal knowledge, halal concern, technological factors, attitudes, social factors, and perceived behavioral control contribute to consumers' intention toward digital halal green consumption. The findings indicate that halal knowledge, halal concern, perceived ease of use, attitude, and perceived behavioral control have significant relationships with digital halal green consumption intention, while perceived usefulness and subjective norms do not show significant relationships. In addition, attitude significantly mediates the relationships between halal knowledge and halal concern and digital halal green consumption intention.

This study has several limitations. First, the study relies on a survey approach based on respondents' perceptions, which may not fully represent actual purchasing behavior. Second, the research model focuses on selected variables from halal-related factors, TPB, and TAM, meaning that other factors may also influence digital halal green consumption intention. Therefore, future research is recommended to include additional variables such as environmental awareness, green trust, perceived risk, financial literacy, price sensitivity, and digital literacy. Future studies may also expand the respondent characteristics and use different research methods or longitudinal approaches to provide a broader understanding of digital halal green consumption behavior. The findings are expected to provide insights for marketers, digital platforms, halal product providers, and policymakers in developing strategies that encourage halal, sustainable, and environmentally responsible consumption through digital platforms.

This study provides practical implications for marketers and digital halal green product providers. The findings show that KOH, COH, PEOU, ATT, and PBC significantly influence MDH, while PUS and SN do not show significant effects at the 5% significance level. First, marketers should provide clear and reliable information about halal certification, halal principles, and environmental benefits to increase consumers' knowledge and concern regarding halal green products. Second, digital platforms should be designed to be simple, user-friendly, and convenient, as ease of use significantly influences consumers' intentions. Third, marketers should strengthen positive consumer attitudes through educational content, transparent product information, credible reviews, and communication emphasizing the combination of halal and environmental values. Fourth, businesses should improve consumers' perceived behavioral control by providing convenient payment methods, clear product information, reliable delivery, and responsive customer service. The mediation results also show that ATT mediates the relationships between KOH and MDH as well as COH and MDH. Therefore, increasing halal knowledge and concern should be accompanied by strategies that build positive consumer attitudes. Overall, digital halal green product providers should focus on halal education, positive attitude formation, ease of use, and consumer convenience to strengthen consumers' intentions toward digital halal green consumption.

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