

ABSTRACT

Indonesia is the country with the largest Muslim population in the world and ranks third in the global halal industry. However, the growth of the halal industry has not been accompanied by sufficient attention to environmental sustainability, even though the Qur'an emphasizes the importance of protecting nature. The use of environmentally friendly halal products offers a solution that aligns with Islamic principles while supporting sustainability. This study aims to analyze the effect of halal labels, environmentally friendly labels, environmental knowledge, and piety on the intention to purchase environmentally friendly halal products, with halal-environmental awareness and attitudes as mediating variables.

The study was conducted on the Muslim community in DKI Jakarta with 215 respondents. The sampling technique used nonprobability sampling with the purposive sampling method. Data collection was carried out online and offline through the distribution of questionnaires. Data analysis used the SEM-PLS method with the help of the SmartPLS 3 application.

The results showed that halal labels, environmentally friendly labels, environmental knowledge, and religiosity influenced purchase intentions, mediated by halal environmental awareness and attitudes. In addition, the piety variable also influenced purchase intentions through the mediation of religiosity and attitudes.

Keywords: environmentally friendly halal products, Halal and environmental awareness, attitudes, purchase intention

