



Halal Awareness and TikTok Promotion on Purchase Decisions: Role of Consumer Trust

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ABSTRACT

The Indonesian fast-food industry has experienced rapid growth, creating intense competition among global and local brands. This study examines the influence of Halal Awareness and TikTok Promotion on Purchase Decisions, with Consumer Trust as a mediating variable, at Almaz Fried Chicken in Padang City. A quantitative approach was employed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) analysis. Data were collected from 112 respondents who had purchased Almaz Fried Chicken products in Padang through questionnaires distributed both online and directly at outlets. The findings show that Halal Awareness has a positive and significant effect on Purchase Decisions and Consumer Trust, while TikTok Promotion also has a positive and significant effect on Purchase Decisions and Consumer Trust. Furthermore, Consumer Trust positively and significantly affects Purchase Decisions and mediates the effects of Halal Awareness and TikTok Promotion on Purchase Decisions. These results underscore the importance of halal awareness and digital promotion strategies in shaping consumer behavior in Muslim-majority markets. Theoretically, this study extends the application of the Theory of Planned Behavior in a halal marketing context by incorporating halal awareness and digital promotion as contextual factors and highlighting Consumer Trust as a mechanism linking these factors to purchase decisions. This provides a more specific explanation of how halal-related awareness and TikTok-based promotional activities can shape consumer decision-making in a Muslim-majority market.

Keywords: Consumer Trust, Halal Awareness, Purchase Decision, TikTok Promotion

INTRODUCTION

The culinary business sector in Indonesia has demonstrated consistently positive growth over recent years. The food and beverage industry has become a primary pillar of the national creative economy, driven by the fundamental nature of food as a basic human need combined with Indonesian culture's enthusiasm for culinary tourism. Digital technology development and lifestyle changes continue to propel this industry's expansion. Currently, restaurants, eateries, food centers, and cloud kitchens are increasingly prevalent in both major cities and regional areas.

Data from Statistics Indonesia (BPS) indicates that in 2023, there were approximately 4.85 million food and beverage service businesses in Indonesia, representing a 21.13% increase compared to 2016. Of this total, approximately 24.75% are categorized as restaurant or eatery businesses, collectively employing nearly 9.8 million workers. The culinary sector contributes approximately 34% of the national creative economy's GDP (Badan Pusat Statistik, 2025). These figures demonstrate the substantial role of the culinary industry as an economic growth driver and reflect the high public demand for food services.

This rapid development is also evident in the fast-food segment, particularly fried chicken products. Survey data indicates that fried chicken is the most consumed fast food among Indonesians. Within three months, 79% of respondents reported consuming crispy fried chicken, surpassing French fries (56%) and burgers (42.9%) (Harahap & Siregar, 2023). This dominance confirms that fried chicken has become a favorite across all demographics, making it a primary driver of fast-food growth in Indonesia.

Market dynamics over the past two years have shown significant preference shifts. Starting in late 2023, widespread pro-Palestinian sentiment triggered a boycott movement against several Western fast-food chains perceived to have ties with Israel (Jatmiko, 2024). This campaign has had





tangible effects on declining sales of several global brands. These conditions create new competition spaces and opportunities for local brands to offer values aligned with domestic consumer preferences, particularly regarding halal aspects.

The development of Indonesia's halal culinary industry demonstrates rapid growth, opening substantial opportunities for local businesses. One local company actively developing sharia-based culinary businesses is Abuya Group through PT Abindo, managing various culinary business units that adopt halal concepts and Islamic values (Iryanto & Judianto, 2026). Almaz Fried Chicken, under Abuya Group's umbrella, has shown remarkable growth. By August 2025, the company had 141 operational outlets, with projections of 250 outlets by February 2026 and 300-400 by the end of 2026. Each outlet is projected to generate approximately Rp228 million in net operating profit monthly (Iryanto & Judianto, 2026). This expansion indicates the growing presence of Almaz Fried Chicken in Indonesia's halal culinary market and highlights the importance of understanding the factors that influence consumers' purchase decisions.

The growth of Almaz Fried Chicken is supported by aggressive digital marketing strategies through TikTok. TikTok was chosen because it can reach a broad audience through an algorithm system that allows promotional content to spread quickly to users with similar interests (Mulyani et al., 2022). Data shows that over half of TikTok users have purchased products after seeing them on the platform, and approximately 50% utilize available vouchers (Kemp, 2025). This makes TikTok a promotional medium with significant potential to influence consumer purchase decisions.

Almaz Fried Chicken's success is also supported by increasing halal awareness among Indonesian society. Halal awareness has become a crucial factor influencing Muslim consumers' consumption behavior. Consumers consider not only taste and price aspects but also the halal status of products they consume. This positioning is reinforced through the company's slogan "Makan Sambil Bersedekah" (Eat While Giving Charity), committing to allocate profits to social and humanitarian activities. This strategy builds the company's positive image and potentially increases consumer trust in the brand (Sumadi et al., 2021).

Despite these developments, Almaz Fried Chicken faces challenges, including issues related to halal certification processes. Concerns about halal certification costs became public attention, demonstrating that transparency and compliance with halal regulations are factors closely monitored by society (Febrilyantri, 2022). This indicates that amid increasing public halal awareness, a culinary brand's success is determined not only by digital promotion effectiveness but also by the company's ability to maintain consumer trust through halal principle compliance, transparency, and good business governance.

Previous research has examined factors influencing purchase decisions. Julpa and Napitu (2023) found that Halal Awareness positively and significantly influences Consumer Trust and Purchase Decisions. Rahayu et al. (2025) showed that promotion positively and significantly affects Purchase Decisions, with Consumer Trust serving as a mediating variable. Saputri and Maya (2024) confirmed that TikTok promotion positively and significantly influences Purchase Decisions. However, limited research has specifically examined these relationships in the context of local halal fast-food brands in Indonesia, particularly integrating the Theory of Planned Behavior (TPB) framework.

The research gap lies in the limited empirical evidence on how Halal Awareness and TikTok Promotion interact through Consumer Trust to influence Purchase Decisions in the local halal fast-food context. This study addresses this gap by applying the Theory of Planned Behavior (TPB) framework to explain consumer decision-making, in which Halal Awareness, TikTok Promotion, and Consumer Trust are examined as factors that may influence consumer behavioral intentions and purchase decisions within the TPB perspective.

LITERATURE STUDY

The Theory of Planned Behavior (TPB), developed by Icek Ajzen (1991), serves as a major theoretical foundation in understanding consumer behavior. According to Naskar and Merigo Lindahl (2026), TPB is a prominent social psychology theory functioning to explain and predict behavioral intentions, actual behavior, and individual-level decision-making. This theory explains that consumer behavior is influenced by three primary factors: Consumer Attitudes, Subjective



Norms, and Perceived Behavioral Control.

Consumer attitudes toward behavior are defined as individual evaluations of whether an action is considered positive or negative. In this research, Halal Awareness represents this attitude through consumer assessment of Almaz Fried Chicken's compatibility with halal standards. Higher halal awareness creates more positive consumer attitudes due to deep understanding of halal certification, confidence in sharia-compliant food safety, and alignment with Islamic values dominant in Padang City (Amalia & Sylvia, 2022).

Subjective norms refer to individual perceptions of social pressure or others' expectations regarding a behavior. TikTok Promotion functions as this subjective norm, where consumers feel encouraged to buy after seeing vouchers, discounts, and attractive offers utilized and recommended by other TikTok users (Fadila et al., 2024). Perceived Behavioral Control refers to the extent individuals feel they have the ability to perform intended behavior. Consumer Trust serves as PBC influenced by Halal Awareness and TikTok Promotion, reducing doubts about product halal status and making consumers feel more confident to make Purchase Decisions (Mahliza, 2020).

Purchase decisions are defined as consumers' choices to buy or not buy a product based on preferences and needs (Kotler & Keller, 2016). Factors influencing purchase decisions include cultural, social, personal, and psychological factors (Sari & Prihartono, 2021). According to Kotler and Keller (2016), purchase decision indicators include product reliability, purchase habits, recommendations from others, and repurchase behavior.

Halal Awareness is the level of Muslim understanding regarding halal concepts, processes, and principles, ultimately encouraging halal food consumption (Saputra & Jaharuddin, 2022). Factors influencing Halal Awareness include religious belief, halal certification role, media exposure, and health reasons (Nuha et al., 2024). According to Golnaz et al. (2010), indicators include knowledge about halal, awareness of halal, priority in buying halal products, and product cleanliness and safety.

TikTok Promotion refers to marketing activities through TikTok to attract attention and influence consumers (Novita et al., 2023). Unlike conventional promotion, TikTok Promotion involves digital promotional activities that are delivered through short-form video content and interactive features. In this study, TikTok Promotion is operationalized based on promotional activities encountered by consumers on TikTok, including advertising and sales promotion, particularly discounts, vouchers, cashback, free gifts, and promotional information presented through digital content. The indicators were adapted from established promotion concepts and contextualized to the characteristics of TikTok as a social media platform.

Consumer Trust refers to positive beliefs consumers possess toward products, services, or places (Sarpiana et al., 2023). According to Mayer et al. (in Agustina et al., 2021), Consumer Trust encompasses ability, benevolence, and integrity dimensions. According to Nuraini (2009 in Monica, 2015), indicators include seller honesty in transactions, seller responsibility to buyers, and belief that the company has a good reputation.

Hyphotheses Development

Halal Awareness and Purchase Decisions

Halal Awareness is expected to influence Purchase Decisions because consumers with greater awareness of halal principles are more likely to consider halal aspects when choosing food products. Lestari and Supriyanto (2022) and Julpa and Napitu (2023) found a positive influence of Halal Awareness on Purchase Decisions.

H1: Halal Awareness has a positive and significant effect on Purchase Decisions.

TikTok Promotion and Purchase Decisions

TikTok Promotion is expected to positively influence Purchase Decisions because attractive promotional content, discounts, and vouchers can encourage consumers to purchase. Dora and Assyfa (2022) found a negative effect, while Anugrah et al. (2023) found a positive effect of TikTok Promotion on Purchase Decisions.

H2: TikTok Promotion has a positive and significant effect on Purchase Decisions.



Halal Awareness and Consumer Trust

Halal Awareness is expected to positively influence Consumer Trust because greater awareness of halal principles can increase consumers' confidence in the halal status and safety of food products. Ivanisa (2023) and Julpa and Napitu (2023) found that Halal Awareness positively influences Consumer Trust.

H3: Halal Awareness has a positive and significant effect on Consumer Trust.

TikTok Promotion and Consumer Trust

TikTok Promotion is expected to positively influence Consumer Trust because promotional content can provide product information and reduce consumer uncertainty. Uripto and Lestari (2023) found that promotion positively influences Consumer Trust.

H4: TikTok Promotion has a positive and significant effect on Consumer Trust.

Consumer Trust and Purchase Decisions

Consumer Trust is expected to positively influence Purchase Decisions because trust can reduce uncertainty and increase consumers' confidence in purchasing a product. Ivanisa (2023) and Rahayaan (2023) support the importance of trust in Purchase Decisions.

H5: Consumer Trust has a positive and significant effect on Purchase Decisions.

Halal Awareness, Consumer Trust, and Purchase Decisions

Consumer Trust is expected to mediate the relationship between Halal Awareness and Purchase Decisions because Halal Awareness can increase consumer confidence, which may subsequently encourage purchasing. Ivanisa (2023) and Julpa and Napitu (2023) support the relationships among these variables.

H6: Consumer Trust mediates the effect of Halal Awareness on Purchase Decisions.

TikTok Promotion, Consumer Trust, and Purchase Decisions

Consumer Trust is expected to mediate the relationship between TikTok Promotion and Purchase Decisions because promotional activities can attract consumers, while trust can strengthen their confidence to purchase. Uripto and Lestari (2023) and Rahayaan (2023) support the role of trust in this relationship.

H7: Consumer Trust mediates the effect of TikTok Promotion on Purchase Decisions.

METHOD

This study employs a quantitative approach, focusing on numerical data collection and systematic statistical analysis techniques (Sugiyono, 2024). This approach was chosen to empirically and scientifically test variable relationships, enabling precise calculation and in-depth analysis to produce measurable, reliable, and objective conclusions. The research is descriptive-verify, combining explanation of respondent responses with hypothesis testing.

This research was conducted in Padang City, West Sumatra, Indonesia, from January to June 2026. The population comprises all consumers who have purchased Almaz Fried Chicken products in Padang City. The sample represents a portion of the population selected to represent the entire population using accidental sampling technique. Sample size determination follows Hair et al.'s (2019) rule, which recommends a sample size of 5–10 times the number of indicators. This study consists of 16 indicators across four variables. Using seven times the number of indicators, the minimum sample size was determined as $7 \times 16 = 112$ respondents. Thus, 112 respondents were considered sufficient for the SEM-PLS analysis. (Hair et al., 2019).

Primary data were obtained through structured questionnaires with five-point Likert scale: "Strongly Disagree (1)" to "Strongly Agree (5)". The questionnaire was developed based on indicators from each variable. Secondary data were obtained from scientific textbooks, journals, previous research articles, and supporting documents.

Research instruments were developed for each variable. Halal Awareness (X1) indicators: (1) Knowledge about halal, (2) Awareness of halal, (3) Priority in buying halal products, (4) Product cleanliness and safety (Golnaz et al., 2010). TikTok Promotion (X2) indicators: (1) Advertising, (2)

Sales Promotion, (3) Public Relations and Publicity, (4) Personal Selling, (5) Direct Marketing (Kotler & Armstrong in Fauzi & Sijabat, 2023). Consumer Trust (Z) indicators: (1) Seller honesty in transactions, (2) Seller responsibility to buyers, (3) Belief that the company has a good reputation (Nuraini in Monica, 2015). Purchase Decision (Y) indicators: (1) Product reliability, (2) Purchase habits, (3) Recommendations from others, (4) Repurchase (Kotler & Keller, 2016).

Data analysis was conducted using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with SmartPLS 3.0 software. SEM-PLS was chosen for its ability to analyze complex relationships between latent variables, both directly and indirectly, while remaining optimal with relatively small sample sizes (Ghozali, 2023). Outer model evaluation assessed convergent validity (loading factor ≥ 0.6 , AVE ≥ 0.5), discriminant validity (Fornell-Larcker Criterion), and reliability (Composite Reliability ≥ 0.7 , Cronbach's Alpha ≥ 0.6). Inner model evaluation assessed R-Square (0.25 weak, 0.50 moderate, 0.75 strong), Q-Square ($Q^2 > 0$ indicates predictive relevance), and path coefficients. Hypothesis testing used bootstrapping technique, with hypotheses accepted when t-statistic ≥ 1.96 at 5% significance level. Mediation testing examined the indirect effects of the independent variables on the dependent variable through Consumer Trust. Mediation was assessed based on the significance of the indirect effect using the bootstrapping procedure, with an indirect effect considered significant when its bootstrapped confidence interval did not include zero.

RESULTS AND DISCUSSION

Almaz Fried Chicken is a local halal fast-food brand operating under Abuya Group. The company began operations in June 2024, and by August 2025 had 141 operational outlets, with targets of 250 outlets by February 2026 and 300-400 by the end of 2026. Almaz Fried Chicken outlets in Padang City are strategically located in high-traffic areas, with the Khatib Padang and Simpang Haru outlets serving as the two main locations. Products offered include various fried chicken options, rice packages, burgers, French fries, beverages, and complementary menus.

Tabel 1. Descriptive Analysis Results

Characteristic	Category	Frequency	Percentage
Gender	Male	32	29%
	Female	80	71%
Age	17-24 years	80	71%
	25-32 years	23	21%
	33-40 years	6	5%
	41-48 years	1	1%
	> 49 years	2	2%
Occupation	Student	62	55%
	Private Employee	23	21%
	Civil Servant	10	9%
	Entrepreneur	4	3%
	Homemaker	13	12%
Income	< Rp1,500,000	38	34%
	Rp1,500,000-Rp2,999,000	45	40%
	Rp3,000,000-Rp4,999,000	18	16%
	>Rp5,000,000	11	10%
Purchase Media	Directly to outlet	61	54%
	Online (GoFood / GrabFoof / ShopeeFood)	50	45%
	Other	1	1%
Voucher Usage	Yes	90	80%
	No	22	20%



Purchase Frequency	Once	22	20%
	More than once	90	80%

Source: Data processed, 2026.

Table 1 shows that female respondents dominated at 71%, and the majority (71%) were aged 17-24 years. Most respondents were students (55%) with income between Rp1,500,000-Rp2,999,000 (40%). Most purchased directly at outlets (54%), used TikTok vouchers (80%), and had made purchases more than once (80%).

Table 2. Descriptive Statistics of Research Variables

Variable	Indicator	TCR	Category
Halal Awareness	HA.2: Knowing Almaz Fried Chicken pays attention to halal aspects	90.54%	Very Good
TikTok Promotion	PT.6: Other users' reviews increase confidence	86.43%	Good
Consumer Trust	KK.5: Almaz Fried Chicken has a good reputation	87.86%	Good
Purchase Decision	KP.6: Positive reviews make me confident	87.14%	Good

Source: Data processed, 2026.

Table 2 shows that all variables had TCR in the "Good" to "Very Good" categories, indicating positive respondent perceptions.

Evaluation of Measurement Models (Outer Model)

The convergent validity test showed that all 16 indicators in the four research variables had an outer loading value above 0.60, so that all indicators were declared valid. A summary of the Average Variance Extracted (AVE) value as a support for the validity test is presented in Table 3.

Table 3. Average Variance Extracted (AVE) Value

Variable	AVE Value	Remarks
Halal Awareness (X1)	0,745	Valid
TikTok Promotions (X2)	0,790	Valid
Purchase Decision (Y)	0,810	Valid
Consumer Trust (Z)	0,785	Valid

Source: Data processed (2026)

Table 3 shows that all variables obtained an AVE value above 0.50, so that the measurement model met the criteria for discriminant validity. This result was reinforced by the cross loading test, which showed that each indicator had the highest loading value on the variable it measured compared to the others. The reliability test showed that all study variables had Composite Reliability and Cronbach's Alpha values above the required threshold, as presented in Table 4.

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Remarks
Halal Awareness (X1)	0,950	0,959	Reliable
TikTok Promotions (X2)	0,970	0,974	Reliable
Purchase Decision (Y)	0,966	0,971	Reliable
Consumer Trust (Z)	0,945	0,956	Reliable

Source: Data processed using SmartPLS 3.0 (2026)

The values of Cronbach's Alpha and Composite Reliability of all variables exceeded 0.70, so that all constructs were declared to have high internal consistency and were suitable for use as a measurement instrument in this study.

Evaluation of Structural Models (Inner Model)

The R-Square and Q-Square values are used to assess the model's ability to explain and predict endogenous variables, as presented in Table 5.

Table 5. R-Square and Q-Square values

Variable	R-Square	R-Square Adjusted	Q-Square
Purchase Decision (Y)	0,777	0,771	0,614
Consumer Trust (Z)	0,643	0,636	0,495

Source: Data processed using SmartPLS 3.0 (2026)

The R-Square value of Purchase Decisions of 0.777 indicates that Halal Awareness, TikTok Promotion, and Consumer Trust together are able to explain 77.7% of Purchase Decision variations, while the remaining 22.3% are explained by factors other than the model. The R-Square value of Consumer Trust of 0.643 shows that Halal Awareness and TikTok Promotion are able to explain 64.3% of the variation in Consumer Trust. Both values are classified as moderate/moderate. Meanwhile, the Q-Square values of the two endogenous variables were above 0 (0.614 and 0.495) and were relatively large, suggesting that the research model had strong predictive relevance.

Hypothesis Testing

Testing of the direct influence hypothesis was carried out through the bootstrapping procedure, with significant criteria if the t-statistic value ≥ 1.96 and the p-value < 0.05 . The test results are presented in Table 6.

Table 6. Direct Effect Hypothesis Testing Results

Hypothesis	Path	T-Statistic	P-Value	Result
H1	Halal Awareness $\rightarrow$ Purchase Decision	3.598	0.000	Accepted
H2	TikTok Promotion $\rightarrow$ Purchase Decision	3.582	0.000	Accepted
H3	Halal Awareness $\rightarrow$ Consumer Trust	5.110	0.000	Accepted
H4	TikTok Promotion $\rightarrow$ Consumer Trust	5.155	0.000	Accepted
H5	Consumer Trust $\rightarrow$ Purchase Decision	3.325	0.001	Accepted

Source: Primary data processed, 2026

The entire direct relationship showed a positive path coefficient with a t-statistic value above 1.96 and a p-value below 0.05, so that H1 to H5 were entirely accepted. Furthermore, the mediation test of Consumer Trust in indirect relationships is presented in Table 7.

Table 7. Indirect Effect (Mediation) Hypothesis Testing Results

Hypothesis	Path	T-Statistic	P-Value	Result
H6	Halal Awareness $\rightarrow$ Consumer Trust $\rightarrow$ Purchase Decision	2.785	0.006	Accepted
H7	TikTok Promotion $\rightarrow$ Consumer Trust $\rightarrow$ Purchase Decision	2.822	0.005	Accepted

Source: Primary data processed, 2026

Both indirect pathways have a t-statistic value above 1.96 and a p-value below 0.05, so H6 and H7 are declared acceptable. Thus, all seven hypotheses in this study are statistically proven.

Discussion

H1: Halal Awareness Influences Purchase Decisions

The finding that Halal Awareness positively and significantly influences Purchase Decisions ($t = 3.598$, $p = 0.000$) confirms that consumers with higher awareness of product halal aspects are more likely to make purchase decisions. This aligns with the TPB framework where positive attitudes toward behavior (halal awareness) increase behavioral intentions (purchase decisions). Consumers who understand halal concepts and prioritize halal products demonstrate greater confidence in choosing Almaz Fried Chicken. This finding supports research by Salsabila (2023) and Millatina and Sayyaf (2023), confirming halal awareness positively influences purchase decisions. The high TCR for HA.2 (90.54%) indicates that respondents demonstrated strong awareness of halal aspects in Almaz Fried Chicken.

H2: TikTok Promotion Influences Purchase Decisions

The finding that TikTok Promotion positively and significantly influences Purchase Decisions ($t = 3.582$, $p = 0.000$) confirms that effective digital promotions through TikTok encourage consumer purchases. This aligns with TPB's subjective norm component, where social influence through TikTok promotions shapes consumer behavior. The voucher usage data (80% of respondents) supports this finding, as financial incentives reduce purchasing barriers. This supports research by Anugrah et al. (2023) and Fadila et al. (2024) confirming TikTok promotion positively influences purchase decisions. The high TCR for PT.6 (86.43%) "Other users' reviews increase confidence" indicates social proof on TikTok effectively builds purchase intention.

H3: Halal Awareness Influences Consumer Trust

The finding that Halal Awareness positively and significantly influences Consumer Trust ($t = 5.110$, $p = 0.000$) confirms that higher halal awareness builds stronger consumer trust. This aligns with TPB's perceived behavioral control component, where knowledge and awareness reduce uncertainty and increase confidence. Consumers who understand halal concepts and processes feel more secure about product quality and safety. This supports research by Julpa and Napitu (2023) and Al'Fadli et al. (2023) confirming halal awareness positively influences consumer trust. The finding suggests halal awareness creates cognitive trust through confidence in product integrity.

H4: TikTok Promotion Influences Consumer Trust

The finding that TikTok Promotion positively and significantly influences Consumer Trust ($t = 5.155$, $p = 0.000$) confirms that effective promotions through TikTok increase consumer trust. This supports TPB's subjective norm component, where positive social information builds trust. TikTok promotions provide transparent product information, user reviews, and social proof that reduce perceived risk. This supports research by Yuliya and Usman (2025) and Handayani et al. (2022) confirming promotion positively influences consumer trust. The platform's interactive features allow direct consumer engagement, building relational trust through responsiveness and transparency.

H5: Consumer Trust Influences Purchase Decisions

The finding that Consumer Trust positively and significantly influences Purchase Decisions ($t = 3.325$, $p = 0.001$) confirms that higher consumer trust leads to greater purchase likelihood. This aligns with TPB's perceived behavioral control component, where trust reduces perceived barriers and increases behavioral confidence. Trust reduces transaction uncertainty and risk perception, making consumers more willing to commit to purchases. This supports research by Adabi (2021) and Meliana et al. (2023) confirming consumer trust positively influences purchase decisions. The high TCR for KK.5 (87.86%) "Almaz Fried Chicken has a good reputation" indicates strong brand trust built through consistent quality and halal compliance.



H6: Consumer Trust Mediates Halal Awareness-Purchase Decision Relationship

The finding shows that Consumer Trust mediates the relationship between Halal Awareness and Purchase Decision ($t = 2.785$, $p = 0.006$). The indirect effect of Halal Awareness on Purchase Decision through Consumer Trust is 0.147, with a 95% confidence interval of [0.057, 0.257]. Since the confidence interval does not include zero, the indirect effect is significant. Meanwhile, the direct effect of Halal Awareness on Purchase Decision is 0.301 and remains significant. Therefore, Consumer Trust partially mediates the relationship between Halal Awareness and Purchase Decision. This indicates that halal awareness influences purchase decisions both directly and indirectly through consumer trust. Within the TPB framework, halal awareness can reflect a positive attitude toward purchasing halal products, which can strengthen consumer trust and subsequently encourage consumers to make purchase decisions. This finding is consistent with Julpa and Napitu (2023) and Lestari (2023), which support the role of consumer trust in the relationship between halal awareness and purchase decisions.

H7: Consumer Trust Mediates TikTok Promotion-Purchase Decision Relationship

The finding shows that Consumer Trust mediates the relationship between TikTok Promotion and Purchase Decision ($t = 2.822$, $p = 0.005$). The indirect effect of TikTok Promotion on Purchase Decision through Consumer Trust is 0.164, with a 95% confidence interval of [0.068, 0.291]. Since the confidence interval does not include zero, the indirect effect is significant. Meanwhile, the direct effect of TikTok Promotion on Purchase Decision is 0.357 and remains significant. Therefore, Consumer Trust partially mediates the relationship between TikTok Promotion and Purchase Decision. This indicates that TikTok promotion influences purchase decisions both directly and indirectly through consumer trust. Within the TPB framework, TikTok promotion provides social information and promotional cues that can strengthen consumer trust and subsequently encourage purchase decisions. This finding is consistent with Rakhmawati et al. (2025) and Ridwan et al. (2025), which support the mediating role of consumer trust in the relationship between promotion and purchase decisions.

Limitations

This study has several limitations. The research was conducted only on Almaz Fried Chicken consumers in Padang City, limiting generalizability to other regions. The study only used four variables, potentially missing other influential factors such as price, product quality, or religiosity. The use of questionnaires may not fully capture actual consumer experiences and conditions. The cross-sectional design prevents causal inference and long-term relationship analysis. Future research should expand geographical coverage, include additional variables, consider alternative analysis methods, and employ qualitative or mixed-methods approaches for deeper understanding.

CONCLUSION

This study demonstrates that Halal Awareness and TikTok Promotion contribute to Purchase Decisions both directly and indirectly through Consumer Trust at Almaz Fried Chicken in Padang City. The findings indicate that consumer decision-making in the halal fast-food context is not determined solely by consumers' awareness of halal aspects or exposure to promotional content, but also by the trust developed from these factors. From a theoretical perspective, the findings extend the Theory of Planned Behavior (TPB) by showing that halal-related attitudes and social influences conveyed through TikTok can strengthen Consumer Trust, which subsequently contributes to Purchase Decisions. This suggests that consumer trust can serve as an important mechanism connecting consumers' perceptions and external promotional influences with their purchasing behavior in the halal food context. From a managerial perspective, Almaz Fried Chicken should maintain clear halal-related communication while strengthening TikTok promotional activities with credible, transparent, and informative content. Promotional strategies should not focus only on discounts or vouchers, but also communicate information that can increase consumer confidence in the product and brand. By integrating halal assurance with trustworthy digital promotion, the company can strengthen consumer trust and encourage purchase decisions more effectively.

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