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## Generation Z Halal Green Consumption on Digital Platforms: Integrating Theory of Planned Behavior and Technology Acceptance Model

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### Abstract

Digitalization has transformed halal and environmentally responsible consumption, yet limited research has integrated behavioral and technology perspectives to explain digital halal green consumption among Generation Z in West Java. This study examines the factors influencing Generation Z's intentions regarding digital halal green consumption by integrating the Theory of Planned Behavior (TPB) and Technology Acceptance Model (TAM). A quantitative survey was conducted among 383 Muslim Generation Z respondents selected through purposive sampling. Data were collected using a questionnaire covering eight constructs and 34 indicators and analyzed using PLS-SEM. The results show that knowledge of halal and concern about halal significantly affect attitude. Perceived ease of use, attitude, and perceived behavioral control significantly affect intentions, whereas perceived usefulness and subjective norms do not. Attitude also significantly mediates the relationships between knowledge of halal and concern about halal and intentions. These findings indicate that perceived control and technological ease are more important than perceived usefulness and social pressure in explaining digital halal green consumption intentions. The study contributes to halal consumer research by integrating TPB and TAM in a digital and environmentally responsible consumption context.

### Keywords

Generation Z, Halal Green Consumption, Technology Acceptance Model, Theory of Planned Behavior.

## 1. Introduction

Digitalization has significantly transformed consumer behavior, including the consumption of halal and eco-friendly products. Azhar et al. (2025) demonstrate the importance of religiosity, halal literacy, and self-efficacy in explaining halal food purchase intentions among Generation Z, while Muganyi et al. (2021) highlight the growing relevance of environmental considerations in consumption. These developments have contributed to the emergence of digital halal green consumption, referring to the consumption of halal products while considering environmental sustainability through digital platforms. Digital technologies, e-commerce, and social media increasingly shape how consumers access information and make consumption decisions (Jun et al., 2021; Abdullah et al., 2025; Afifi et al., 2025). This phenomenon is particularly relevant in Indonesia, which has a large Muslim population and widespread digital adoption (Rizaty, 2022). Growing environmental awareness also encourages consumers to consider sustainability alongside halal considerations (Jatnika et al., 2023).

Generation Z plays an important role in this transformation because of its close relationship with digital technology and changing consumption values. Susilowati et al. (2025) show that Generation Z is highly familiar with digital platforms, while Koay and Leong (2025) emphasize this generation's interest in sustainability and responsible consumption. West Java is particularly relevant because Generation Z represents 23.85% of its 49.9 million residents (BPS, 2020). For Muslim consumers, halal considerations also extend beyond religious compliance to trust, production processes, and information transparency. Mitra et al. (2026) emphasize the importance of halal products in consumer loyalty, while Andriansi et al. (2024) highlight the relevance of Sharia and halal aspects in business practices. Sawalni (2025) further demonstrates the importance of halal transparency on e-commerce platforms. Therefore, understanding the factors influencing Generation Z's digital halal green consumption is important, particularly in West Java.

The Theory of Planned Behavior (TPB) provides an established framework for explaining behavioral intentions. Ajzen (1991) explains that behavioral intention is influenced by attitude, subjective norm, and perceived behavioral control. These three constructs have been applied to explain consumer and tourism intentions in various contexts. Amin (2020) demonstrates the relevance of attitude in tourism intention, while Yulianty (2022) examines planned behavior in millennial tourists. Hidayah and Widanti (2023) further show the relevance of attitude, subjective norms, and perceived behavioral control in tourism intentions. The applicability of TPB to young consumers is also supported by Boguszewicz-Kreft et al. (2020). Therefore, TPB provides a relevant basis for examining the psychological and social factors underlying Generation Z's intention toward halal green consumption.

The digital dimension of consumption can be explained through the Technology Acceptance Model (TAM). Davis (1989) identifies perceived usefulness and perceived ease of use as fundamental determinants of technology acceptance. Subsequent studies have applied TAM to digital payment, e-commerce, and mobile-based services. William and Tjokrosaputro (2021) demonstrate the relevance of perceived usefulness in explaining e-wallet usage intentions, while Naufaldi and Tjokrosaputro (2020) examine perceived usefulness, perceived ease of use, and trust in technology adoption. Shaikh et al. (2020) and Fachruddin (2023) further support the importance of perceived ease of use in digital technology adoption. Muñoz-Leiva et al. (2017) also demonstrate the applicability of TAM to mobile banking adoption. These findings indicate that technology acceptance is relevant for understanding digital consumption intentions among Generation Z.

Integrating TPB and TAM provides a comprehensive framework for examining digital halal green consumption by combining behavioral and technological

perspectives. TPB explains psychological and social factors underlying behavioral intentions, while TAM highlights how perceived technological benefits and ease of use influence digital technology acceptance. Their integration enables simultaneous examination of behavioral and technological determinants of Generation Z's digital consumption intentions. This approach is particularly relevant in West Java, where a substantial young population provides an important context for understanding digital consumer behavior. Previous studies have examined halal literacy and consumer understanding by Aisyah et al. (2024), willingness to purchase halal food by Ratih et al. (2022), and Islamic financial technology adoption by Khandakar et al. (2025). However, studies integrating TPB and TAM to explain digital halal green consumption among Generation Z in West Java remain limited. This study aims to assess the factors influencing Generation Z's intention toward digital halal green consumption in West Java by integrating TPB and TAM. The study contributes to the literature on Muslim consumer behavior in the digital era by connecting psychological factors, social influences, and technology acceptance within a halal and environmentally responsible consumption context.

## **2. Literature Review and Hypothesis Development**

### ***2.1. Effect of Knowledge on Halal and Concern on Halal***

Knowledge on halal refers to consumers' understanding of halal principles, requirements, and characteristics that guide their evaluation of products and consumption activities. In the context of digital halal green consumption, knowledge on halal is important because consumers need sufficient information to evaluate whether products purchased through digital platforms meet halal requirements while also considering environmental attributes. From the perspective of the TPB, knowledge can contribute to the formation of favorable attitudes by providing consumers with information that supports their evaluation of a particular behavior. Consumers who understand halal requirements may be better able to recognize the relevance of halal attributes in their purchasing decisions. Abd Rahman et al. (2015) demonstrated the importance of halal knowledge in shaping consumers' attitudes toward halal products. Similarly, Divianjella and Muslichah (2020) found that product knowledge significantly influences attitudes toward halal cosmetic products. Therefore, greater knowledge of halal is expected to be associated with more favorable attitudes toward digital halal green consumption.

Concern about halal refers to the extent to which consumers pay attention to and consider halal aspects when evaluating products and making consumption decisions. Such concern may encourage consumers to view halal-related consumption more positively because halal considerations become an important basis for evaluating products. Within TPB, attitude represents an individual's favorable or unfavorable evaluation of a behavior, and halal-related concerns may contribute to this evaluation. Fathi et al. (2016) showed that halal-related considerations are relevant to consumers' willingness to engage in halal logistics, indicating the importance of halal attributes in consumer evaluations. Accordingly, consumers who demonstrate greater concern for halal aspects may develop more favorable attitudes toward digital halal green consumption.

H1: Knowledge of halal has a significant effect on attitude.

H2: Concern on halal has a significant effect on attitude.

### ***2.2. Effect of Perceived Ease of Use and Perceived Usefulness***

Perceived ease of use refers to the extent to which consumers perceive that using a digital platform for purchasing products is effortless and uncomplicated. Perceived usefulness refers to the extent to which consumers believe that using a digital

platform provides benefits and improves the effectiveness of their purchasing activities. Both constructs originate from the TAM, which explains technology acceptance through users' perceptions of the ease and usefulness of a technology. Davis (1989) proposed that perceived ease of use and perceived usefulness are important determinants of technology acceptance and behavioral intention. In digital halal green consumption, perceived ease of use may be particularly relevant because consumers interact with digital platforms to search for information, compare products, evaluate halal attributes, and complete transactions. A platform that is easy to navigate may reduce difficulties associated with these activities and encourage stronger consumption intentions.

Perceived usefulness may also influence consumers' intentions because digital platforms can provide practical benefits, such as convenient product searches, accessible information, product comparisons, and transaction efficiency. TAM suggests that consumers are more likely to intend to use technology when they perceive that it provides useful outcomes. Naufaldi and Tjokrosaputro (2020) found that perceived ease of use and perceived usefulness are relevant to intention to use, while Shaikh et al. (2020) demonstrated that these two TAM constructs contribute to the acceptance of Islamic financial technology services. These findings indicate that technology-related perceptions can be relevant in Islamic digital consumption contexts. Therefore, consumers who perceive digital platforms as easy to use and useful are expected to demonstrate stronger intentions regarding digital halal green consumption.

H3: Perceived ease of use has a significant effect on intentions regarding digital halal green consumption.

H4: Perceived usefulness has a significant effect on intentions regarding digital halal green consumption.

### ***2.3. Effect of Attitude, Subjective Norms, and Perceived Behavioral Control***

Attitude refers to an individual's favorable or unfavorable evaluation of engaging in a particular behavior. Subjective norms refer to perceived social pressure from people or groups considered important by the individual, while perceived behavioral control refers to the perceived ability and control to perform the behavior. These three constructs constitute the central determinants of behavioral intention in the TPB. Ajzen (1991) explains that individuals are more likely to develop intentions when they evaluate a behavior positively, perceive supportive social expectations, and believe that they have sufficient control over performing the behavior. In the context of digital halal green consumption, a favorable attitude may emerge when consumers perceive halal and environmentally friendly digital consumption as beneficial and desirable. Subjective norms may reflect encouragement from family, friends, or other relevant social groups, whereas perceived behavioral control may reflect consumers' confidence in their ability to access digital platforms and purchase appropriate products.

Previous research provides support for the relevance of these TPB constructs in explaining behavioral intention. Hidayah and Widanti (2023) found that attitude, subjective norms, and perceived behavioral control significantly influence behavioral intention in the context of post-pandemic travel. Attitude has also been found to influence intention toward halal products positively. Divianjella and Muslichah (2020) demonstrated that consumers' attitudes toward halal cosmetics significantly affect their intention to use such products. Meanwhile, Yulianty (2022) showed that individual considerations may be more influential than the opinions of people in the surrounding social environment. These findings suggest that TPB provides an appropriate framework for examining digital halal green consumption intentions through attitude, subjective norms, and perceived behavioral control.

H5: Attitude has a significant effect on intentions regarding digital halal green consumption.

H6: Subjective norms have a significant effect on intentions regarding digital halal green consumption.

H7: Perceived behavioral control has a significant effect on intentions regarding digital halal green consumption.

#### 2.4. Effect of Attitude as a Mediator

Attitude can also function as a mediating variable linking consumers' internal evaluations of halal-related considerations with their behavioral intentions. In the TPB framework, attitude represents an individual's evaluation of a behavior and subsequently contributes to the formation of behavioral intention (Ajzen, 1991). In digital halal green consumption, knowledge on halal may provide consumers with information that strengthens their understanding of halal requirements, while concern about halal may increase the importance attached to halal attributes during consumption decisions. However, these factors may not necessarily translate directly into stronger intentions unless they contribute to a favorable attitude toward the behavior. Thus, attitude can provide an explanatory mechanism through which halal-related knowledge and concern are associated with intentions regarding digital halal green consumption.

Empirical studies also support the importance of attitude in connecting halal-related considerations with behavioral intention. Abd Rahman et al. (2015) examined the relationships among knowledge, attitude, and intention in the context of halal products and demonstrated the relevance of attitude in halal consumption decisions. Divianjella and Muslichah (2020) similarly found that product knowledge significantly influences attitude and that attitude positively affects intention toward halal cosmetic products. These findings provide a basis for expecting attitude to transmit the influence of knowledge on halal to digital halal green consumption intentions. The same reasoning can be applied to concern about halal because greater concern may contribute to a more favorable attitude, which can subsequently be associated with stronger consumption intentions. Therefore, attitude is positioned as a mediator between halal-related considerations and digital halal green consumption intentions.

H8: Attitude mediates the relationship between knowledge on halal and intentions regarding digital halal green consumption.

H9: Attitude mediates the relationship between concern on halal and intentions regarding digital halal green consumption.

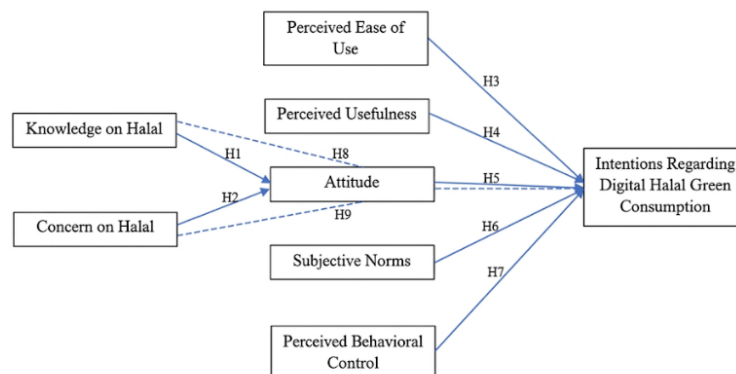


Figure 1. Conceptual Framework

Figure 1 proposes that knowledge of halal and concern about halal influence attitude, which subsequently affects intentions regarding digital halal green consumption. In addition, perceived ease of use, perceived usefulness, subjective norms, and perceived behavioral control are hypothesized to influence consumption intentions directly. Attitude is also expected to mediate the relationships between halal-related factors and digital halal green consumption intentions.

### 3. Methods

This study employed a quantitative research design using a survey approach to examine the determinants of Generation Z's intentions regarding digital halal green consumption. The research model integrates the TPB and the TAM to examine the relationships among behavioral and technological constructs. The study population comprised Muslim Generation Z individuals residing in West Java Province who had purchased halal and environmentally friendly products through digital platforms within the previous year. Respondents were selected using purposive sampling based on four criteria: being Muslim, belonging to Generation Z (born between 1997 and 2012), residing in West Java, and having purchased halal and eco-friendly products through digital platforms during the previous year. These criteria were established to ensure that respondents had relevant experience with the consumption behavior examined in this study.

Primary data were collected through a structured questionnaire distributed to respondents who met the predetermined criteria. The questionnaire employed measurement items adapted from established studies and was designed to measure eight latent variables: intentions regarding digital halal green consumption, knowledge on halal, concern on halal, perceived behavioral control, subjective norms, attitude, perceived usefulness, and perceived ease of use. Intentions regarding digital halal green consumption were measured using three indicators (MDH1–MDH3), knowledge on halal using four indicators (KOH1–KOH4), concern on halal using five indicators (COH1–COH5), perceived behavioral control using three indicators (PBC1–PBC3), subjective norms using five indicators (SN1–SN5), attitude using four indicators (ATE1–ATE4), perceived usefulness using five indicators (PUS1–PUS5), and perceived ease of use using five indicators (PEU1–PEU5). Thus, the questionnaire consisted of 34 measurement indicators in total. The indicators were adapted from previous studies, including Davis (1989), Ajzen (1991), Featherman and Pavlou (2003), Chang and Chen (2008), Abd Rahman et al. (2015), Fathi et al. (2016), and Divianjella and Muslichah (2020).

The collected data were analyzed using Structural Equation Modeling with the Partial Least Squares approach (PLS-SEM). PLS-SEM was selected because it enables the simultaneous examination of relationships among latent constructs through both measurement and structural models and is appropriate for predictive research involving complex relationships. The analysis consisted of two stages. First, the measurement model was evaluated to assess indicator reliability and construct reliability and validity. Indicator reliability was assessed using outer loadings, while internal consistency reliability was evaluated using Cronbach's alpha, rho\_A, and Composite Reliability (CR). Construct validity was assessed through convergent validity. Second, the structural model was evaluated to examine the hypothesized relationships among constructs. The structural assessment included path coefficients, t-statistics, and p-values obtained through bootstrapping to determine whether the proposed hypotheses were supported.

The PLS-SEM analysis was also used to assess both direct and indirect relationships in the integrated TPB and TAM framework. Direct effects were examined to determine whether knowledge on halal and concern on halal influenced attitude, and whether perceived behavioral control, subjective norms, attitude, perceived usefulness, and perceived ease of use influenced intentions regarding

digital halal green consumption. Indirect effects were assessed to determine whether attitude mediated the relationships between knowledge on halal and concern on halal and intentions regarding digital halal green consumption.

#### 4. Results

The characteristics of the respondents provide an overview of the demographic and behavioral profile of the participants involved in this study. These characteristics include gender, educational background, income, frequency of purchasing digital halal green products, budget allocated for such products, and the purchasing platforms used. The distribution of respondents based on these characteristics is presented in Table 1.

**Table 1.** Respondent Profile

| Characteristic                           | Category                | Number of Respondents | Percentage |
|------------------------------------------|-------------------------|-----------------------|------------|
| Gender                                   | Male                    | 237                   | 61.88%     |
|                                          | Female                  | 146                   | 38.12%     |
| 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   | 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%     |
| Purchasing Platform                      | Shopee                  | 121                   | 31.59%     |
|                                          | Tokopedia               | 109                   | 28.46%     |
|                                          | Zalora                  | 74                    | 19.32%     |
|                                          | Bibli.com               | 52                    | 13.58%     |
|                                          | Lazada                  | 27                    | 7.05%      |

Based on Table 1, the study involved 383 respondents characterized by gender, educational level, monthly income, purchasing frequency, and budget allocation for digital halal green products. The majority were male (237; 61.88%), while 146 (38.12%) were female. Regarding education, Bachelor's degree (S-1) holders were dominant (178; 46.48%), followed by high school (101; 26.37%), Master's degree (S-2) (50; 13.05%), diploma (36; 9.40%), and Doctoral degree (S-3) (18; 4.70%). The largest income group earned IDR 5,000,000–IDR 8,000,000 per month (143; 37.34%), followed by IDR 3,000,000–IDR 5,000,000 (102; 26.63%), IDR 8,000,000–IDR 10,000,000 (61; 15.93%), more than IDR 10,000,000 (57; 14.88%), and less than IDR 3,000,000 (20; 5.22%). In terms of purchasing frequency, three purchases per month was the most common (143; 37.34%), followed by more than three times (96; 25.07%), twice (80; 20.89%), and once (64; 16.71%). The largest budget category was IDR 3,000,000–IDR 7,000,000 (119; 31.07%), followed by IDR 1,000,000–IDR

3,000,000 (104; 27.15%), IDR 7,000,000–IDR 10,000,000 (77; 20.10%), more than IDR 10,000,000 (54; 14.10%), and IDR 0–IDR 1,000,000 (29; 7.57%).

In terms of purchasing platforms, Shopee was the most widely used platform, with 121 respondents (31.59%). Tokopedia was used by 109 respondents (28.46%), followed by Zalora with 74 respondents (19.32%), Blibli.com with 52 respondents (13.58%), and Lazada with 27 respondents (7.05%). Thus, Shopee was the most frequently used platform for purchasing digital halal green products among the respondents. The respondent profile was predominantly male, holding a Bachelor's degree (S-1), earning IDR 5,000,000–IDR 8,000,000 per month, purchasing digital halal green products three times per month, allocating an annual budget of IDR 3,000,000–IDR 7,000,000, and primarily using Shopee as their purchasing platform.

**Table 2.** Measurement Model Results

| Latent Variable                                            | Manifest Variable | Outer Loading | Cronbach Alpha | 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         |                |       |       |
| Knowledge 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         |                |       |       |
| Perceived Behavioral 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         |                |       |       |
|                                                            | PUS 5             | 0.830         |                |       |       |
| Perceived Ease of Use (PEU)                                | PEU 1             | 0.810         | 0.941          | 0.962 | 0.957 |
|                                                            | PEU 2             | 0.835         |                |       |       |
|                                                            | PEU 3             | 0.898         |                |       |       |
|                                                            | PEU 4             | 0.843         |                |       |       |
|                                                            | PEU 5             | 0.874         |                |       |       |

The detailed results of the measurement model are presented in Table 2. SEM-PLS model testing was conducted in two stages: outer and inner model assessment. The outer model was evaluated based on indicator reliability, internal consistency reliability, and convergent validity. Hair et al. (2014) recommend factor loadings above 0.70 and Cronbach's alpha, rho\_A, and CR values above 0.70. All indicators achieved loadings above 0.70, while Cronbach's alpha ranged from 0.831 to 0.953

and CR from 0.840 to 0.957, confirming satisfactory reliability. Convergent validity was assessed using AVE, with a minimum recommended value of 0.50. The AVE values range from 0.748 to 0.852, indicating that all constructs demonstrate satisfactory convergent validity.

Based on Table 2, all indicators across the eight constructs have outer loading values above 0.70, ranging from 0.810 for PEU1 to 0.940 for MDH3. This indicates that all indicators demonstrate satisfactory indicator reliability and adequately represent their respective constructs. Furthermore, Cronbach's alpha values range from 0.831 to 0.953, rho\_A values range from 0.831 to 0.962, and Composite Reliability (CR) values range from 0.840 to 0.957. All values exceed the recommended threshold of 0.70, indicating satisfactory internal consistency reliability for all constructs. The results presented in Table 2 demonstrate that the measurement model meets the recommended reliability criteria.

**Table 3.** Path Coefficient

| Hypothesized Path                                                                   | Original Value | t-statistic | p-value | Results       |
|-------------------------------------------------------------------------------------|----------------|-------------|---------|---------------|
| Knowledge on Halal → Attitude                                                       | 0.780          | 2.375       | 0.000   | Supported     |
| Concern on Halal → Attitude                                                         | 0.311          | 3.546       | 0.012   | Supported     |
| Perceived Ease of Use → Intentions regarding Digital Halal Green Consumption        | 0.089          | 3.732       | 0.000   | Supported     |
| Perceived Usefulness → Intentions regarding Digital Halal Green Consumption         | 0.011          | 2.364       | 0.901   | Not Supported |
| Attitude → Intentions regarding Digital Halal Green Consumption                     | 0.213          | 38.339      | 0.002   | Supported     |
| Subjective Norms → Intentions regarding Digital Halal Green Consumption             | 0.177          | 7.252       | 0.084   | Not Supported |
| Perceived Behavioral Control → Intentions regarding Digital Halal Green Consumption | 0.521          | 9.002       | 0.000   | Supported     |

The results in Table 3 show that knowledge on halal has a positive and significant effect on attitude, with an original value of 0.780 and a p-value of 0.000. This finding indicates that higher knowledge on halal is associated with stronger positive attitudes toward digital halal green consumption. Concern on halal also has a positive and significant effect on attitude, as indicated by an original value of 0.311 and a p-value of 0.012. Thus, both knowledge of halal and concern about halal contribute significantly to the formation of attitudes toward digital halal green consumption.

For the relationships with intentions regarding digital halal green consumption, perceived ease of use has a positive and significant effect, with an original value of 0.089 and a p-value of 0.000. This indicates that greater perceived ease of using digital platforms is associated with stronger intentions regarding digital halal green consumption. In contrast, perceived usefulness does not significantly affect intentions, as shown by an original value of 0.011 and a p-value of 0.901. Therefore, perceived usefulness does not provide sufficient evidence of an association with intentions regarding digital halal green consumption in this study. Attitude has a positive and significant effect on intentions, with an original value of 0.213 and a p-value of 0.002, indicating that a more favorable attitude is associated with stronger intentions.

Perceived behavioral control also has a positive and significant effect on intentions regarding digital halal green consumption, with an original value of 0.521

and a p-value of 0.000. This result indicates that respondents with greater perceived control over their ability to engage in digital halal green consumption tend to report stronger intentions. Meanwhile, subjective norms have an original value of 0.177 but do not show a significant effect, as indicated by a p-value of 0.084. The results support the effects of knowledge on halal and concern on halal on attitude, as well as perceived ease of use, attitude, and perceived behavioral control on intentions, while the effects of perceived usefulness and subjective norms on intentions are not supported.

**Table 4.** Specific Indirect Effect

| Hypothesized Path                                                                    | Original Value | t-statistic | p-value | Results   |
|--------------------------------------------------------------------------------------|----------------|-------------|---------|-----------|
| Knowledge on Halal → Attitude → Intentions regarding Digital Halal Green Consumption | 0.023          | 2.288       | 0.016   | Supported |
| Concern on Halal → Attitude → Intentions regarding Digital Halal Green Consumption   | 0.013          | 2.007       | 0.044   | Supported |

The results in Table 4 indicate that knowledge on halal has a positive and significant indirect effect on intentions regarding digital halal green consumption through attitude. The indirect effect has an original value of 0.023, with a t-statistic of 2.288 and a p-value of 0.016, indicating that the indirect relationship is statistically significant. This finding suggests that knowledge on halal contributes to stronger intentions regarding digital halal green consumption partly through the formation of a favorable attitude. Thus, attitude plays a mediating role in the relationship between knowledge on halal and intentions regarding digital halal green consumption.

Similarly, concern on halal has a positive and significant indirect effect on intentions regarding digital halal green consumption through attitude. The original value is 0.013, with a t-statistic of 2.007 and a p-value of 0.044. This result indicates that greater concern on halal is associated with stronger intentions through a more favorable attitude toward digital halal green consumption. Therefore, attitude also mediates the relationship between concern on halal and intentions regarding digital halal green consumption, supporting the hypothesized indirect effect.

## 5. Discussion

The results show that knowledge on halal has a positive and significant effect on attitude toward digital halal green consumption. This finding indicates that respondents with greater knowledge about halal tend to develop more favorable attitudes toward halal and environmentally friendly consumption through digital platforms. Within the TPB, knowledge can support the formation of favorable behavioral evaluations that contribute to attitude development. This result is consistent with Abd Rahman et al. (2015), who showed that halal-related knowledge is associated with consumers' attitudes toward halal products. Divianjella and Muslichah (2020) also found that product knowledge significantly affects attitudes toward halal cosmetic products. The present finding extends these results by demonstrating the relevance of halal knowledge to attitudes toward digital halal green consumption.

Concern on halal also has a positive and significant effect on attitude. This result suggests that stronger concern regarding halal aspects is associated with more favorable attitudes toward digital halal green consumption. From the TPB perspective by Ajzen (2006), attitudes reflect an individual's evaluation of a particular behavior, and halal-related concerns may contribute to this evaluation.

Although previous studies by Nora and Sriminarti (2023) have extensively examined halal knowledge and religiosity, fewer studies have directly examined halal concern as an antecedent of attitude. Therefore, this finding provides additional evidence that concern related to halal attributes is relevant to the formation of attitudes in digital halal green consumption.

Perceived ease of use has a positive and significant effect on intentions regarding digital halal green consumption. This finding supports the TAM, which emphasizes perceived ease of use as an important determinant of technology acceptance. When digital platforms are perceived as easy to use, consumers are more likely to report stronger intentions to use them for purchasing halal and environmentally friendly products. This result is consistent with Shaikh et al. (2020), who found that perceived ease of use contributes to the acceptance of Islamic financial technology services. In contrast, perceived usefulness does not significantly affect intentions in this study. This finding differs from the conventional TAM expectation, where perceived usefulness contributes to technology acceptance. The difference may reflect the specific context of digital halal green consumption, in which consumers may place greater emphasis on ease and convenience than on the functional benefits offered by digital platforms.

Attitude has a positive and significant effect on intentions regarding digital halal green consumption. This finding strongly supports the TPB, which positions attitude as an important determinant of behavioral intention. Consumers with more favorable evaluations of digital halal green consumption tend to report stronger intentions to engage in such consumption. The result is consistent with Divianjella and Muslichah (2020), who found that attitude positively affects intention toward halal cosmetic products. Hidayah and Widanti (2023) similarly demonstrated that attitude significantly influences behavioral intention.

Perceived behavioral control also has a positive and significant effect on intentions. This result indicates that consumers who perceive greater control over their ability to engage in digital halal green consumption tend to have stronger intentions. The finding is consistent with TPB and with Hidayah and Widanti (2023), who reported a significant relationship between perceived behavioral control and behavioral intention. Meanwhile, subjective norms do not significantly affect intentions. This result suggests that digital halal green consumption intentions may be more strongly associated with individual evaluations and perceived control than with social expectations. This finding is consistent with Yulianty (2022), who showed that individual opinions may be more influential than the opinions of people within the surrounding social environment.

The indirect effects further show that attitude significantly mediates the relationships of knowledge on halal and concern on halal with intentions regarding digital halal green consumption. These findings indicate that halal knowledge and concern are associated with stronger intentions partly through the formation of favorable attitudes. This result is consistent with Divianjella and Muslichah (2020), who found that product knowledge significantly affects attitude and that attitude subsequently has a positive effect on intention toward halal cosmetic products. The results demonstrate that the integrated TPB and TAM framework provides a useful perspective for explaining digital halal green consumption intentions, particularly through attitude, perceived behavioral control, and perceived ease of use.

## **6. Conclusion**

This study concludes that the integrated TPB and TAM framework provides a useful explanation of Generation Z's intentions regarding digital halal green consumption. The findings show that knowledge of halal and concern about halal significantly influence attitude, while perceived ease of use, attitude, and perceived behavioral control significantly influence intentions. In contrast, perceived

usefulness and subjective norms do not significantly influence intentions. Attitude also significantly mediates the relationships between knowledge of halal and concern about halal and intentions. These findings imply that behavioral evaluations, perceived control, and ease of using digital platforms should receive greater attention in promoting digital halal green consumption. For businesses, providing accessible halal information, simplifying digital purchasing processes, and strengthening consumers' confidence in making halal and environmentally responsible choices may support stronger consumption intentions.

This study has several limitations. First, purposive sampling and the focus on Muslim respondents limit the generalizability of the findings to other regions and consumer groups. Second, the cross-sectional design captures perceptions and intentions at one point in time. Third, the study examines selected TPB and TAM variables and does not include other factors, such as religiosity, trust, environmental awareness, or digital literacy. Future research could involve respondents from different regions and use comparative sampling to improve generalizability. Longitudinal studies could also examine changes in digital halal green consumption intentions. Future studies may further extend the integrated TPB-TAM model by incorporating additional halal, environmental, and digital-consumption factors to provide a broader explanation of consumer intentions and behavior.

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