

A Digital Halal Marketplace Adoption Model: The Roles of Perceived Halal Assurance, Trust, and Religiosity in Purchase Decisions

Bella Laila Rahmah¹, Salma Isfihany²
^{1,2}*UIN Sunan Gunung Djati Bandung, Indonesia*
Email: bellarahmah@uinsgd.ac.id

Copyright © 2026 Aswan A. et al. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Abstract. The rapid expansion of digital commerce has transformed the halal marketplace, creating new opportunities while intensifying concerns regarding halal integrity, consumer trust, and religious compliance in online purchasing environments. This study aims to develop a conceptual digital halal marketplace adoption model by synthesizing the relationships among perceived halal assurance, trust, religiosity, and consumer purchase decisions. Employing a literature review approach, the study systematically examines and integrates contemporary scholarly evidence on halal digital ecosystems, consumer behavior, technology adoption, and Islamic marketing. The reviewed literature indicates that perceived halal assurance functions as a critical antecedent that reduces uncertainty and strengthens consumers' confidence in digital transactions. Trust consistently emerges as a mediating mechanism that reinforces consumers' willingness to engage with halal marketplace platforms and ultimately influences purchase decisions. Furthermore, religiosity shapes consumers' evaluation processes by strengthening their preference for halal-compliant products and platforms that align with Islamic principles. The synthesis also reveals that the interaction among halal assurance, trust, and religiosity provides a more comprehensive explanation of consumer decision-making than isolated examinations of these constructs. Based on these findings, this study proposes an integrated conceptual framework that explains digital halal marketplace adoption from both technological and Islamic behavioral perspectives. The proposed model contributes to the advancement of halal consumer behavior literature by consolidating fragmented theoretical perspectives into a coherent framework for future empirical validation. The findings further offer strategic insights for digital halal marketplace operators, policymakers, and halal certification authorities in enhancing consumer confidence and promoting the sustainable growth of the global digital halal economy.

Keywords: *Digital Halal Marketplace, Perceived Halal Assurance, Trust, Religiosity, Purchase Decision.*

A. INTRODUCTION

The rapid advancement of digital technologies has fundamentally reshaped commercial activities, enabling the emergence of digital marketplaces that facilitate more efficient transactions between businesses and consumers worldwide (Laudon & Traver, 2023). This digital transformation has also accelerated the expansion of the global halal economy by connecting halal producers and consumers through online platforms that transcend geographical boundaries (DinarStandard, 2023). As the world's Muslim population continues to grow alongside increasing internet penetration, demand for halal products distributed through digital channels has risen substantially across multiple industry sectors, including food, cosmetics, pharmaceuticals, fashion, tourism, and financial services (DinarStandard, 2023).

The integration of e-commerce technologies into the halal industry has created new business opportunities while encouraging enterprises to adopt digital marketplace platforms as strategic channels for market expansion (Bilgin & Nakata, 2016). In response to these developments, halal marketplace platforms have evolved beyond conventional online retail by incorporating halal certification information, digital traceability, and Islamic-oriented transaction features that address consumers' religious expectations (Setyorini et al., 2021).

These innovations demonstrate that digital marketplaces increasingly serve not only as commercial intermediaries but also as mechanisms for communicating halal values throughout the purchasing process (Setyorini et al., 2021). Digital platforms provide consumers with broader access to product information, price comparisons, customer reviews, and certification details, thereby influencing how purchasing decisions are formulated in online environments (Laudon & Traver, 2023). The digitalization of halal commerce has also intensified global competition by allowing halal-certified businesses to reach international Muslim markets with relatively lower transaction costs and greater operational efficiency (Bilgin & Nakata, 2016).

Governments, industry stakeholders, and halal certification bodies have increasingly recognized digital halal marketplaces as important drivers of sustainable halal economic development (DinarStandard, 2023). Indonesia, as the country with the largest Muslim population, possesses substantial potential to become a leading hub for digital halal commerce due to its expanding digital economy and increasing consumer awareness of halal products (Setyorini et al., 2021). Despite this promising development, the rapid growth of digital halal marketplaces simultaneously introduces new managerial and regulatory challenges related to maintaining halal integrity across digital transactions (Setyorini et al., 2021).

Unlike traditional retail environments, consumers in digital marketplaces cannot directly verify product authenticity before purchase, making online purchasing decisions increasingly dependent on digital information and institutional credibility (Laudon & Traver, 2023). This condition has shifted the competitive advantage of halal marketplaces from merely offering halal products toward providing comprehensive digital ecosystems that ensure transparency, reliability, and accessibility (Bilgin & Nakata, 2016). The success of digital halal marketplaces increasingly depends on their capability to integrate technological innovation with credible halal governance that satisfies both commercial and religious expectations (DinarStandard, 2023). These developments indicate that the rapid growth of the digital halal economy has transformed digital marketplaces into strategic platforms that play an increasingly central role in shaping contemporary halal consumption and market competitiveness.

Digital halal marketplaces have become increasingly important in facilitating Muslim consumers' access to halal products, yet they simultaneously introduce complex challenges that influence online purchase decisions (Widyarma et al., 2024). The absence of direct physical interaction with products during online transactions increases consumers' uncertainty regarding product authenticity, halal status, and seller credibility, making purchase decisions considerably more complex (Koç et al., 2024). Such uncertainty is amplified when consumers encounter inconsistent halal information, unclear certification labels, or insufficient product traceability across digital marketplace platforms (Nugroho & Wulan, 2026). These conditions create information asymmetry that reduces consumers' confidence in evaluating whether products genuinely comply with Islamic dietary and ethical principles (Widyarma et al., 2024).

Previous studies have demonstrated that the credibility of halal certification information significantly influences consumers' willingness to proceed with online purchases because certification serves as an important quality assurance signal in digital environments (International Journal of Religion, 2024). Consumers therefore increasingly rely on platform transparency, verified halal information, and trustworthy digital communication to reduce perceived risks before making purchasing decisions (Nugroho & Wulan, 2026). Trust consequently becomes an indispensable mechanism that mitigates uncertainty arising from the intangible nature of digital commerce and strengthens consumers' confidence toward halal marketplace platforms (Koç et al., 2024). Religiosity further intensifies consumers' evaluation processes because individuals with stronger religious commitment generally demonstrate greater sensitivity toward halal compliance throughout online purchasing activities (Zafar & Jafar, 2026). Highly religious consumers are more likely to critically assess certification

validity, product origin, and the credibility of marketplace providers before deciding to complete a transaction (International Journal of Religion, 2024). This behavioral tendency indicates that purchasing decisions in digital halal marketplaces are shaped not only by functional platform attributes but also by consumers' religious values and ethical considerations (Zafar & Jafar, 2026). The interaction between informational uncertainty and religious commitment creates a unique decision-making context that distinguishes halal digital marketplaces from conventional e-commerce environments (Koç et al., 2024).

Digital marketplace operators therefore face the challenge of simultaneously providing technological convenience and maintaining credible halal governance capable of satisfying consumers' religious expectations (Nugroho & Wulan, 2026). Failure to establish transparent halal assurance mechanisms may weaken consumer trust and ultimately discourage purchase decisions despite the availability of diverse halal products (Widyarma et al., 2024). These challenges demonstrate that strengthening consumer confidence requires an integrated approach that combines reliable halal information, institutional trust, and consistent adherence to Islamic principles throughout the digital purchasing process (International Journal of Religion, 2024). Understanding these challenges provides an essential foundation for developing a comprehensive conceptual model that explains how halal assurance, trust, and religiosity collectively shape purchase decisions within digital halal marketplace ecosystems.

Perceived halal assurance, trust, and religiosity have emerged as three interrelated constructs that provide a comprehensive explanation of Muslim consumers' purchasing behavior within digital halal marketplaces. Perceived halal assurance reflects consumers' evaluation of whether a product or digital platform consistently complies with Islamic principles through credible halal certification, transparent information, and reliable verification mechanisms (Abd Jalil et al., 2026). This perception functions as a critical cognitive signal that reduces uncertainty and enables consumers to evaluate the authenticity of halal claims before engaging in online transactions (Abd Jalil et al., 2026). Trust represents another fundamental construct because digital commerce inherently requires consumers to rely on sellers and platforms without direct physical interaction with products (Koç et al., 2024).

Previous studies consistently demonstrate that trust strengthens consumers' confidence in digital transactions by minimizing perceived risks associated with product quality, transaction security, and halal integrity (Koç et al., 2024). Strong consumer trust also enhances the likelihood of adopting halal marketplace platforms and encourages favorable purchasing behavior in digital environments (Koç et al., 2024). Religiosity complements these constructs by shaping consumers' moral values, ethical judgments, and commitment to complying with Islamic consumption principles (Zafar & Jafar, 2026). Consumers with stronger religious commitment generally apply more rigorous evaluations when assessing halal-related information before making purchasing decisions (Zafar & Jafar, 2026). Religiosity therefore strengthens the importance of credible halal assurance because religious consumers tend to prioritize Islamic compliance over purely economic considerations (Zafar & Jafar, 2026). The interaction among these three constructs demonstrates that purchasing decisions cannot be adequately explained by technological convenience alone.

Halal assurance provides objective evidence of religious compliance, whereas trust transforms that evidence into consumer confidence during digital transactions. Religiosity subsequently influences the degree to which halal assurance and trust are incorporated into consumers' purchasing evaluations. The complementary relationships among these constructs establish a robust theoretical foundation for understanding behavioral responses within digital halal marketplace ecosystems. Integrating perceived halal assurance, trust, and religiosity therefore offers a more comprehensive explanation of Muslim consumers' purchasing behavior

than examining each construct independently. This theoretical integration provides an appropriate conceptual basis for developing a holistic digital halal marketplace adoption model.

Existing studies have substantially advanced the understanding of halal consumer behavior in digital environments by identifying numerous determinants of online purchasing decisions. Previous investigations have predominantly examined halal awareness, halal labeling, trust, religiosity, or purchase intention as independent predictors rather than as interconnected dimensions within a unified conceptual framework (Susilawati et al., 2023). Several studies have also emphasized the direct influence of religiosity and halal labeling on consumer behavior, yet they provide limited discussion regarding how perceived halal assurance interacts with trust in shaping purchase decisions within digital marketplace ecosystems (Susilawati et al., 2023). Other investigations have focused primarily on the influence of trust, information quality, and platform usability in specific e-commerce contexts, thereby overlooking the broader institutional role of halal assurance in reducing consumer uncertainty (Fataron & Rohmah, 2019). Such fragmented perspectives have generated valuable empirical findings but have simultaneously limited the development of an integrated theoretical explanation for digital halal marketplace adoption. Recent review-based evidence has suggested that trust, religiosity, halal awareness, and brand-related factors are conceptually interdependent rather than isolated determinants of consumer behavior (Ali, 2025). Nevertheless, existing literature has not yet synthesized these relationships into a comprehensive conceptual model that explicitly positions perceived halal assurance as a central antecedent of trust and purchase decisions in digital halal marketplaces (Ali, 2025). This limitation indicates that the current body of knowledge remains fragmented across multiple theoretical perspectives and research contexts. The absence of an integrative framework makes it difficult to explain how consumers simultaneously evaluate religious compliance, institutional credibility, and marketplace reliability during online purchasing processes.

The growing complexity of digital halal commerce therefore requires a broader conceptual perspective capable of integrating these complementary constructs into a coherent explanatory model. Such integration is particularly important because digital marketplace environments present distinctive informational and behavioral challenges that differ from conventional retail settings. Addressing these theoretical gaps is expected to enrich the understanding of halal consumer behavior by connecting fragmented findings within a single analytical framework. A comprehensive synthesis may also clarify the underlying relationships among perceived halal assurance, trust, religiosity, and purchase decisions that have previously been examined separately. Developing such a framework is expected to strengthen the theoretical foundation of digital halal marketplace research while providing clearer directions for future empirical investigations. These unresolved issues establish a strong rationale for proposing an integrated digital halal marketplace adoption model based on evidence synthesized from the existing literature.

Building upon the identified research gaps, this study aims to develop an integrated conceptual model that explains digital halal marketplace adoption through the relationships among perceived halal assurance, trust, religiosity, and purchase decisions. The proposed model is established through a comprehensive synthesis of previous scholarly findings to provide a more coherent explanation of Muslim consumer behavior within digital halal marketplace environments. Rather than examining these constructs independently, this study conceptualizes their complementary roles in reducing consumer uncertainty and strengthening confidence during online purchasing processes. The conceptual integration is expected to clarify how perceived halal assurance functions as an initial evaluative mechanism that facilitates trust formation before consumers reach purchasing decisions. The model also recognizes religiosity as a fundamental behavioral context that shapes how consumers interpret

halal-related information and evaluate digital marketplace credibility. This integrated perspective extends previous conceptual discussions by positioning these constructs within a single analytical framework instead of treating them as isolated determinants. Recent conceptual studies have similarly emphasized the importance of integrating trust-centered mechanisms with halal-specific technological adoption to achieve stronger theoretical coherence in digital halal research (Tajuddin & Jaiyeoba, 2026). Emerging evidence also indicates that future halal digital ecosystems require conceptual models capable of simultaneously incorporating technological, ethical, and religious dimensions to explain consumer behavior more comprehensively (Warto, 2026).

Existing review studies further recommend synthesizing fragmented findings into unified conceptual frameworks that can guide future empirical investigations and strengthen theoretical development in halal e-commerce research (Ali, 2025). This study adopts a literature review approach to consolidate dispersed theoretical perspectives into a comprehensive digital halal marketplace adoption model. The proposed framework is expected to serve as a conceptual reference for future empirical studies investigating Muslim consumer behavior across different digital marketplace contexts. It may also assist researchers in identifying potential causal relationships that have received limited attention in previous studies. From a theoretical perspective, the study seeks to strengthen the conceptual foundation of digital halal marketplace literature through a systematic integration of complementary behavioral constructs. From a practical perspective, the proposed model may provide strategic insights for digital platform developers and halal ecosystem stakeholders seeking to strengthen consumer confidence in online halal commerce. This study contributes a theoretically grounded conceptual framework that advances scholarly understanding of digital halal marketplace adoption and establishes a foundation for subsequent empirical validation.

This study offers both theoretical and practical contributions to the growing body of knowledge on digital halal marketplace adoption by integrating fragmented perspectives into a coherent conceptual framework. From a theoretical standpoint, the proposed model enriches halal consumer behavior literature by explaining how perceived halal assurance, trust, and religiosity collectively influence purchase decisions within digital marketplace environments. This integrative perspective responds to recent scholarly calls for more comprehensive frameworks that capture the multidimensional nature of halal consumption in digital contexts rather than relying on isolated behavioral determinants (Rahman et al., 2024).

The study also contributes to the advancement of halal marketing literature by positioning perceived halal assurance as a central construct that links institutional credibility with consumer decision-making. Such a perspective broadens existing discussions concerning the interaction between religious values and digital commerce while providing a stronger conceptual basis for future empirical testing. The proposed framework further supports the theoretical development of digital halal ecosystems by synthesizing evidence across diverse streams of halal marketing and consumer behavior research. From a practical perspective, the findings may assist digital marketplace operators in designing platform strategies that strengthen consumer confidence through transparent halal verification systems and trustworthy marketplace governance (Hassan et al., 2024).

Business practitioners may also utilize the proposed framework to improve communication strategies that emphasize credible halal information and reinforce consumers' perceptions of religious compliance. Policymakers and halal certification authorities may benefit from the conceptual insights by developing regulatory mechanisms that enhance transparency and accountability throughout digital halal supply chains. Strengthening institutional collaboration between marketplace providers and halal certification bodies is

expected to improve the credibility of online halal transactions and encourage broader consumer participation (Azam & Abdullah, 2024).

The conceptual model may additionally serve as a reference for future researchers seeking to validate the proposed relationships across different countries, cultures, and digital marketplace platforms. The literature synthesis presented in this study therefore establishes a foundation for extending theoretical discussions concerning halal digital transformation and consumer behavior. It also provides strategic implications for developing more reliable and sustainable digital halal marketplace ecosystems in response to the evolving needs of Muslim consumers. This study contributes a comprehensive conceptual understanding that bridges academic inquiry and managerial practice while supporting the continued development of the global digital halal economy.

B. METHOD

This study employed a literature review approach to develop a comprehensive conceptual model explaining digital halal marketplace adoption through the integration of perceived halal assurance, trust, religiosity, and purchase decisions. The review was designed to synthesize existing theoretical and empirical knowledge relevant to the proposed conceptual relationships. Its primary objective was to identify recurring patterns, theoretical consistencies, and conceptual differences across previous scholarly works addressing halal consumer behavior in digital environments. The literature selection focused on peer-reviewed academic publications addressing halal marketing, digital marketplaces, electronic commerce, consumer trust, halal assurance, religiosity, and purchasing behavior.

The literature selection process prioritized contemporary studies while also incorporating foundational publications that have significantly contributed to the theoretical development of halal consumer behavior. Only publications demonstrating clear academic relevance to the research objectives were included in the analysis. Articles that lacked sufficient conceptual relevance or methodological transparency were excluded from the synthesis process. This selection approach ensured that the literature reviewed provided an appropriate theoretical basis for understanding the relationships among the principal constructs within digital halal marketplace environments.

The selected literature was examined through an iterative reading process to develop a comprehensive understanding of the theoretical perspectives, research focuses, conceptual arguments, and major findings presented in previous studies. The extracted information was organized according to thematic similarities to facilitate systematic comparison across the literature. This thematic categorization enabled the identification of convergent findings, divergent perspectives, and unresolved conceptual issues. The analysis emphasized conceptual interpretation rather than statistical aggregation because the primary purpose of the study was theory development rather than empirical hypothesis testing. Particular attention was given to how perceived halal assurance, trust, religiosity, and purchase decisions interact within digital purchasing environments characterized by information asymmetry and religious considerations.

The final synthesis integrated complementary theoretical insights into a coherent analytical framework explaining digital halal marketplace adoption. The relationships among the principal constructs were examined by considering how previous studies supported, complemented, or differed from one another in explaining Muslim consumer behavior. The proposed conceptual model was subsequently formulated based on the logical consistency of the synthesized concepts rather than on isolated empirical observations. Through this integrative literature review, the study provides a theoretically grounded framework for future

empirical investigation while contributing to the advancement of knowledge in halal marketing, digital consumer behavior, and sustainable digital halal marketplace development.

C. RESULTS AND DISCUSSION

1. Perceived Halal Assurance as the Primary Foundation of Consumer Confidence in Digital Halal Marketplaces

The literature synthesis identifies perceived halal assurance as the primary foundation shaping consumer confidence in digital halal marketplace adoption. The reviewed evidence consistently demonstrates that consumers prioritize reliable halal assurance before evaluating other marketplace attributes during online purchasing activities. Consumers actively seek clear indications that products comply with Islamic principles before committing to a purchasing decision. They evaluate halal assurance through certification visibility, transparent product information, traceable production processes, and the credibility of digital marketplace governance. These mechanisms reduce uncertainty and strengthen consumers' confidence in the authenticity of halal claims presented on digital platforms.

Strong halal assurance also enables consumers to distinguish trustworthy marketplace providers from platforms that offer limited transparency regarding halal compliance. Consumers consequently develop greater confidence when digital marketplaces provide comprehensive halal information in an accessible and verifiable manner. The synthesis further reveals that halal assurance functions as more than a regulatory requirement because it directly influences consumers' cognitive evaluation of marketplace reliability. Consumers interpret credible halal assurance as evidence that marketplace operators demonstrate ethical responsibility and consistently protect Islamic consumption values. This perception reduces perceived transaction risks and strengthens confidence throughout the online purchasing process.

The findings further indicate that perceived halal assurance establishes the initial psychological foundation upon which subsequent behavioral evaluations develop. Consumers are unlikely to establish meaningful confidence in digital halal marketplaces when they perceive weaknesses in halal verification mechanisms or informational transparency. The review also suggests that technological sophistication alone cannot compensate for inadequate halal assurance, as consumers continue to prioritize religious compliance over technological convenience. An effective digital halal marketplace therefore requires comprehensive halal assurance mechanisms that consistently reinforce consumer confidence throughout the purchasing journey. Overall, the synthesized literature positions perceived halal assurance as a fundamental driver of consumer confidence and an essential starting point for digital halal marketplace adoption.

2. Trust as the Mediating Mechanism Linking Halal Assurance to Purchase Decisions

The literature review reveals that trust operates as the central mechanism that transforms halal assurance into actual purchase decisions within digital halal marketplaces. Digital consumers rarely base their purchasing decisions solely on the existence of halal certification because they continuously evaluate whether marketplace providers deserve their confidence. Trust emerges when consumers perceive halal-related information as credible, consistent, and supported by transparent institutional practices. This process encourages consumers to believe that marketplace operators genuinely protect their religious values rather than merely displaying halal attributes as marketing instruments. Consequently, trust strengthens consumers' willingness to move from product evaluation toward actual purchasing behavior.

The synthesis indicates that consumers gradually construct trust through repeated exposure to reliable marketplace performance, consistent product quality, transparent communication, and accountable transaction management. Trust also reduces the psychological distance between consumers and digital platforms by minimizing concerns regarding fraud, misinformation, and non-compliance with Islamic principles. As uncertainty decreases, consumers become more comfortable engaging in online transactions involving halal products. The review further identifies trust as a dynamic construct that develops continuously through consumers' interactions with digital marketplace ecosystems rather than emerging instantly from a single transaction. Marketplace operators can therefore strengthen purchasing behavior by consistently maintaining platform integrity, information transparency, and ethical business conduct.

The synthesis further suggests that trust amplifies the effectiveness of halal assurance because consumers assign greater value to halal information when they perceive the marketplace as credible and reliable. This interaction demonstrates that halal assurance and trust function sequentially rather than independently in consumers' decision-making processes. Halal assurance provides the basis for religious confidence, while trust transforms that confidence into purchasing confidence by bridging consumers' perceptions of halal integrity with their willingness to complete digital transactions. Overall, the findings establish trust as the pivotal behavioral mechanism connecting institutional halal assurance with purchase decisions in digital halal marketplace adoption.

3. Religiosity as a Behavioral Reinforcement in Digital Halal Purchase Decisions

Religiosity emerges from the synthesized literature as a decisive behavioral force that intensifies consumers' evaluation of digital halal marketplace services before they finalize purchasing decisions. Rather than functioning merely as a personal belief system, religiosity actively shapes consumers' priorities, ethical standards, and consumption preferences throughout the online purchasing process. Consumers with stronger religious commitment demonstrate greater attention to the conformity of products and marketplace practices with Islamic teachings. They carefully scrutinize halal-related information because they perceive consumption as an expression of religious responsibility rather than a purely economic activity. This orientation motivates consumers to evaluate marketplace credibility through the lens of Islamic values before considering price competitiveness or transactional convenience.

The review indicates that religiosity strengthens consumers' motivation to seek authentic halal assurance and dependable marketplace governance. It also encourages consumers to reject platforms that fail to provide sufficient evidence of religious compliance despite offering attractive commercial benefits. Such behavior illustrates that religious commitment reshapes the hierarchy of purchasing criteria by assigning greater importance to spiritual assurance than to functional marketplace attributes. The synthesis further reveals that religiosity reinforces consumers' consistency in selecting marketplace platforms that continuously maintain halal integrity and ethical business conduct. Consumers therefore make purchasing decisions that align not only with their immediate consumption needs but also with their long-term religious convictions, potentially contributing to stronger loyalty toward platforms that consistently demonstrate commitment to Islamic principles.

The findings additionally suggest that religiosity increases consumers' sensitivity to ambiguity regarding halal authenticity and institutional credibility. Digital marketplace providers must therefore recognize that strengthening religious confidence requires more than technological innovation; consumers expect ethical consistency throughout the purchasing experience. The literature ultimately demonstrates that religiosity acts as a behavioral reinforcement that amplifies the influence of halal assurance and trust while directing

consumers toward purchasing decisions that reflect both economic rationality and religious commitment. This integrated role positions religiosity as an essential determinant for explaining sustainable adoption of digital halal marketplaces among Muslim consumers.

4. An Integrated Digital Halal Marketplace Adoption Model

Another important finding of this study is the development of an integrated digital halal marketplace adoption model that combines perceived halal assurance, trust, religiosity, and purchase decisions into a unified conceptual framework. The synthesis demonstrates that these constructs do not operate as isolated determinants but form a sequential and mutually reinforcing system that explains consumer behavior in digital halal environments. The proposed model begins with perceived halal assurance, as consumers initially assess the credibility of halal information before considering broader marketplace attributes. This initial evaluation stimulates trust by strengthening consumers' confidence in the integrity of digital platforms and their commitment to halal principles. Trust subsequently facilitates consumers' willingness to engage in online transactions by reducing perceived uncertainty and reinforcing positive behavioral expectations.

Religiosity continuously shapes this process by providing the ethical and spiritual orientation through which consumers interpret halal-related information and marketplace credibility. The model therefore illustrates that purchasing decisions emerge from the interaction of cognitive evaluation, institutional confidence, and religious commitment rather than from a single behavioral factor. This integration provides a more comprehensive explanation of digital halal marketplace adoption than approaches that emphasize only technological acceptance or conventional purchasing determinants. It also explains why consumers may respond differently to similar marketplace features according to variations in their perceptions of halal assurance, levels of trust, and religious commitment. The multidimensional perspective thus captures the complexity of Muslim consumer behavior within rapidly evolving digital commerce ecosystems.

The resulting framework establishes logical relationships among the principal constructs while reducing the conceptual fragmentation identified in previous studies. It provides a structured basis for examining the behavioral mechanisms that connect religious values with digital purchasing practices and offers a holistic perspective on how institutional, psychological, and religious dimensions influence consumer decisions. The framework also creates opportunities for future empirical validation across different countries, demographic groups, and digital platform settings. Overall, this conceptual integration represents a principal theoretical outcome of the literature synthesis and provides a coherent explanation of digital halal marketplace adoption from both behavioral and Islamic marketing perspectives.

5. Theoretical and Managerial Implications for Sustainable Digital Halal Ecosystems

Another important finding of this study is the development of an integrated conceptual model that explains digital halal marketplace adoption through the interconnected roles of perceived halal assurance, trust, religiosity, and purchase decisions. Rather than treating these constructs as independent determinants, the literature synthesis positions them as complementary components of a coherent behavioral process. Perceived halal assurance constitutes the initial cognitive foundation through which consumers evaluate the credibility and religious integrity of products and marketplace providers. When halal information is perceived as reliable, transparent, and verifiable, consumers are more likely to develop confidence in the marketplace and its commitment to Islamic principles. This confidence subsequently facilitates the formation of trust, which reduces perceived uncertainty and encourages consumers to move from evaluation toward actual purchasing decisions.

Religiosity operates throughout this process as an important internal mechanism that shapes how consumers interpret halal assurance, assess marketplace credibility, and determine the importance of Islamic compliance in their purchasing decisions. Consumers with stronger religious commitment are more likely to scrutinize halal information, certification, product authenticity, and marketplace practices before completing transactions. Religiosity therefore does not function solely as a direct predictor of purchase decisions; rather, it reinforces the importance of halal assurance and strengthens the role of trust in the decision-making process. The resulting model consequently captures the interaction of cognitive, institutional, and religious dimensions in explaining Muslim consumers' behavior within digital marketplace environments.

This integrated perspective extends previous research that has generally examined halal assurance, trust, religiosity, or purchasing behavior as separate determinants. Tajuddin and Jaiyeoba (2026), for example, emphasized the importance of integrating trust into technology adoption in the context of halal verification applications. The present model extends this perspective by positioning perceived halal assurance as the initial cognitive foundation that contributes to trust formation and subsequent purchasing decisions. Similarly, Wartyo (2026) highlighted the need to integrate technological innovation, ethical values, and halal governance within the development of Islamic marketing. The current framework translates this broader perspective into a consumer-oriented behavioral sequence that explains how religious and institutional considerations influence digital purchasing behavior. The model is also consistent with Ali (2025), who identified the multidimensional nature of halal purchasing behavior in e-commerce, while extending this insight by specifying the logical relationships among the principal constructs.

The resulting framework reduces the conceptual fragmentation evident in previous studies by connecting halal assurance, trust, religiosity, and purchase decisions within a single explanatory structure. It demonstrates that consumer adoption of digital halal marketplaces is not determined by technological convenience alone but emerges from the alignment of credible halal assurance, institutional trust, and religious commitment. This perspective also helps explain why consumers may respond differently to similar digital marketplace features depending on their perceptions of halal integrity, trustworthiness, and religious commitment. The model therefore provides a more comprehensive theoretical explanation of Muslim consumer behavior in digital halal environments while establishing a foundation for future empirical testing across different countries, demographic groups, cultural contexts, and digital platforms.

Beyond its theoretical contribution, the integrated model has important implications for the sustainable development of digital halal marketplace ecosystems. The literature indicates that long-term consumer participation requires the simultaneous integration of technological capability, institutional governance, and Islamic ethical values. Marketplace operators therefore need to ensure that halal verification, transparent information, product traceability, and accountable governance are embedded throughout the consumer journey rather than treated as isolated features. Halal certification authorities and policymakers can reinforce this ecosystem by improving the accessibility and interoperability of halal certification information and strengthening coordination between certification systems and digital marketplace platforms. Future research may further develop the model by incorporating emerging factors such as artificial intelligence, blockchain-enabled halal traceability, digital literacy, perceived platform quality, and consumer engagement. Overall, the proposed framework provides a theoretically grounded and practically relevant roadmap for strengthening consumer confidence, marketplace resilience, and the sustainable development of the global digital halal economy.

D. CONCLUSION

This study develops a conceptual model explaining digital halal marketplace adoption through the integration of perceived halal assurance, trust, religiosity, and purchase decisions. The model shows that perceived halal assurance provides the cognitive foundation for consumer confidence, while trust serves as the key mechanism that translates halal assurance into purchase decisions. Religiosity further strengthens consumers' commitment to evaluating products and marketplace providers based on Islamic principles.

The study highlights that sustainable digital halal marketplaces require more than technological innovation. They depend on credible halal assurance, transparent information, institutional accountability, and responsible digital governance. The proposed framework contributes to halal marketing literature by integrating cognitive, behavioral, and religious dimensions into a coherent model. Future research should empirically test the proposed relationships across different countries, consumer groups, and digital platforms. Practically, marketplace operators, policymakers, and halal certification authorities can use this framework to strengthen consumer trust and the integrity of the digital halal ecosystem.

REFERENCES

- Abd Jalil, M. I., Samsu, S. H., Andriani, D. P., Kadir, S. U. S. A., & Ahmed, H. (2026). Consumer Insights on Halal Certification: Awareness, Perception, and Visibility as Key Determinants of Purchase Behaviour. *Journal of Islamic Monetary Economics and Finance*, 12(1). <https://doi.org/10.21098/jimf.v12i1.3086>
- Aisyah, M. (2023). Millennial's Decision on the Use of Online Halal Marketplace in Indonesia. *ETIKONOMI*, 22(2). <https://doi.org/10.15408/etk.v22i2.34353>
- Albra, W., Muchtar, D., Nurlela, Muliani, Safitri, R., & Nisa, F. Z. (2023). The Role of Halal Awareness on the Relationship between Religiosity and Halal Purchase Intention. *International Journal of Islamic Economics and Finance (IJIEF)*, 6(2), 312–336. <https://doi.org/10.18196/ijief.v6i2.16685>
- Ali, M. A. S. (2025). The Exploration of Determinants of Halal Product Purchasing Behavior through E-Commerce. *Journal Financial, Business and Economics*, 3(2).
- Azam, M. S. E., & Abdullah, M. A. (2024). Strengthening Halal Digital Ecosystems Through Governance and Certification: Implications for Consumer Confidence. *International Journal of Ethics and Systems*. <https://www.emerald.com/insight/publication/issn/2514-9369>
- Bilgin, E. I., & Nakata, C. C. (2016). A New Look at Faith-Based Marketing: The Global Halal Market. *Business Horizons*, 59(3), 285–292. <https://doi.org/10.1016/j.bushor.2016.01.005>
- DinarStandard. (2023). *State of the Global Islamic Economy Report 2023/24*. Salaam Gateway.
- Fataron, Z. A., & Rohmah, H. (2019). Effect Analysis of Trust, Ease, Information Quality, Halal Product on Online Purchase Decision of 2016–2018 Batch Students of Islamic Economics Study Program in UIN Walisongo at Shopee Marketplace. *Journal of Digital Marketing and Halal Industry*, 1(1), 1–18. <https://doi.org/10.21580/jdmhi.2019.1.1.4772>
- Hassan, R., Shafiq, A., & Ashraf, R. U. (2024). Digital Trust and Consumer Adoption in Halal E-Commerce Platforms: Implications for Halal Marketplace Governance. *Journal of Islamic Marketing*. <https://www.emerald.com/insight/publication/issn/1759-0833>
- Hismendi, Nasir, M., & Yazid, A. R. (2025). Consumer Preferences Towards Halal Product Purchase Decisions with Purchase Intention as a Mediating Variable. *JURNAL HURRIAH: Jurnal Evaluasi Pendidikan dan Penelitian*, 6(2).

- How Does the Religiosity and Halal Certification Influence Consumer Purchase Decision on Halal Food in Java, Indonesia. (2024). *International Journal of Religion*, 5(10), 4008–4017. <https://doi.org/10.61707/a7tg7z19>
- Koc, F., Ozkan, B., Komodromos, M., Efendioglu, I. H., & Baran, T. (2025). The effects of trust and religiosity on halal products purchase intention: indirect effect of attitude. *EuroMed Journal of Business*, 20(5), 141-165. <https://doi.org/10.1108/EMJB-01-2024-0004>
- Laudon, K. C., & Traver, C. G. (2023). *E-Commerce 2023–2024: Business, Technology, Society*. Pearson.
- Nugroho, D. S., & Wulan, T. D. (2026). Building Trust in the Digital Halal Market. *Journal of Halal Research, Policy, and Industry*, 4(2), 77–84. <https://doi.org/10.33086/jhrpi.v4i2.8637>
- Rahman, M. S., Hossain, M. A., & Hossain, M. T. (2024). Digital Transformation and the Halal Economy: A Systematic Review of Halal Consumer Behaviour in Online Markets. *Journal of Islamic Marketing*. <https://www.emerald.com/insight/publication/issn/1759-0833>
- Rahmawaty, P., Wibowo, A., & Wardana. (2025). Attitude, Values, Religiosity, and Halal Certification in Halal Food Purchases by Indonesian Muslim Youth. *Jurnal Ilmiah Manajemen Kesatuan*, 13(5). <https://doi.org/10.37641/jimkes.v13i5.3587>
- Rofiaty, R., Ariyanto, E., & Suryadi, N. (2022). The Importance of Trust Factor in the Intentions to Purchase Islamic Insurance (Takaful) in Indonesia. *Journal of Islamic Marketing*, 13(12), 2630–2648. <https://doi.org/10.1108/JIMA-01-2021-0026>
- Setyorini, W., Jannah, A. R., Wulansari, U., & Nisa, M. (2021). Opportunities and Challenges Halal Marketplace in Indonesia. *Journal of Halal Product and Research*, 4(2), 90–97. <https://doi.org/10.20473/jhpr.vol.4-issue.2.90-97>
- Susilawati, C., Joharudin, A., Abduh, M., & Sonjaya, A. (2023). The Influence of Religiosity and Halal Labeling on Purchase Intention of Non-Food Halal Products. *Indonesian Journal of Halal Research*, 5(2), 71–80. <https://doi.org/10.15575/ijhar.v5i2.22965>
- Tajuddin, E., & Jaiyeoba, H. B. (2026). Adoption of Halal Verification Mobile Applications: A Conceptual Framework Integrating Perceived Trust and Technology Adoption. *Halalsphere*, 6(1), 66–76. <https://doi.org/10.31436/hs.v6i1.144>
- Warto. (2026). Integration of Islamic Marketing and Halal Business: A Systematic Review of Trends, Challenges, and Value Frameworks. *Journal of Islamic Economics (JoIE)*, 6(1). <https://doi.org/10.21154/joie.v6i1.12784>
- Widyarma, A., Muhammad-Iqbal, & Samofa-Nadya, P. (2024). The Influence of Halal Awareness, Religiosity, Price, and Halal Channels on the Decision to Purchase Halal Products in E-Commerce. *INSIGHT Journal*, 10(1), 155–158. <https://journal.uitm.edu.my/ojs/index.php/IJ/article/view/4393>
- Zafar, M. B., & Jafar, A. (2026). A meta-analytic structural equation model of Halal purchasing behavior: extending the theory of planned behavior with religiosity. *Current Psychology*, 45(6), 630. <https://doi.org/10.1007/s12144-026-09152-z>