

## **ABSTRACT**

The large market share of halal food in Indonesia is influenced by the intention of purchasing behavior of Indonesian people towards halal food and the thought that halal food is food that must be consumed by many people. Regarding one's behavioral intention is related to the Theory of Planned Behavior (TPB). The behavior carried out and felt by consumers is usually influenced by the beliefs held and embraced by each consumer such as religion (religiosity).

Activities to get halal food supported by technological advances can be seen through applications that provide online food delivery service features or online food purchasing platforms. The applications in question are Go-Food, Shopee Food, Grab Food.

This research was conducted in Central Java using the approach of theory of planned behavior as an exogenous variable and physical well being as an endogenous variable. The purpose of this study is to reveal the magnitude of the influence of religiosity, attitudes, subjective norms, perceived behavioral control on purchase behavior intentions on halal food and identify halal food consumption that affects physical well being.

The technique in determining sample members uses non-probability sampling technique with a total of 385 respondents. Data were collected using questionnaires distributed to people in Central Java Province and analyzed using SMARTPLS tools.

The results of this study indicate that the religiosity variable and all variables from the Theory Planned of Behavior have a positive and significant influence on the behavioral intention of purchasing halal food by the people of Central Java. However, in its influence on physical well-being, only the perceived behavioral control variable does not have a positive and significant influence on the physical well-being of the people of Central Java.

**Keywords:** Theory of Planned Behavior, religiosity, attitude, subjective norms, perceived behavioral control, halal food, application.