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Generational Differences in Halal Export Intention: Extending the Theory of Planned Behavior among Indonesian MSMEs in International Halal Trade

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ABSTRACT

The rapid growth of the global halal market presents significant opportunities for micro, small, and medium enterprises (MSMEs) in Indonesia. However, generational differences may shape how business owners perceive and pursue export opportunities. This study investigates the determinants of halal export intention among MSMEs by extending the Theory of Planned Behavior (TPB) with insights from Generational Cohort Theory (GCT). Specifically, it examines the roles of attitude, subjective norms, and perceived behavioral control, and compares their effects between Generation Y (born 1981–1996) and Generation Z (born 1997–2012). Using a quantitative approach, data were collected via an online survey from 204 halal MSME owners and analyzed through Partial Least Squares Structural Equation Modeling (PLS-SEM) combined with multi-group analysis (MGA). The results show that perceived behavioral control significantly influences export intention in both generations, while subjective norms are significant only for Generation Z. The MGA reveals significant differences in the effects of subjective norms and perceived behavioral control between generations. This study extends the Theory of Planned Behavior by investigating generational differences (Gen Y vs. Gen Z) through Multi-Group Analysis (MGA). The findings suggest that strategies to foster halal export participation should be generation-specific: enhancing technical skills and self-efficacy for Generation Y, and strengthening social ecosystems and peer support for Generation Z.

Keywords: Religiosity, Literacy, Islamic Fintech, Halal lifestyle

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