

ANTECEDENTS OF CONSUMER BEHAVIOR INTENTION TO PURCHASE HALAL PRODUCTS

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Abstract: *One effect of the increasing number of Muslims in the world is an increase in demand for halal products. This study aims to analyze the antecedents of consumer behavioral intention to purchase halal products. Data collection from 206 respondents, namely Muslims who were already mature. Multiple linear regressions used in this study. From the study results, five of the six hypotheses tested were stated to be supported, namely product quality, personal societal perception, religious belief, halal awareness and halal certification had a significant influence on consumer intentions to buy halal products. Meanwhile, brand perception does not affect consumers' intention to buy halal products. The results of this study also indicate that halal awareness is the main determining variable in influencing consumers' intention to buy halal products.*

Keywords: product quality, personal societal perception, religious belief, halal, purchase intention

1. Introduction

At present there are an estimated 1,250 million to 1.4 billion Muslims scattered throughout the world. Of these, around 18% live in Arab countries, 20% in Africa, 20% in Southeast Asia, 30% in South Asia namely Pakistan, India and Bangladesh. Muslim growth reached 2.9% per year, while world population growth only reached 2.3%. This magnitude makes Islam a religion with a relatively fast growth in adherents in the world (www.islamislami.com). This will certainly be followed by an increase in consumer demand for halal products.

Globally, the market demand for halal products are estimated at around US \$580 dollars per year (Aziz and Chok, 2013). Indonesia occupies the position of the world's largest consumer country of halal food products, amounting to USD197 billion, followed by Turkey reaching USD100 billion. Furthermore, Indonesia is also ranked 10th in the world halal industry and market (ekbis.sindonews.com). This is very logical, because as many as 207.176.162 people or around 87.18% of Indonesia's population are Muslim (Statistics Indonesia, 2010). For this reason, it is necessary to study the variables that influence consumers' intention to buy halal products.

Research on product purchase intentions on various types of goods and services has been done by many researchers before, including Ho et al. (2008), Thamizhvanan and Xavier (2013), Suki (2016), Chaudhary and Bisai (2018), Chiu (2018), Chen (2018), Aziz et al. (2019), and Liu et al. (2019). Meanwhile, the studies about purchase intention of halal products have also been carried out by several researchers, including Weaver and Eagle

(2002), Vermeir et al. (2007), Lada et al. (2009), Mukhtar and Butt (2012), Awan et al. (2014), Ansari and Mohammed (2015), Syukur and Nimsai (2018), Mutmainah (2018), and Elseidi (2018)

From previous studies, there has not yet been a full finding of variables that affect intention to buy halal products. In this study, brand perception, product quality, personal societal perception, religious belief, halal awareness, and halal certification variables are predicted influence the consumer's intention to buy halal products.

2. Literature Review

The Influence of Brand Perception on Purchase Intention on Halal Products

Brand is the most important part of a product, with a brand a consumer can get to know a product that he will consume. The brand also has added value for a product in the form of goods or services, besides that the brand can also influence preferences and intentions to purchase consumers (Alreck and Settle, 1999; Ataman and Ulengin, 2003).

The customer's intention to purchase a product can be influenced by a positive attitude towards the brand itself (Laroche and Brisoux, 1989). Brand perception is interpreted by consumers as a product that is widely known, a trusted brand and has high quality. Thus the following hypotheses are made:

H1: Brand perception influences purchase intension on halal products

The Influence of Product Quality on Purchase Intention on Halal Products

The product quality can be a source of differentiation and is considered a key parameter in dynamic and competitive market competition at this time (Du and Sun, 2006). Knowledge about the relationship between product quality and intention to buy halal products is very important for producers, because it provides basic information about the demands of customer satisfaction with the products they consume (Aziz and Chok 2013). According to Newberry et al. (2003) that product quality is one of the parameters in predicting consumers' buying behavior. Product quality is interpreted as a superior product compared to similar products offered by competitors.

H2: Product quality influences purchase intention on halal products.

The Influence of Personal Societal Perception on Purchase Intention on Halal Products

Perceived behavioral control is very fitting when combined with the concept of Bandura (1971), the concept of self-efficacy, which is related to how well a person can implement an action in a particular situation to make a decision for himself. Personal societal perception is the main interest of a person's behavior control (Awan et al., 2014). In addition, personal societal perception is the limits of a person's control of his behavior (Karijin et al., 2007), so that it can be a determinant of consumers' intention to buy a product. This is supported by the research findings of Lada et al. (2010) found that subjective norms were the most influence factor in purchasing intentions. Purchasing halal products is seen as a behavior desired by individuals socially, which is based on the thinking of other individuals so that someone is more likely to make a halal product purchase. Thus the following hypothesis is made:

H3: Personal societal perception influences purchase intention on halal products

The Influence of Religious Belief on Purchase Intention on Halal Products

The religion can affect attitudes and behavior of consumers in product purchasing decisions and consumption habits of each individual (Mullen, 2000). The influence of religion on

product consumption depend on the religion itself, and the extent to which individuals interpret and follow guidance of their religion (Lada et al., 2009). In society, religion has an important influence on product selection (Dindyal, 2003). Religion and spiritual values perform important tasks to influence consumer behavior (Shaari and Arifin, 2009). Spiritual values can also influence consumer lifestyles which then affect customer actions (Ahmed, 2008). Religiosity has a strong effect on actions and behavior of consumers to purchase halal products (Weaver and Agle, 2002).

H4: Religious belief influences Purchase Intention on halal products

The Influence of Halal Awareness on Purchase Intention on Halal Products

In Islamic teachings, many things are associated with halal and haram. In order to consume a product, so it is important for Muslim consumers to know about the categories of products they will purchase and use (Shaari and Arifin, 2009). Most of the Muslim consumers do not really understand halal certification and halal brands that are different in the community (Rajagopal et al., 2011).

At present knowledge about halal concepts such as halal awareness and halal certification is less well understood by consumers who consume products. Awareness has an important role in determining the intention to purchase a product. So that awareness of halal products has a great influence to explain the intention to purchase halal products (Aziz and Chok, 2013). The hypothesis proposed related to the above explanation is as follows:

H5: Halal awareness influences Purchase Intention on halal products

The Influence of Halal Certification on Purchase Intention on Halal Products

Producers and marketers use halal certification and logos on products as a way to inform and convince their consumers that the products they offer are halal products and in accordance with Islamic law (Shafie and Othman, 2006). The halal logo on the product not only guarantees that the products consumed by consumers are in accordance with Islamic law but also gives producers confidence to be able to provide halal standardization on the products they produce (Arif and Ahmad, 2011). There is an increasing demand for certification of halal products by Muslim consumers, so producers need to provide halal products that are certified because halal certificates on halal products are an important factor in product purchasing decisions (Awan et al., 2014).

H6: Halal certification influences purchase intention on halal products.

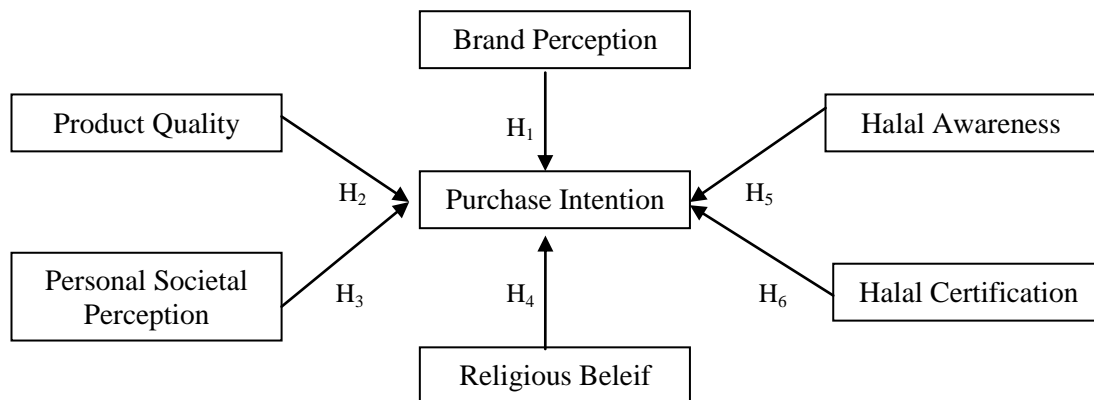


Figure 1. Model of Analysis

3. Research Methodology

This research uses a quantitative approach, using surveys in gathering data. The numbers of samples in this study were 206, namely Muslims who have aged at least 18 years. The sample was selected using purposive sampling technique. The data analysis technique used in this study is Multiple Linear Regression, as well as validity and reliability. In this research there are 6 independent variables, namely brand perception variable, product quality variable, personal societal perception variable, religious belief variable, halal awareness variable, and halal certification variable; and one dependent variable, namely the intention to purchase halal products. The indicators of these variables can be seen in Table 1.

Table 1. Research Indicators

Variables	Indicators	Sources
Purchase intention	a. Consumers will meet their needs by buying halal products. b. Consumers intend to buy halal products in the future. c. Consumers will choose halal products for consumption. d. Consumers will tend to choose halal products in the future.	Lada et al. (2010)
Brand perception	a. Halal brand is widely known by the public. b. Halal brand is a trusted product for consumption. c. Offering advantages in buying products that are not offered by competing products.	Aziz & Chok, 2013
Product quality	a. Halal product is a product that has high quality. b. Halal products that have good quality. c. Halal products that have an attractive appearance.	Jones (2000)
Personal societal perception	a. The social pressure of consumers to buy halal products b. Halal products are easy to find in the market c. Strive to get halal products d. Positive public perception of buying halal products e. The belief that halal products lead to good attitude f. Choose halal products because they are accepted in the social sphere.	Awan et al. (2014)
Religious belief	a. Consumers use halal products because of their religious beliefs b. Choose halal products because halal products are good products c. Follow the advice of religion to buy halal products. d. Avoid purchasing products that are considered makruh	Awan et al. (2014)
Halal Awareness	a. Consumers must ensure that the product they are buying is halal b. Consumers must ensure that the products they will buy come from halal materials c. The customer must ensure that making a buying decision must have sufficient knowledge about the product	Awan et al. (2014)
Halal Certification	a. Halal certification and logos used by manufacturers can convince consumers that the product is halal. b. Consumer demand for halal-certified products. c. Halal certification can improve product capabilities in the market. d. The halal logo has more appeal when compared to non-logo products. e. Consumers know that some products have halal logos that are not original.	Awan et al. (2014)

4. Discussion and Conclusion

Male respondents were 79 people (38.3%), while female respondents were 127 people (61.7%). From the results of testing the validity, showing the correlation value between each item score on each variable > 0.5, and on the reliability test, each variable has a cronbach's

alpha value > 0.6, thus it can be concluded that the validity and reliability in this study are fulfilled.

The results of testing the six hypotheses in this study can be seen in Table 2. From Table 2 it appears that 5 hypotheses are supported, including H2, H3, H4, H5, and H6. This is indicated by the value of $t > 1.96$ and significance < 0.05 . Meanwhile, H1 is not supported, because it has a t value of 0.314 and a significance of 0.754. From Table 2 it also appears that the halal awareness variable has the largest standardized beta value when compared to other independent variables, which is 0.582, this indicates that the halal awareness variable has a dominant influence on consumers' intention to buy halal products.

Table 2. Result of Hypothesis Testing

Relationship between	Un-standardized Beta	Standardized Beta	t value	Sig.	Conclusion
Brand perception → Purchase intention	0.027	0.013	0.314	0.754	Not Accepted
Product quality → Purchase intention	0.287	0.084	2.071	0.040*	Accepted
Personal Societal perception → Purchase intention	0.158	0.159	3.644	0.000*	Accepted
Religious belief → Purchase intention	0.210	0.155	3.459	0.001*	Accepted
Halal awareness → Purchase intention	0.617	0.582	12.314	0.000*	Accepted
Halal certification → Purchase intention	0.188	0.130	3.032	0.003*	Accepted

*sig. with $\alpha = 5\%$

The first hypothesis testing shows that brand perception has no influence to purchase intention. The results of this study are not support the results of research conducted by Attaman and Ulengin (2003) and Aziz and Chok (2013), that brand perception influences the intention to purchase halal products. Conceptually, brand perception can describe customer expectations for products promised by producers, but the results of this study get different findings. This indicates that the consumer's purchase intention on halal products is not based on their perception of the brand, for brand consumers are not directly related to the intention to purchase halal products. They realize that for a Muslim, consuming halal products is an obligation, without having to consider the brand of the product they will buy.

The second hypothesis, product quality influences the intention to buy halal products, is accepted. The results of this study support previous studies conducted by Aziz and Chok (2013) and Mutmainah (2018). Product quality and excellent product appearance are considered by consumers in purchasing halal products. In line with the concept of sales, those quality products are products that have good performance and are innovative, which can influence consumers in choosing a product (Kotler and Keller, 2016). Product quality is considered by consumers before they intend to buy halal products.

From the results of data processing, it was found that the third hypothesis was supported, meaning that personal societal perception affected purchase intention. The results of this study are consistent with studies conducted by Vermeir et al (2007), Lada et al. (2009), Awan et al. (2014), Ansari and Mohammed (2015), and Elseidi (2018) that personal societal perception is an antecedent of purchase intention. Personal societal perception includes attitude factors, subjective norms and perceived behavioral control. The positive attitude of

the majority of the population is Muslim, and the existence of subjective norms, as well as control of this behavior can be a factor for individuals to do or not do certain things, especially behavior in consuming halal products, because with subjective norms, consumers can assess existing social pressures in him to do or not do a certain behavior. It can be concluded that there is a positive impact on the surrounding environment (community) when they consume halal products.

The fourth hypothesis, religious belief influences consumers' intention to buy halal products, is supported. This finding is in line with the results of studies from Weaver and Eagle (2002), Mukhtar and Butt (2012), Awan et al. (2014), Ansari and Mohammed (2015), Syukur and Nimsai (2018), and Mutmainah (2018). Religiosity can set standards of behavior directly which can ultimately affect consumers' intention to buy halal products. The influence of religious beliefs on consumers' purchase intentions on halal products occurs because most Muslims do consume halal products on the basis set in the Qur'an and Hadith. Most Muslim consumers avoid the makruh (doubtful) in consuming a product.

The results of data analysis show that halal awareness influences consumer purchase intentions for halal products. Thus the fifth hypothesis is accepted. The results of this study are in line with the results of studies conducted by Ansari and Mohammed (2015), Syukur and Nimsai (2018), and Mutmainah (2018). Muslim awareness of the importance of consuming products is the basis for them to purchase products. In this study, the halal awareness variable is a variable that has a dominant influence in influencing consumer intentions to purchase halal products. For a Muslim the teaching to use halal products has been taught since they are children, so the awareness of the need to consume halal products has been embedded in the minds of Muslims.

The sixth hypothesis in this study is supported, meaning that consumers' perceptions of halal certification influence their intention to purchase halal products. The results of this research are in line with the findings of Awan et al (2014) and Mutmainah (2018) which state that halal certification influences purchase intention. Halal certification is a determining factor for Muslims to consume halal products, because halal certification is used as a guarantee for Muslim communities in meeting their consumption needs. This indicates that, the halal guidance of a product is needed for Muslim consumers.

Thus it can be concluded that the intention of consumers to buy halal products is determined by product quality, personal societal perception, religious belief, halal awareness, and halal certification. This indicates that both internal and external factors are antecedents of the intention to buy halal products. Internal factors inherent in a Muslim, and external factors from the product provider and external factors in the surrounding community determine the intention to purchase halal products for a Muslim. For this reason, business people who provide products in the form of goods and services should pay attention and continue to improve the quality of their products, striving for the product to be halal certified, because the level of public awareness about halal products is quite large. The producers of halal products should always use the Qur'an and hadith guidelines in the production process, especially for producers targeting areas where the population majority is Muslim. Further researchers are expected to examine the consequences of consumer buying intentions on halal products, it is also suggested that further research be focused on millennial respondents, given the number of Muslims in this generation is very large and very prospective to become a target market for halal products.

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