PURCHASE INTENTION FOR HALAL LABEL

PRODUCTS: AN EVIDENCE FROM INDONESIA

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Aldwi Febri Adityo

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ABSTRACT

Purpose - The purpose of this research is to investigate the intention to purchase of halal label food or products in West Java, Indonesia. The independent variables are Halal Marketing, Islamic Brand, Product Ingredient, Halal Awareness, Exposure, Halal Certification, Religious belief. The dependent variable is purchase intention.

Design/methodology/approach – This study used a quantitative methodology. Non-probability with purposive used as the sampling method. Questionnaire are chosen as the source of primary data were distributed to Muslim people in West Java. 253 respondents were collected. And processed using PLS-SEM to check the validity and reliability.

Findings - The most influential factor toward Purchase Intention of Halal label products is Halal Awareness, Islamic Brand; the most influential factor toward Halal Awareness is Halal Certification, religious belief and exposure; Halal Marketing and Product Ingredient has no significant influences toward Purchase Intention.

Value - This research examines the significance factors that influence the purchase intention of Halal label products. Few of research topic about Halal food or products. Managerial implications provided for the company to be registered to MUI and recommendation for further research.

Keyword - *Halal Marketing, Islamic Brand, Product Ingredient, Halal Awareness, Exposure, Halal Certification, Religious belief, Purchase Intention.*

Paper Type – Research paper

CHAPTER I

INTRODUCTION

1.1   Background

Halal refer to Quranic word meaning legal or allowed, which the halal standard is endorsed in the Quran (Alam & Sayuti, 2011). In the Quran, it is said that all foods are halal aside from those that are particularly specified as Haram, which is prohibited or unlawful. In the English dialect, Halal most often is some food that is allowed by Islamic law. In term of Arabic dialect, it means anything that is allowed under al-Qur'an (Alam & Sayuti, 2011). Halal is not only just entirely a religious issue. It also the focus of the business and the company, and it is turning into a global image for quality confirmation of the product and lifestyle choices (Lada et al., 2009).

Muslims need to obey God's rules, which are expressed in Islamic law, or Sharia. The Qur'an, the holy book uncovered by Allah to the last Prophet and Messenger Muhammad [SAW], and Sunnah, the instructing, guidance and routine with regards to Islam's last prophet Muhammad as recorded in the book of Hadith, are the primary sources of Sharia, administering the lives and behavior of Muslims. Orders regarding eating Halal food contained in the Qur'an Surat Al Baqarah chapter 1 verse 168 which contain "*O mankind, eat from whatever is on earth [that is] lawful and good and do not follow the footsteps of Satan. Indeed, he is to you a clear enemy*". Islam is the second largest religion in the world (Desilver & Masci, 2017). The quickly increasing total population of Muslims, presently 23% of the total populace (1.6 billion individuals) and anticipated that would be 30% (2·8

billion individuals) of the global population by 2050 (Ophira Ginsburg, 2016). In Indonesia itself, according to the results of Indonesia census 2010, 87.18% of 237,641,326 Indonesians are Muslim, 6.96% Protestant, 2.9% Catholic, 1.69% Hindu, 0.72% Buddhist, 0.05% Kong Hu Cu, 0.13% other religions, and 0.38% missed or unasked (Badan Pusat Statistik, 2010). The size of the Muslim population in Indonesia is a potential market for Halal products (Nurcahyo & Hudrasyah, 2017). Indonesia stated in State of The Global Islamic Economy report 2016/17 by Thomson Reuters that Indonesia Muslim consumer have biggest total food expenditure in the world with number of $ 154.9 Billions at year 2015, followed by Turkey Muslim consumer with $ 115.5 Billions. Muslim spending in food and drink area will surpass $1.9 trillion by 2022 it refer to State of the Global Islamic Economy Report from Thomson Reuters (Hamid, 2018).

West Java is the most populous city in Indonesia with 48.037.600 individuals (Badan Pusat Statistik, 2017). And Islam adherents become the majority of population in Indonesia with the 41.763.592 individuals are muslim (Badan Pusat Statistik, 2010). Most of them, 4.613.204 muslims of Bogor city, followed by Bandung with 3.104.184 muslim (Badan Pusat Statistik, 2010). Along with the increasing number of Muslim populations in Indonesia, studies in the context of recognizing halal food need to be examined further. Halal products must be recognized as a symbol of cleanliness, security and high quality for Muslim consumers (An-nada, 2018). It is important of this study is to know what factors should be considered in influencing the intention to buy Muslim consumers more deeply so that the results can strengthen Indonesia's position in the market for halal products. However, food and beverage businesses (especially SMEs) in West Java

do not aware about the Halal things of their products, it is said by Edi Setiawan (2017) as head of SMEs and Cooperation Section of that only 6,195 of 185,000 food and beverages SMEs in West Java having Halal certification for their product. Based on Badan Pusat Statistik (BPS) Province with the biggest SME income in 2015 is Central Java with total of 140 trillion rupiah. So, in other cities the customer's halal awareness especially in Central Java which in Yogyakarta is arising, according to Ismoyowati (2015) 239 of 292 respondents are concern of Halal product on the process, ingredients and should follow the Sharia law. In West Java stated by Iwa Karniawa (2018) as Regional Secretary section of West Java, West Javanese individuals know that halal certificates are an outright part that must be done on the off chance that they need to exist in their items, on the off chance that they need to be trusted by most of the general population of West Java. But the total income for SME in West Java not as much as in Central Java.

According to Kotler & Armstrong (2006) marketing tool that very useful is promotion, it can stimulate customer to buy something. So, the aims of this study, halal food marketing is defined as marketing and sales promotions tools that can be used on halal food labels or as halal food packaging to engage consumers to purchase a product at when it sale (Hawkes, 2004). Promotions ways may consist of hot offers, such as competitions and giveaways; celebrity endorsements (Hawkes, 2004). Essentially, halal marketing promotion has a specific role in giving positive impact on intention to purchase (Belch & Belch, 1998; Rossiter & Percy, 1998).

Islamic brand it can be defined as the brand were originally produced by Islamic countries such as Emirate Etisalat, Emirates Airlines, Saudi SABIC, and others (Alias, 2017). Islamic brand ought to be made with associate degree Moslem identity including belief, shariah law options and morality price in product to give impact on customer purchase intention.

According to Yunus et al. (2014) and Waskito (2015) look into identified with the enthusiasm for purchasing halal items demonstrates that the composition of the product ingredients in the item essentially emphatically impacts the enthusiasm for purchasing Muslim buyers. On the other hand, research conducted by Hussin, Hashim, Yusof, and Alias (2013) identified with the enthusiasm for purchasing Muslim shoppers on halal items indicates diverse things. The examination demonstrates that the composition or ingredients contained in the item have a critical negative impact on the enthusiasm for purchasing customers. The exploration above shows conflicting outcomes that give rise to research gaps.

Muslim awareness is characterized by knowledge of the slaughter process, packaging of food, and food hygiene in accordance with Islamic law. Research conducted by Yunus, Rashid, Ariffin, and Rashid (2013) found that halal awareness of a Muslim has a significant effect towards to the consumer purchases of a product. Many consumers in Indonesia who still to purchase some food in the restaurant or store without any kind of halal labels shown at that store (Waskito, 2015). This is a background for entrepreneurs who still do not care to register their products to immediately to MUI to get halal certificate. Based on data from the National

Standardization Agency (BSN) from all products in Indonesia registered and it has 20% of product got halal certificate (Waskito, 2015).

This halal certification can be proven by attaching the halal logo to the product packaging. A 2006 there a study about McDonald's in Singapore experienced, there was an increase in the number of visits, namely 8 million visits after obtaining halal certification. in other cases American companies such as KFC, Burger King and Taco Bell also experienced a 20% increase in sales after they get approval for halal certification (Lada, Tanakinjal and Amin, 2009). Based on the research of Alehudin and Lutfi (2011) halal certification significantly affected positively on consumers' purchase intention in halal food products.

Exposure is the activities of the company to provide information, knowledge, and educating about their products. Exposure can be done through advertising such as in television, radio, social media or other communication channels (Khoerunnisa, 2016). The objective of this study to show whether religious beliefs, self-identity and media exposure influence consumer awareness of Muslim halal food. Yasid et al. (2015) found that data regarding halal food through friends within the social media and acknowledge that the media have a significant influence on their awareness of halal food. Media exposure is for this reason a possible supply for Muslim society to extend awareness of intense halal foods (Yasid, Farhan, & Andriansyah, 2015)

Religious belief even has a powerful result on shopper actions and behavior to shop for halal foods (Weaver and Agle, 2002). The degree of individuals on the religion positively affects purchase intention toward halal products (Mukhtarand

Butt,2012). The higher level of religious, the customer tends to buy Halal food from closest food and beverage product, because it is an obligation for them to prevent for those activities that are opposite from the religious lesson (Schneider et al., 2011; Masnono, 2005). According to Ambali (2014) religious belief is significant influence to purchase intention on halal label product.

Based on background and problem identification above. So, researcher make some research questions are does the Halal marketing influences the purchase intention in buying halal food products? Does the Islamic Brand influence the purchase intention in buying halal food products? Does the Product Ingredient influence the purchase intention in buying halal food products? Does the Halal Awareness influence the purchase intention in buying halal food products? Does the Exposure influence the purchase intention through halal awareness in buying halal food products? Does the Halal Certification influence the purchase intention through halal awareness in buying halal food products? Does the Religious belief influence the purchase intention through halal awareness in buying halal food products?

The Objective of this research are to determine the influences of Halal Marketing toward purchase intention in buying halal food products, Islamic Brand influences the purchase intention in buying halal food products, Product Ingredient influences the purchase intention in buying halal food products, Halal Awareness influences the purchase intention in buying halal food products. Islamic Brand influences the purchase intention in buying halal food products, Exposure influences the purchase intention through halal awareness in buying halal food

products, Halal Certification influences the purchase intention through halal awareness in buying halal food products, Religious belief influences the purchase intention through halal awareness in buying halal food products.

1.2   Significance of the study

Based on the formulation of the problem and research objectives, significance of the study from the influence of halal labels on purchasing decisions are, first theoretically, the theoretical benefit of this research is to enrich specific knowledge about the behavior of Muslim consumers in deciding purchases related to halal labeled packaging products. The second practical of this research is the first, giving an explanation to the reader about the public opinion about halal labels on packaged food products through this research. Second, the results of this study can be a consideration and an objective basis for decision making in developing a halal product marketing strategy.

1.3   Scope of Research

The scope of this study is limitation of the problem needs to be done because there are many problems that must be discussed. Based on the problem of identification, this study focused only on variables Halal marketing, Islamic brand, Product ingredient, Halal awareness, Exposure, Halal certification and Religious belief related to the purchase intention for halal label food by consumers in West Java areas.

1.4 Organization of the *skripsi*

This *skripsi* begin with Introduction in the first section with clarify background data of the exploration, give the research question, limitation of research, and significance of the research. The second chapter give data with regard to the hypothetical data of the factors from the previous research. Third chapter clarify the sorts of technique being utilized of this research. At that point, fourth chapter talk about the result of this study by contrast it with previous research. At long last, the last chapter give the conclusions as noting research questions, it additionally including the suggestion or recommendation for managerial implication and future researcher.

CHAPTER II

LITERATURE REVIEW

2.1 Halal

Fischer (2010) define that Halal has been alluded as the benchmark for security and quality affirmation. While Alam & Sayuti (2011) define Halal refer to Quranic word meaning legitimate or permitted, which food and beverage standard is supported in the Quran. In the Quran, it is said that all food and beverages are halal except afar from those that are especially determined as Haram in The Qur'an, which is denied or unlawful. In the English tongue, Halal frequently is to sustenance that is permitted under Islamic law. In term of Arabic lingo, it means anything that is permitted under Islamic law (Syed & Nazura, 2011). Halal isn't any more just completely religious matter. It is also in the area of business and trade, and Halal transforming into an overall picture for product quality affirmation and direction for choosing products (Lada et al., 2009).

Halal food contained in the Qur'an Surat Al Baqarah chapter 1 verse 168 which means *"O mankind, eat from whatever is on earth [that is] lawful and good and do not follow the footsteps of Satan. Indeed, he is to you a clear enemy"*. Based on Islamic Council of Victoria in its article entitled "What is Halal? A Guide for Non-Muslims" halal is free from any part that Muslims are denied from expending as indicated by Islamic law.

2.2 Purchase Intention

Purchase intention is the inclination of buyers to purchase something or take activities identified with purchasing and estimating with the level of probability for

customers to make a buy (Khomariah, 2017). According to Haque et al. (2016) there are some indicator of intention to purchase halal product which are age, level of educational. religious lesson and animal safety as cited in (Blackler, 2006). The announcement needs to purchase or not purchase, will purchase or won't purchase, will purchase once more or won't complete a recurrent buy (Endah, 2015). According to Waskito (2015) Purchase Intention is when buyer specifically prefer to buy an item in some situation. Purchase intention is a kind of decision-making that observe the motivation to purchase a certain brand by customer (Shah, et al., 2012). Purchase Intention demonstrates an individual human reason to purchase halal food items. For example, a Muslim customer has the aim to purchase halal food item which is shown at the display area (Aziz & Chok, 2013).

Based on the construct of this study is Theory Planned Behavior (Ajzen, 1991), TPB identifies with three factor which is attitude, subject norms and perceived behavioral control. According to Azam (2016) Intention to buy is a state of desire for someone to make a buying behavior and it is considered as a direct obsession with behavior as cited in (Nazahah & Sutina, 2012; Nazura & Syed, 2011). Many factors that measuring Muslim purchase intention such as Product ingredients, Islamic brand, and Halal awareness (Azam, 2016).

Purchase intention is measured with "The probability to consider to buy halal packaged food product is high"; "I really consider buying halal packaged food product produced by non-Muslim manufacturers" (Azam, 2016); "I believe that halal food product is guaranteed with a halal certificate and is under the control of the Indonesian halal authority (LPPOM MUI)" (Haque et al., 2015); "I will

recommend my friend to buy Halal package product" and "My family prefer Halal food package product" (Waskito, 2015).

2.3 Halal Marketing

Halal marketing is advertising idea that adaptable, as the expansiveness and adaptability of the fundamental Shariah Islamiyah (Setyono, Kusumawati, & Mawardi, 2015). It will be characterized as the advancement of an item that interests in any capacity to the Muslim estimations of either the maker or the buyer, or both (Dean, 2014). Aziz & Chok (2013) defined as the procedure and technique (Hikmah) of satisfying need by Halal (Tayyibat) items and services with the shared assent and welfare (Falah) with two of them which are purchasers and venders have the intention to achieving material and otherworldly prosperity on this planet and the great beyond as cited in (Alom & Haque, 2011) . According to Awan (2015) the concept of halal marketing is a way of knowing consumer goods is very important to market halal food products. The food sector shares common standards with many other conventional sectors in terms of marketing, but, however, has clear implications as cited in (Jonathan and Wilson, 2012).

Laroche et al. (1996) recommend that factors, for example, consumers' thought in purchasing a brand and desire to purchase a brand can be utilized to measure customer purchase intention. Measurement of purchase intention of halal food is utilized routinely by marketing practitioner as the way to evaluate for marketing sales (Hossein, 2011).

Halal marketing is measured with "I will buy halal food label product when there is a discount" (Aziz & Chok, 2013); "Muslim sales promotion affecting your

buying decision of Halal food label product"; "I will buy a Halal food label product with familiar brand name"; "Price is affecting me to purchase Halal food products"; "Muslim celebrity is influence me in purchasing the Halal food label product" (Awan H. M., 2015).

2.4 Islamic Brand

Aziz & Chok (2013) brand names have extrinsic quality signals as cited in (Dodds and Monroe 1985). Noor (2010) define Islamic Brand as marking approach which is benevolent, or agreeable with Sharia' standards. As any exercises identified with the brand and advertising of nations, administration, and item to Muslim regardless of whether they got from a Muslim-minority or Muslim larger part nation or have Muslim proprietorship (Temporal, 2011). An item or services that meets the Sharia agreeable and any gatherings that engaged with Halal accreditations ought to be truly actualized strict techniques in getting the halal logo (Mohd Yusof & Wan Jusoh, 2014). Image conceded the organization against its items as a differentiator with different items. At the point when the item has a decent picture, it will have a positive effect to the network or purchaser (Yunus, Rashid, Ariffin, & Rashid, 2014).

As far as recognition, it has uncovered that lesser-known brands diminish purchasers' certainty, despite the fact that the item might be affirmed as halal by the nearby religious specialist body (Azam, 2016). Previous researcher has been found that the Islamic product brand has a significantly effect on consumers' trust in purchasing and expending halal label food, when it shows the "halalness" of the sustenance items. (Golnaz, 2009). In the other hand according to Azam (2016) the

result shows that there was no significant influence between Islamic brand on Muslim purchase intention and is not accepted.

Islamic brand can be measured with "Islamic brand affecting me in purchasing and consuming halal packaged food label product"; "I will buy halal packaged food product even is not a familiar with the brand"; "I will buy halal packaged food product from Arabic name" (Azam, 2016); "I believe that halal brand is high quality enough" (Aziz & Chok, 2013); "Islamic brands are enough to show "Halal" from Halal packaged food products" (Yunus et al., 2014).

2.5 Product Ingredient

Product ingredient is the data shown, information and Shariyah which vital for Muslims to consider in settling on their sustenance decision (Azam, 2016). In the other hand, According to Waskito (2014) Food ingredients are ingredients contained in food products as cited from (Yunus et al. 2014) Which food materials, extending from the moderately straightforward synthetic mixes toward one side of the range to complex entire sustenance's and fixings at the other (Blaauboera, Boobisb, Bradfordc, Cockburnd, & Constablee, 2016). Ensured halal item or no arrangement can be seen from food information on packaging items named as product ingredient (Yunus et al., 2014)

Product Ingredient turns into extra information for buyers to pick which item they will purchase. Information on product material, foreign terms, quality of ingredients are the measurement of food ingredient factors (Muhamad, Wan, Mohd, & Mohd, 2014). According to Azam (2016) it has been found that product ingredient have a significantly affect on Muslim consumers purchase intention. And

also, research that has been done in Indonesia which in java area by Danang et al. (2015) shows that variables food ingredient has a significantly effect on purchase intention.

Measurement of this construct are "I confident of the composition or ingredients used in the making halal packaged food product"; "Knowledge of the ingredients available in the halal packaged food product is very important for me" (Waskito, 2015); "I believe in purchasing halal packaged food" (Azam, 2016); "Halal label food products reflecting by Product ingredients the safety and quality of the food"; "Foreign materials create suspicion in terms of "Halal" (Yunus et al., 2014).

2.6 Halal Awareness

The word Halal awareness is really related to halal which means very high enthusiasm to experience something or potentially become very educated about what is happening now as food, drinks and halal goods (Azam, 2016). Whether someone might rather intuitively pay attention to a issue or problem that identifies with the halal part of what Allah permits (Azam, 2016). Halal awareness is awareness of people to consume halal products for Muslims (Yunus et al.,). When the level of comprehension of Muslims in knowing the problem identified with the idea of Halal (Nurcahyo & Hudrasyah, 2017). According to Waskito (2015) awareness is the ability to understand, feel, and become aware of an event and object.

Measurement of halal awareness variables are knowledge or understanding, conscious of Halal, cleanliness and product safety it refers to research conducted

by (Muhamad, Wan, Mohd, & Mohd, 2014). "Consuming Halal food label product is so vital for me"; "Slaughtering process of the food should follow Islamic rules" (Waskito, 2015); "I believe halal label product is hygiene and guarantee a food safety"; "I am aware on halal label food product due to religious obligation" (Azam, 2016). Many research shows that halal awareness gives significantly influenced to purchase intention (Azam, 2016); (Awan, Siddiquei, & Haider, 2015); (Waskito, 2015).

2.7 Exposure

According to Yasid et al. (2016) Exposure to the media with regards to halal food is an easiness that is utilized to educate about the halal food items, either through print media, for example, daily papers, magazines, or any electronic media, for example, TV, radio, web or other data channels, which could influence buyer consciousness of halal sustenance as cited from (Patnoad, 2001; Anderson et al. 1994). Exposure to halal food or goods can combine marketing in both newspaper, radio, TV, website or some other correspondence channels, can have an impact on the value of Muslim attention about halal food (Ambali & Bakar, 2014). Data for makers or data on halal items that can expand mark mindfulness for buyers (Khoerunnisa, 2016). Happens when the excitement is set in a individual's pertinent condition and comes surprisingly close to their tangible receptor nerves (Aulia & Rubiyanti, 2017). In the other hand, exposure can be defined as a process consumer are exposed to information in their environment such as marketing strategies, especially through their own behavior (Pramintasari & Fatmawati, 2017)

The most ideal methods for making individuals mindful of sorts of what they eat with regards to security and sterile condition which is the principle point of halal is through exposure lesson (Ambali & Bakar, 2014). Exposure can be measured with "Information about Halal packaged food products easy to get from social media such as tv, radio, magazines and Internet" (Ambali & Bakar, 2014); "Information about Halal packaged food products I got from seller's Sales promotion" (Pramintasari & Fatmawati, 2017); "I get the information about Halal packaged food products through friends in the social media and acknowledge that the social media is a major that affecting on their awareness of halal food" (Yasid, Farhan, & Andriansyah, 2015).

2.8 Halal Certification

Halal certification is an assurance of safeties for Muslims to have the capacity to devour a sustenance item as indicated by the lessons of Muslim (Nurcahyo & Hudrasyah, 2017). Meanwhile, Halal certification according to Hanzaee & Ramezani (2011) it not only ensures what Muslims spend or use as indicated by Islamic law but also urges them to fulfill halal steps. It is an intense factor in Muslim's utilization choice of whether an item is Halal. Subsequently, Halal orders and accreditation frameworks were built up to encourage Muslim shoppers in buying those items which fit in with Islamic law (Awan H. M., 2015).

Halal certification is viewed as an essential source or factor because the food or beverages can be confided as far as halal, wellbeing and cleanliness (Azam, 2016). Thus, halal certification can be as a symbol for all food and drink to be good to consume for Muslim that support by Muslims country law (Shaari & Arifin,

2010). And for the awareness itself to see the safeties and hygiene it is necessary to do labeling and it is related to healthiness food choices (Ambali & Bakar, 2014).

It is measured with "Halal logo is important in choosing food; "Choose halal food based on the Halal logo on the package" (Shaari & Arifin, 2010); "I feel free to consume foods from non-Muslim manufacturers that have halal logo"; "Food products produced by non-Muslim manufactures that have halal logo are make me safe to eat" (Azam, 2016); "Halal certified food is more expensive than non-certification" (Awan H. M., 2015).

2.9 Religious Belief

Religious conviction or belief is the best way for deciding on food choices given the fact that some religions impose some food restriction e.g. in Islam there some food that prohibited, such as pork or meat slaughtered but not with what is says in the Quran (Ambali & Bakar, 2014). Religion is one of the more oftentimes specified determinants of the ethical qualities that support moral principles (Emerson & Mckinney, 2010). Religiosity is characterized as "to what extent a human being obeys the religion they profess and its lessons, for example, people's thoughts and behavior reflect this dedication" (Johnson, Jang, Larson, & Li, 2001). Religiosity has an individual measurement speaking to a person's original connection to the consecrated (Slater, Edwards, & Hall, 2001). Spiritual values and religios belief set standards of behavior that directly and ultimately have an impact on the purchase intention of halal food products (Awan, Siddiquei, & Haider, 2015)

Religious belief is measured with "I only buy and consume halal edible food or product item"; "Consuming halal food or using halal products is compliant with

Islamic orders" (Ambali & Bakar, 2014); "Consuming Halal food is healthier option"; "Consuming Halal food it has more social and family acceptance"; "Consuming Halal food because of religious faith" (Awan, Siddiquei, & Haider, 2015).

2.10 Relationship among variables

2.10.1 Halal Marketing toward Purchase Intention of Halal Label Products

Research of Awan et al. (2015) find that factors affecting Halal product purchase intention in Pakistan is significant influence with Halal marketing. This finding reinforced by Setyono et al. (2015), and (Aziz & Chok, 2013). That also stated Halal marketing has significant positive toward Halal product.

2.10.2 Islamic Brand toward Purchase Intention of Halal Label Products

Based on Makrufah (2017) result it indicate that there is significant influence of Islamic halal labels on cosmetic purchase decisions. This result supported by (Khomariah, 2017) who stated that Islamic branding has significant influence of Halal label product on food and drink. But, many researchers also have the result that Islamic brand is not significantly influence toward purchase intention such as in Saudi Arabian consumers' (Azam, 2016). In Malaysia (Yunus, Rashid, & Ariffin, 2014). And in Indonesia (Sumandi, 2016)

2.10.3 Product Ingredient toward Purchase Intention of Halal Label Products

The result of Azam (2016) show that there is significant positive of product ingredient toward purchase intention. Then it supported by many researcher (Khomariah, 2017), (Waskito, 2015), and Yunus et al. (2014). But, according to

(Aziz & Chok, 2013) result that product ingredient is not significantly influence to purchase intention of Halal label product.

2.10.4 Halal Awareness toward Purchase Intention of Halal Label Products

Azam (2016) find the result which there is significant influence of halal awareness toward purchase intention. The result reinforced by (Waskito, 2015), Yunus et al. (2014), and (Khomariah, 2017). And some researcher have the result that the influence of Halal Awareness toward Purchase Intention is not supported (Awan H. M., 2015).

2.10.5 Exposure toward Halal Awareness

According to Azam (2016) result that exposure is significantly influence toward halal awareness. The result also supported by Ambali et al. (2014), (Yasid, Farhan, & Andriansyah, 2015), and (Khoerunnisa, 2016). That stated there is significant influence of exposure toward Halal awareness. Many researchers agree that exposure is strong predictor of purchase intention through Muslim awareness about halal packaged food from non-Muslim manufacturers (Azam, 2016; Yasid, Farhan, & Andriansyah, 2015; Ambali & Bakar, 2014; Khoerunnisa, 2016).

2.10.6 Halal Certification toward Halal Awareness

Previous research has revealed that Muslims' intention to buy have significantly influenced by halal certification (Azam, 2016). And based on the outcomes of Awan (2015) demonstrate that the top-level augmentation to predecessors of Halal food purchase intention is originating from marketing of Halal food. Then, previous research agree that Islamic brand is a vital element and brand is a predictor of purchase halal food intention (Yunus et al., 2014). Azam (2016) states

that there is significant influence of Halal certification toward Halal awareness. That finding supported by Ambali et al. (2013) and Ambali, (2012). Then, Halal certification are strong predictor of purchase intention through Muslim awareness about halal packaged food from non-Muslim manufacturers (Ambali & Bakar, 2014; Azam, 2016).

2.10.7 Religious Belief toward Halal Awareness

Azzam found that Muslims' intention to buy have significantly influenced by religious belief. Research of Yasid, (2016) find that there is significant positive of religious beliefs simultaneously to the Halal awareness toward halal food products. Then it supported by (Ambali, 2012), (Azam, 2016), Ambali et al. (2013), and (Rose & lutfi, 2015). Previous research shows that based on Halal awareness related to consumption behavior are religion and belief (Ambali & Bakar, 2014). Religious belief is a strong predictor of purchase intention through Muslim awareness about halal packaged food from non-Muslim manufacturers (Azam, 2016).

2.11 Research Gap

Based on the problem of identification, this study focused on variables Halal marketing, Islamic brand, product ingredient, Halal awareness, exposure, Halal certification and religious belief related to the purchase intention for halal label food by consumers in West Java areas. Many researches about factor affecting Purchase intention on halal label product by various researcher in Saudi Arabia (Azam, 2016); United Kingdom (Elseidi, 2016); U.S.A (Ajzen D. H., 2001); Pakistan (Awan H. M., 2015); Iran (Hanzaee & Ramezani, 2011); Malaysia (Yunus, Rashid,

& Ariffin, 2014). And any other country, and also in Indonesia had been done in some cities or area such as Malang (Khoerunnisa, 2016); Yogyakarta (Waskito, 2015; Pramintasari & Fatmawati, 2017); Sragen (Khomariah, 2017); Bandung (Aulia & Rubiyanti, 2017).

Yet, there is no research in West Java area who has Islam adherents become the majority of population in Indonesia with the 41.763.592 inhabitants are muslim from the total population in West Java with with 48.037.600 individuals (Badan Pusat Statistik, 2010). Most of them, 4.613.204 muslims of Bogor city, followed by Bandung with 3 104 184 muslim (Badan Pusat Statistik, 2010).

This research adding Halal marketing and exposure as one of the factors influence purchase intention of Halal product. Most previous researches did not use Halal marketing (Azam, 2016). and exposure as construct to determine purchase intention (Awan, Siddiquei, & Haider, 2015). It is demonstrated by examination done by this investigation on Portal Garuda: no Journal discusses about Halal marketing and exposure as construct to determine purchase intention. Then, Halal certification and Religious belief indirectly influences purchase intention through Halal awareness. Previous research using direct relationship between Halal certification (Aziz & Chok, 2013); and Religious belief to purchase intention (Ghadikolaei, 2016). And also, new location on Halal food product purchase intention research, which is in West Java, Indonesia.

CHAPTER III

METHODS

3.1 Research Design

In this chapter starts with the introduction of theoretical framework utilized, next will be hypothesis statements, then operational definition of variable is being used. Followed by describing research methodological, include sampling and inform about data collection and lastly explaining the data analysis techniques.

This study used a quantitative methodology. Survey strategy with questionnaire are being chosen as the source of primary data. Quantitative research techniques are inquiring about strategies managing numbers and anything that is quantifiable efficiently of examination of what happening and their connections (Mildred L. Patten, 2018). Information accumulation is finished utilizing a poll or questionnaire instrument. Survey analysis as a study on massive or little populations by choosing samples chosen from the specified population and to find frequency, distribution and interrelations (Kerlinger, 1973). According to level of the result, then it can be distinguished between associative and descriptive relations. Relationship or effect independent variable (X) against dependent variable (Y) (Waskito, 2015)

3.2 Theoretical Framework

Figure 3.1: Theoretical framework of this study

3.3 Hypothesis

H1: There is significant influence of Halal Marketing toward Purchase Intention of Halal Label Products

H2: There is significant influence of Islamic Brand toward Purchase Intention of Halal Label Products

H3: There is significant influence of Product Ingredient toward Purchase Intention of Halal Label Products

H4: There is significant influence of Halal Awareness toward Purchase Intention of Halal Label Products

H5: There is significant influence of Exposure toward Halal Awareness

H6: There is significant influence of Halal Certification toward Halal Awareness

H7: There is significant influence of Religious Belief toward Halal Awareness

3.4 Operational definitions of variables

Table 3.1: Operational definitions of variables

3.5 Instrument

The questionnaire comprised of 40 questions which isolated into 2 Screening question, then 5 demographic questions, 35 independent variable questions, and 5 dependent variable inquiries. Means that each variable has 5 questions. So, these are my questions.

Table 3.2 Questions used in this study

3.6 Sampling

The population of this research is male or female who live in West Java which is Indonesian Muslim who have ever purchase or consume Halal package food product aged from 18-40 years old.

Based on Waskito, (2015) suggest that to calculate the sample size is 5-10 multiple by the total questions or instrument that we use. In line with others statistical master who already done it in various studies (Hair & Sarstedt, 2011; Ho, 2014). and this study uses 40 questions that were asked, meaning 5 x 40 = 200 for the minimum sample, while for the maximum sample is 10 x 40 = 400 samples (Hair, Black, Babin, & Anderson, 2014; Hair, Ringle, & Sarstedt, 2011; Ho, 2014). And it is aligned with Fachri, (2015) who stated that to determine the sample size for SEM analyst is 5 multiples by total of indicator or the sample size that can be used about 100 until 200 samples.

There are two sampling techniques that can be used for the research. There is probability sampling and non-probability sampling (Alvi, 2016). Probability sampling means that the sampling is random so, everyone has the same chance to involved as a sample. And the other hand, one of sampling techniques that non-randomized and each sample element does not have the same opportunity to become a member of the population to be selected as part of the sample, it can be named as non-probability sampling (Taherdoost, 2016). There are some methods for non-probability sampling, are as follow, convenience, purposive, quota, and snowball sampling (Alvi, 2016). But researcher decided to use purposive sampling that can be determined as researchers have determined the criteria sample of the

population to take samples from the population. the researcher used the criteria based on researcher consideration or by the quota (Sugiyono, 2015). This sampling method is using non-probability or non-random survey which using purposive sampling. This study used purposive sampling and the criteria for respondents were Muslim who ever been purchase Halal packaged food product and live in West Java Indonesia.

3.7 Data collection method

Data collection method of this research is using spreading online questionnaire. Online questionnaire is the method that collecting data by giving respondent the question in online form such as google form. This research used Likert scale with the criteria is 1-5 from strongly disagree, disagree, neither disagree or agree, agree, strongly agree to measure how agree respondent answer and it has been done by previous research and the validity is already tested (Sugiyono, 2015). Since the topic is highly sensitive, having mid-point may be okay to gives respondent a middle option which more interesting for them (Losby, 2012). with the index in table above.

Table 3.3 5-point likert-type scale

In this research used Partial Least Square Structural Equation Model to analyze the data. In this research used software named SmartPLS 3 for hypothesis testing. PLS-SEM is so powerful to test the theory as compared to AMOS (Lowry & Gaskin, 2014). Hair et.al (2012) said that even though PLS-SEM usually running in a small sample size, it is also it can be using a larger sample size to represent the population and generate more accurate results of model estimation. It is able to

normalize the data for further analysis is another advantage of PLS-SEM (Ong, 2017). The PLS technique is one of the usually utilized by many researchers for structural equation modeling technique (Azam, 2016).

3.7.1 Validity Test

Validity test is an information that be able to trust based on the reality happened (Khomariah, 2017). So, in this research uses PLS using SmartPLS in order to assess the validity of instrument and the Structural equation model (SEM).

According to Wang et al. (2015) There are some ways for testing the data, the first one is convergent validity and the second one is discriminant validity. The different between convergent and discriminant validity is. Where, convergent is more reflecting two similar variables, then discriminant is reflecting two different variables with qualify different concept (Wang, French, & Clay, 2015). In this study analyzes outer loadings of the factors to check whether the object were stacked neatly on isolated segments and to check whether there was any cross-stacking among each item (Memon, 2014). Pay attention to the outer loadings and Average Variance Extracted (AVE) is the way to measure convergent validity (Heale, 2015). By seeing the outer loadings 0.5 is defined satisfactory was acceptable meanwhile, if the outer loadings 0.7 it can be defined as the satisfactory is very high (Memon, 2014).

3.7.2 Reliability Test

Reliability is related with the degree to which the instrument delivers similar outcomes in rehashed preliminaries (Hsiao, 2017). For reliability test, the estimation demonstrates the principal dependability score of the SmartPLS was

gotten. The Cronbach's alpha and Composite Reliability (CR) were inspected to see within stability between the data. A score greater than 0.70 is acceptable for each of the constructs for the composite reliability scores for reflective variables. It is acceptable if the score of CR that reflecting the variables is higher than 0.70 (Memon, 2014). And the Cronbach's alpha higher than 0.6 it can be defined as reliable (Hussein, 2015).

3.7.3 Respondent Profile

In this Study we used the usual analyzed such as gender, age, monthly average allowance, and researcher adding the demographic question such as where the respondents live, and also researcher have screening question the point is to know whether the respondent is fit with the criteria has been made by researcher or not. It covers the question more likely the respondent is Muslim or Non-muslim. If the respondent says No means non-Muslim, it means the question is not suitable and the respondent may close the questionnaire. And also the respondent should be live in West Java which means respondents are the target audience of the research focus of the researcher.

3.7.4 Descriptive Analysis

Descriptive analysis is an empirical descriptive for to show an overview for the data that has been collected (Ferdinand & Agusty, 2012). the data in question is data originating from the results of the answers that have been asked through the questionnaire that has been distributed to the sample which will then be processed through SmartPLS 3 and the result from the SmartPLS 3 will be created in a table and then explanation will be given. The average of respondents' answer for some

items it can be called as mean score, meanwhile how big of the spread of each person answer from the average score it can be said as Standard Deviation (Malhotra, 2017).

3.7.5 Inferential Analysis

In this research used software named SmartPLS 3 for hypothesis testing. Structural Equation Modeling (SEM) can be implemented by using Partial Least Square (PLS) as the one of the methods. PLS can be as prediction when the premise of the model structure hypothesis is still said to be weak and the measurement indicator is not fit with the ideal outer model (Ghozali & Latan, 2015).

By seeing at the *p* value or seeing at the comparison in t-table and t-statistic value we can find out or measure the level of significance of the hypothesis, it can define as hypothesis testing. If the value of t-table and t-statistic value is higher than 1.96, then it can be said that the hypothesis is good or accepted hypothesis, and if the value of both is less than 1.96 then the hypothesis can be said to be rejected or the hypothesis not accepted. then hypothesis testing can also be measured from the *p* value, if the *p* value is less than 0.05 ($p < 0.05$) that means the hypothesis is accepted, and also the opposite if the *p* value is more than 0.05, the hypothesis is declared not accepted.

The function of R^2 (R-square) is show the inner model analysis. According to Sarwono et al. (2015) if the R^2 is higher than 0.75, it is considered as solid or strong. The consequence of R^2 is the difference of the develop portrayed by the model. R^2 reflecting the extent of change in dependent variables are appeared as an informative intensity of the model (Azam, 2016). The R^2 esteem at 0.75; 0.50; and

0.25 for dependent valuable in the basic model thought about considerable, moderate, and frail.

CHAPTER IV

RESULTS AND DISCUSSION

This study start spreading the questionnaire is from 17th October until 7th November answer from respondent was collected through some platform such as social media, Instagram is the one of social media that researcher used as well as instant messenger such as WhatsApp and Line in mobile apps. Researcher provide lucky draw by giving phone balance, Ovo balance, and T-cash balance to encourage the respondent to answer the question as honest as possible. A total number of responses that answering the questionnaire there were 263 respondents, but there were a total of valid answer is 253 responses.

4.1 Validity and Reliability Test

4.1.1 Validity Test

Validity test consist of convergent validity and discriminant validity

4.1.1.1 Convergent Validity

The questionnaire result processed to the SmartPLS 3 software to calculate the PLS algorithm. The results of all answers will be presented in table form.

Table 4.1 Outer Loadings

From the Table 4.1 shows that the result of outer loading of Halal label packaged product on every construct has value above 0.5, and we can say that all the variable has meet the standard of the requirement for convergent validity. The highest score will be at 0.88 which is for HC4 and the other hand the lowest score will be at 0.71 which is for IB4.

Table 4.2 Average Variance Extracted (AVE)

After outer loading, the next will be Average Variance Extracted (AVE) so, from Table 4.2 shows that AVE for all the construct is above 0.5, so all the variable from AVE also passed the requirement of convergent validity. The highest score for the AVE that was Halal certification with 0.75. Meanwhile the lowest AVE score was Islamic Brand with 0.55.

From these two, outer loading and Average Variance Extracted (AVE) result, it concluded that all the construct or variable has meet the requirement to pass the convergent validity test.

4.1.1.2 Discriminant Validity

Discriminant is reflecting two different variables with qualify different concept. To do that, cross loading is the way to show the discriminant validity. In order to assess that the requirement of each variable of their construct should be the highest loading compared to others variable. The following table will show the cross loading of all variables.

Table 4.3 cross loading

From Table 4.3 had shown all the variable of their construct was the highest loading compared to other variable, it means all the variable of this research has meet the requirement of the discriminant validity.

By seeing the convergent and discriminant validity or outer model analysis it is showing that the construct of this research is valid.

4.1.2 Reliability Test

Table 4.4 Cronbach's Alpha and Composite Reliability

One of the requirements of reliability test is Cronbach's Alpha score must be above 0.6. According to table 4.4 for purchase intention or dependent variable of this research, the score of Cronbach's Alpha was 0,78 it means the variable passed the reliability test. Further, Independent variable of this research such as Halal marketing the score was 0,86; Islamic brand the score was 0,73; product ingredient was 0,81; Halal awareness was 0,74; Exposure was 0,76; Halal certification was 0,67 and for the religious belief the score was 0,66. The result show dependent and independent variable all passed Cronbach's Alpha requirement. Also, the highest score of Cronbach's Alpha was Halal marketing with 0,86 and the lowest score of Cronbach's Alpha was religious belief with 0,66.

And the other requirement is the Composite Reliability (CR) score should be greater than 0,7. Based on table 4.4 show purchase intention or dependent variable of this research, the score of Composite reliability (CR) was 0,86 it means the variable passed the reliability test. Further, Independent variable of this research such as Halal marketing the score was 0,91; Islamic brand the score was 0,83; Product Ingredient was 0,87; Halal awareness was 0,85; Exposure was 0,85; Halal certification was 0,85 and for the religious belief the score was 0,85 also meet composite reliability (CR) requirement. Then, the highest score of Composite reliability (CR) was Halal marketing with 0,91 and the lowest score of Cronbach's Alpha was Islamic brand with 0,83.

Thus, all the variables meet the Cronbach's Alpha and Composite Reliability requirement. It means all variable on this research is valid and passed the reliability test.

4.2 Respondent Profile

Focus of this research is find the respondent were Muslim who live in West Java Province. There were 253 respondents who answering the questionnaire to analyzed.

Table 4.5 Respondents by Gender

Respondent profile based on gender shows in table 4.5. from 253 respondent who answering the questionnaire, 138 people are female with percentage is 54,5%. And then 115 people are male with percentage is 45.5%.

Table 4.6 Respondents by Age

Respondent profile based on age shows in table 4.6. from 253 respondent who answering the questionnaire, 140 people in the age of 18-20 years old with percentage is 55.3%. 102 people in the age of 21-25 years old with the percentage is 40.3% and 11 people in the age of under 18 years old with percentage is 4.4%. Yet, surprisingly there is no respondent who in the age of above 25 years old.

Table 4.7 Respondents by Total Monthly Allowance

Respondent profile based on total monthly allowance shows in table 4.7. from 253 respondent who answering the questionnaire. 158 people having total monthly expenses as much as Rp2,000,001 – Rp5,000,000 it bigger than the other

with percentage is 62.5%. 78 people having total monthly expenses as much as less than Rp2,000,000 with percentage is 30.8%. 17 people having total monthly expenses as much as more than Rp5,000,000 with percentage is 6.7%.

Table 4.8 Respondents by Domicile

Respondent profile based on domicile shown in table 4.8. from 253 respondent answering the questionnaire. The most answer are coming from Bekasi with 114 people and it is the highest among the others with percentage is 45,1%. The second top answer are coming from Bandung with 43 people with percentage is 17%. The third top answer are coming from Bogor with 40 people with percentage is 15,8%. The rest are coming from Karawang with 20 people (7.9%), Depok with 11 (4,3%), Sukabumi with 3 people (1,2%), Cikarang with 3 people (1,2%), Garut with 2 people (0,8%) Majalengka with 1 people (0.4%), Banten with 1 people (0,4%).

4.3 Descriptive analysis

Table 4.9 Descriptive Statistics of Instrument

Table 4.9 shows on PI1, the respondent with monthly allowance less than Rp2.000.000 (m=4.741, sd=0.813); more than Rp5.000.000 (m=5.000, sd=0.000); between Rp2.000.001 until Rp5.000.000 (m=4.933, sd=0.258) indicate that the respondent agreed to the statement "*My family prefer Halal food packaged product*". on PI4, the respondent with monthly allowance less than Rp2.000.000 (m=4.037, sd=1.091); More Than Rp5.000.000 (m=4.400, sd=0.894); between Rp2.000.001 until Rp5.000.000 (m=3.867, sd=1.246) indicate that the respondent

agreed to the statement "*I really consider to purchase halal packaged food product made by non-Muslim manufacturers*". On HA2, the respondent with monthly allowance less than Rp2.000.000 (m=4.370, sd=1.043); more than Rp5.000.000 (m=4.800, sd=0.447); between Rp2.000.001 – Rp5.000.000 (m=4.600, sd=0.632) indicate that the respondent agreed to the statement "*I am aware on halal label food product due to religious obligation*". On HA3, the respondent with monthly allowance less than Rp2.000.000 (m=4.296, sd=1.031); more than Rp5.000.000 (m=5.000, sd=0.000); between Rp2.000.001 – Rp5.000.000 (m=4.467, sd=0.640) indicate that the respondent agreed to the statement "*I'm sure about the Halal food ingredients*". On HC4, the respondent with monthly allowance less than Rp2.000.000 (m=4.556, sd=0.934); more than Rp5.000.000 (m=5.000, sd=0.000) between Rp2.000.001 – Rp5.000.000 (m=4.333, sd=0.967) indicate that the respondent agreed to the statement "*Halal logo is important in choosing food*". On HC5, the respondent with monthly allowance less than Rp2.000.000 (m=4.074, sd=1.107); More Than Rp5.000.000 (m=5.000, sd=0.000); between Rp2.000.001 – Rp5.000.000 (4.067, sd=1.163) indicate that the respondent agreed to the statement "*I choose halal food based on the Halal logo on the packaged*".

4.4 Inferential Analysis

The aim of hypothesis testing is to measure the level of significant among independent variable toward dependent variable. This research used bootstrapping features in SmartPLS 3 to test the hypothesis.

If the value of t-table and t-statistic, value is higher than 1.96, and also *p*-value below 0.05 then it can be said that the hypothesis is good or accepted

hypothesis, and if the value of both is less than 1.96 then the hypothesis can be said to be rejected or the hypothesis not accepted. Then, hypothesis testing can also be measured from the *p* value, if the *p* value is less than 0.05 (p <0.05) that means the hypothesis is accepted, and also the opposite if the *p* value is more than 0.05, the hypothesis is declared not accepted.

Table 4.10 Path coefficient T-statistics and P-value

4.4.1 Hypothesis Testing H1 (There is significant influence of Halal Marketing toward Purchase Intention of Halal Label Products)

From table 4.9 indicate that the relationship between halal marketing toward purchase intention of halal label product based on observation from Path Coefficients, t-statistic is 0,819 and p-value is 0,413. Thus, it can conclude that if t-statistic is lower than 1.96 and p-value is higher than 0.05, this is shows that halal marketing is not give significant influence toward purchase intention of halal label product or it can be said that the hypothesis is not accepted.

4.4.2 Hypothesis Testing H2 (There is significant influence of Islamic Brand toward Purchase Intention of Halal Label Products)

The relationship between Islamic brand toward purchase intention of halal label product based on observation from Path Coefficients shown in table 4.9, t-statistic is 2,786 and p-value is 0,006. Consequently, conclude that if t-statistic is higher than 1.96 and p-value is lower than 0.05, this is shows that Islamic brand has significant influence toward purchase intention of halal label product or it can be said that the hypothesis is accepted.

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4.4.3 Hypothesis Testing H3 (There is significant influence of Product Ingredient toward Purchase Intention of Halal Label Products)

The score of t-statistic of this research is 0.236 and p-value is 0.814 as shown as table 4.9. since t-statistic of this hypothesis is not higher than 1.96 and p-value is not lower than 0.05. Therefore, product ingredient is not giving significant influence toward purchase intention of Halal label product or the hypothesis can be said as rejected or not accepted.

4.4.4 Hypothesis Testing H4 (There is significant influence of Halal Awareness toward Purchase Intention of Halal Label Products)

The relationship between Halal awareness toward purchase intention of Halal label product. From score of t-statistic of this research is 11.001 and p-value is 0.000 which fulfill the requirement of t-statistic must be ≥ 1.96 and p-value must be ≤ 0.05 and this is shows as accepted hypothesis or Halal awareness is the most significant influence variable toward purchase intention of Halal label product.

4.4.5 Hypothesis Testing H5 (There is significant influence of Exposure toward Halal Awareness)

The relationship between exposure toward Halal awareness based on observation from Path Coefficients shown in table 4.9, t-statistic is 3,542 and p-value is 0,000. However, if t-statistic is higher than 1.96 and p-value is lower than 0.05, this is shows that exposure has significant influence toward Halal awareness or it can be said that the hypothesis is accepted.

4.4.6 Hypothesis Testing H6 (There is significant influence of Halal Certification toward Halal Awareness)

The relationship between Halal certification toward Halal awareness. From score of t-statistic of this research is 3.976 and p-value is 0.000 which fulfill the requirement of t-statistic must be $\geq$ 1.96 and p-value must be $\leq$ 0.05 and this is shows as accepted hypothesis or Halal certification has significant influence toward Halal awareness.

4.4.7 Hypothesis Testing H7 (There is significant influence of Religious Belief toward Halal Awareness)

The relationship between Religious belief toward Halal awareness. From score of t-statistic of this research is 3.794 and p-value is 0.000 which it is passed the requirement of t-statistic must be $\geq$ 1.96 and p-value must be $\leq$ 0.05. as the result Halal certification has significant influence toward Halal awareness or the hypothesis is accepted.

4.4.8 R-square (R²)

Table 4.11 R-square (R²)

R^2 (R-square) is the part of inner model evaluation in SmartPLS 3 R² reflecting the extent of change in dependent variables are appeared as an informative intensity of the model. In this research used 2 variables that being influence by another variable such as purchase intention influence by Halal

marketing, product ingredient, Islamic brand, Halal awareness and also Halal awareness influence by exposure, Halal certification and religious belief.

From table 4.10 shows R² (R-square) for purchase intention is 0.626, and R² (R-square) for Halal awareness is 0.575. Furthermore, it is estimated 62,6% purchase intention of halal label product can be influenced by Halal marketing, product ingredient, Islamic brand, Halal awareness and the rest 37,4% is influenced by another variable; 57,5% Halal awareness can be influenced by exposure, Halal certification and religious belief and the rest 42.5% is influenced by another variable.

4.5 Discussion

The empirical study of this research shows the important of halal label product as indicators to gaining customers' intention to purchase. Based on the result above, indicator of halal label product which is Islamic Brand has significant influence toward purchase intention. This result is in line with the finding of Khiomariyah, N. (2017) Islamic brand has positive and significant influence on buying interest or purchase intention. Other research (Makrufah, 2017) also showed the same phenomena, brand image positively affects the purchasing decision of cosmetics.

Halal awareness has positive and significant influences purchase intention. This result is in line with the finding of Afshan Azam, (2016) and Yunus et al, (2014) Halal awareness has significant influence Muslim's intention to buy Halal label food that made from Non-Muslim manufacturers.

Exposure influences Halal awareness significantly. This result is in line with the finding of Yuli A. (2016), exposure through advertisements on television,

newspaper, social media, banner or poster etc. and teaching by demonstrating or proving has a significant influence on level of awareness toward halal foods or products among Muslims.

Halal certification influences Halal awareness significantly. This result is in line with the finding of (Ambali, 2012; Aziz & Chok, 2013; Waskito, 2015) Halal certification enforcement has a direct influence affect towards halal foods or products among Muslims, Muslim in some other country are interested to buy foods or products by looking at the halal label certification. Another commitment was that the halal affirmation was more prescient of halal buying decision rather than halal awareness. halal confirmation is viewed as an extremely critical component for the customer with regards to buying decision. Halal accreditation and support status has consequently given hearty proof of the non-Muslim consumers' acknowledgment of halal sustenance as a very crucial, especially in Malaysia. Appropriately, halal affirmation has supported non-Muslim trust toward halal item because of its prioritizing cleanliness and quality materials.

Religious belief influences Halal awareness significantly. This result is in line with the finding of Yasida et. al, (2016) that religious beliefs affect consumer awareness of the Muslim halal food. Religious information or convictions is one of the fundamental indicator variables of food are prohibited, avoidance and exceptional directions as to specific perspectives. Religious belief or convictions is the best rule to decide what kind a food that good to consume. since there few religions force food consumption limitations (Azam, 2016).

Based on the result product ingredient does not significant influence toward

Purchase intention of Halal label products. According to the theory of encouragement. Refer to theory Hull theory in (Crider, 1983; Hergenhagen, 1976) which is additionally called decrease hypothesis leaving from the view that the life form has a particular drive. The drive is identified with the need to urge the people to act. Muslim people group in West Java simply eat as indicated by the buying power that they have, so they are urged to settle on choices about how to pick halal labeled food. The general population in picking halal-labeled sustenance must look from the place, the nature of the taste, and the cost. so, halal label insignificant influence toward purchase intention by Muslim people in west java, Indonesia. According to Path coefficients result Zakaria, (2016) stated that Halal marketing positive insignificant influence on purchase intention to buy halal label products when religiosity and Halal awareness seen at the same time. By increasing halal marketing act, it doesn't mean it will make raise the consumer behavior when they will decide to purchase more halal label products (Zainuddin Zakaria, 2016). this is demonstrate halal marketing act not be effective to encourage customer to buy more halal label product in west java area. And also, with halal certification, food or product it will automatically attract the Muslim customers to buy.

CHAPTER V

CONCLUSION AND RECOMENDATION

In this chapter five start with conclusion from question that has been answered. Furthermore, recommendation in term of academic and manager implication. And it will be closed with the future research.

5.1 Hypothesis Answers

This research aims to find the factor influencing purchase intention for halal label products. These are the research question answer.

The finding shown that Halal awareness is the strongest factor influencing purchase intention of Halal label products, it is aligned with research question of this study or it can be said as hypothesis is accepted. Moreover, the outcomes show that Halal awareness of halal label products is influenced by exposure, halal certification and religious belief. Islamic brand also has significant influence toward purchase intention of halal label products it is also reinforce the research question of this study or it can be said as hypothesis is accepted. Meanwhile, Halal marketing and product ingredient are not giving significant influence to purchase intention of halal label product it means that the hypothesis is not accepted, and it is not aligned with the research question of this study.

5.2 Future Recommendation

In recommendation section there are three main point of this study, first point it will be assigned as managerial implication which contain recommendation for the company to make intention to purchase of company's product raising. Secondly it will be the academic implication which contain recommendation for the

academical. And the third is future recommendation which contain recommendation for the next or the future research to make the research different.

5.2.1 Academic Implication

All the results of this study can be used academically as a reference for further research where the object of research can be compared with other objects that have similarities with the object, related with the intention to purchase in food or product halal certified and labeled. And also comprehend the knowledge in the field of marketing that can be developed. But sometimes the reality or the result not aligned with the theory.

5.2.2 Manager Implication

Halal certification or logo has positive influence on halal awareness. So, the company or especially small and medium enterprises that haven't registered their product should register their product to MUI in order to get halal certification. Because people in Indonesia are no longer just a country with the largest Muslim population in the world, but Indonesia also makes the country a potential consumer or market halal food product in the world. Meanwhile, Taiwan with the Taiwan External Trade Development Council were very enthusiastic in its efforts to provide valuable assistance amounting to 44 million rupiah for every Taiwanese enterprise who wanted to deal with halal certification (Yulianto, 2017). which makes the Taiwan government very excited in this matter because they believe that the market of Muslim communities in Indonesia is very large and much aware about the halal certificate things. Therefore, companies or small and medium businesses that do not want to make halal certificates in the next 2019 will be very less competitive

with Taiwanese products and other imported products that have halal certificates. And also, halal certificates can make the revenue of the restaurant twice based on Waroeng steak and shake experiences in Indonesia (Faqih, 2013).

Second, the result of this study shows that Islamic brand in Indonesia has positive influence toward purchase intention on halal label food or product. The researcher suggests to newcomers to do Islamic branding. In Malaysia, soft drink with Islamic brand is become very popular, because in Muslim customers mind is, they are belief that its product is Arabic product who automatically it is halal based on Islamic law without looking to the halal logo. For example, Zam zam Cola, and mecca Cola in a Muslim majority country a Islamic brand name "Zam zam" probably won't create the scarcest of doubts in Muslim buyers mind, as it is also the name of the water in mecca (Sarmidi, Nurfadilah, & Suharto, 2016).

Third, the result revealed that halal awareness is the most predictor toward purchase intention on halal label product, researcher suggest that manufacturer, company or small medium enterprises should pay attention to the level of awareness especially on halal certification (Aziz & Chok, 2013). By putting halal logo on their food package or to show the halal certificate for the store/restaurant in order to increase halal awareness of their product.

Fourth, the finding revealed that exposure and religious belief influences Halal awareness significantly. Researcher recommend manufacturer can use the media to get "image" of the food or product to increase people awareness with the objective is to improve the exposure of the people itself by educating and teaching the customer through videos in media social YouTube, Instagram, and any kind of

social media about the hygienist when they are making the food or product, cleanliness, health and the Halalness of their product.

Fifth, religious belief is guidance for Muslims in their life including the way they consume. Understanding this characteristic within society, company can contribute to create a healthy, safe and meaningful life for Muslims. For this reason, managers should embody halal awareness in their business to ensure that materials used in production process along with the production process itself meets halal requirements. Furthermore, integrated marketing of product should also meet halal standard so that employees understand that halal awareness is not only about what consumers' opinion about the products, but it is reflected in products and services provided by company.

Lastly, religious belief has significant influence on Muslim purchase intention of halal food or product, because it is such an orientation for Muslim consumer for choosing a food or product. By knowing this phenomenon, manufacturer should take a part of healthiness, safeness, and Halalness of the food for Muslims. Because of that, Halal awareness must always be carried out in its production steps. and ensure that all operational standard procedures applied in all production process and fit with the halal criteria.

5.2.3 Future Research

This research is made in Indonesia by using halal regulations from MUI and Islamic law. Researcher suggest for the future research is conducted in another country or area that has no regulation in term of halal label product. And it will interesting if next research adds other variables not examined in this study.

Researcher suggest the future studies to break down the marketing 4ps and the studies should be conducted in other area within Indonesia in different settings to confirm the framework.

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APPENDICES

Appendix 1 – Questionnaire

Hello! My name is **Aldwi Febri Adityo** I'm **President University** students batch 2015 majoring in **Business Administration**. Here, I would like kindly ask your participation in filling up this questionnaire, in order to support my thesis entitled "**PURCHASE INTENTION FOR HALAL LABEL PRODUCTS: AN EVIDENCE FROM INDONESIA**" as it is one of the requirements to graduate . Your participation in filling up the questionnaire means a lot in the completion of this research. We assure that it will not take your time too long.

The confidentiality of your identity and answers will be maintained and will only be used for research needs.

1. Are you willing to be one of the respondents in this study?
(Choose one)
   a. Yes, I am willing
   b. No, I'm not willing

ISI DAN LINGKARI SALAH SATU

YANG PALING SESUAI

1. Are you a muslim (Apakah anda seorang muslim?)
(Choose one)
   a. Yes
   b. No (You can stop here)
2. Are you live in West Java? (Apakah anda tinggal di Jawa Barat?)
(Choose one)
   a. Yes
   b. No (You can stop here)
3. Jenis kelamin :
   a. Pria
   b. Wanita

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4. Usia :
   a. di bawah 18 tahun
   b. 18 – 20 tahun
   c. 21- 25 tahun
   d. Di atas 25 tahun
5. Dimana anda tinggal?
   a. Bekasi
   b. Bogor
   c. Bandung
   d. Depok
   e. Kota lain : ……
6. Berapakah jumlah pendapatan pribadi Anda dalam satu bulan ?
   a. Kurang dari Rp 2.000.000
   b. Rp 2000.001 – Rp 5.000.000
   c. Lebih dari Rp. 5.000.000

HAL APA SAJA YANG MEMPENGARUHI MINAT UNTUK MEMBELI HALAL LABEL PRODUK?

Berilah tanda silang **(X)** pada jawaban yang menurut Anda paling tepat (satu jawaban saja)

No	1 = Sangat TIDAK SETUJU ---------------- 6 = Sangat SETUJU	JAWABAN				
	(Z) Purchase Intention					
1	Keluarga saya lebih memilih produk kemasan makanan halal	1	2	3	4	5
2	Saya akan merekomendasikan teman saya untuk membeli produk kemasan makanan halal	1	2	3	4	5
3	Saya percaya bahwa produk makanan halal dijamin dengan sertifikat halal dan berada di bawah kendali otoritas halal Indonesia LPPOM MUI	1	2	3	4	5
4	Saya benar-benar mempertimbangkan untuk membeli produk makanan kemasan halal yang diproduksi oleh produsen non-Muslim	1	2	3	4	5
5	Probabilitas untuk mempertimbangkan membeli produk makanan kemasan halal itu tinggi	1	2	3	4	5
	(Y4) Halal Awareness					
6	Saya percaya produk label halal itu bersih dan menjamin keamanan makanan	1	2	3	4	5
7	Saya sadar pada produk makanan berlabel halal karena kewajiban agama	1	2	3	4	5
8	Saya yakin tentang bahan makanan Halal	1	2	3	4	5
9	Mengkonsumsi produk label makanan halal sangat penting bagi saya	1	2	3	4	5
10	Proses penyembelihan makanan harus mengikuti aturan Islam	1	2	3	4	5
	(X1) Halal Certification					
11	Saya merasa bebas untuk mengkonsumsi makanan dari produsen non-Muslim yang memiliki logo halal	1	2	3	4	5
12	Produk makanan yang diproduksi oleh produsen non-Muslim yang memiliki logo halal membuat saya aman untuk makan	1	2	3	4	5
13	Makanan bersertifikat halal lebih mahal daripada non-sertifikasi	1	2	3	4	5
14	Logo halal itu penting dalam memilih makanan	1	2	3	4	5
15	Saya memilih makanan halal berdasarkan logo Halal pada kemasan	1	2	3	4	5
	(X2) Religious Belief					

16	Mengkonsumsi makanan halal adalah pilihan yang lebih sehat	1	2	3	4	5
17	Mengkonsumsi makanan halal itu memiliki penerimaan sosial dan keluarga yang lebih banyak	1	2	3	4	5
18	Mengkonsumsi makanan halal karena keyakinan agama	1	2	3	4	5
19	Mengkonsumsi makanan halal atau menggunakan produk halal sesuai dengan perintah Islam	1	2	3	4	5
20	Saya hanya membeli dan mengkonsumsi makanan atau produk makanan halal	1	2	3	4	5
	(Y1) Halal/ Islamic Marketing					
21	Saya akan membeli produk berlabel makanan halal ketika ada diskon	1	2	3	4	5
22	Promosi penjualan Halal mempengaruhi keputusan pembelian Anda dari produk label makanan halal	1	2	3	4	5
23	Saya akan membeli produk label makanan halal dengan nama merek yang sudah terkenal	1	2	3	4	5
24	Harga mempengaruhi saya untuk membeli produk makanan halal	1	2	3	4	5
25	Selebriti Muslim Mempengaruhi saya dalam membeli produk label makanan halal	1	2	3	4	5
	(Y2) Islamic Brand					
26	Merek Islam mempengaruhi saya dalam membeli dan mengonsumsi produk label makanan kemasan halal	1	2	3	4	5
27	Saya akan membeli produk makanan kemasan halal meskipun saya tidak akrab dengan merek tersebut	1	2	3	4	5
28	Merek Islami cukup untuk menunjukkan "Halal" dari produk makanan kemasan Halal	1	2	3	4	5
29	Saya akan membeli produk makanan kemasan halal dari merek Islam	1	2	3	4	5
30	Saya percaya bahwa merek halal cukup berkualitas tinggi	1	2	3	4	5
	(Y3) Food/ Product Ingredients					
31	Saya yakin dengan komposisi atau bahan yang digunakan dalam pembuatan produk makanan kemasan halal	1	2	3	4	5
32	Pengetahuan tentang bahan-bahan yang tersedia dalam produk makanan kemasan halal sangat penting bagi saya	1	2	3	4	5
33	Saya percaya dalam membeli produk makanan kemasan halal yang diproduksi oleh produsen non-Muslim	1	2	3	4	5
34	Produk makanan kemasan halal yang direfleksikan oleh produk mengandung unsur keamanan dan kualitas makanan	1	2	3	4	5
35	Bahan-bahan asing menciptakan kecurigaan dalam hal "Halal"	1	2	3	4	5
	(X1) Exposure					
36	Pengetahuan tentang produk makanan kemasan halal sangat diperlukan	1	2	3	4	5
37						

		1	2	3	4	5
38	Informasi tentang produk makanan kemasan Halal mudah didapat dari media sosial seperti tv, radio, majalah dan internet	1	2	3	4	5
39	Saya mendapatkan informasi tentang produk makanan kemasan Halal melalui teman-teman di media sosial dan mengakui bahwa media sosial adalah hal yang paling mempengaruhi kesadaran mereka akan makanan halal	1	2	3	4	5
40	Saya percaya kepada produsen non-Muslim yang menghasilkan produk makanan kemasan halal	1	2	3	4	5

Anda telah sampai pada bagian terakhir didalam kuesioner ini.

Terimakasih atas kesediaan Anda untuk berpartisipasi dana penelitian ini.

Figure 3.2 – Theoretical Framework
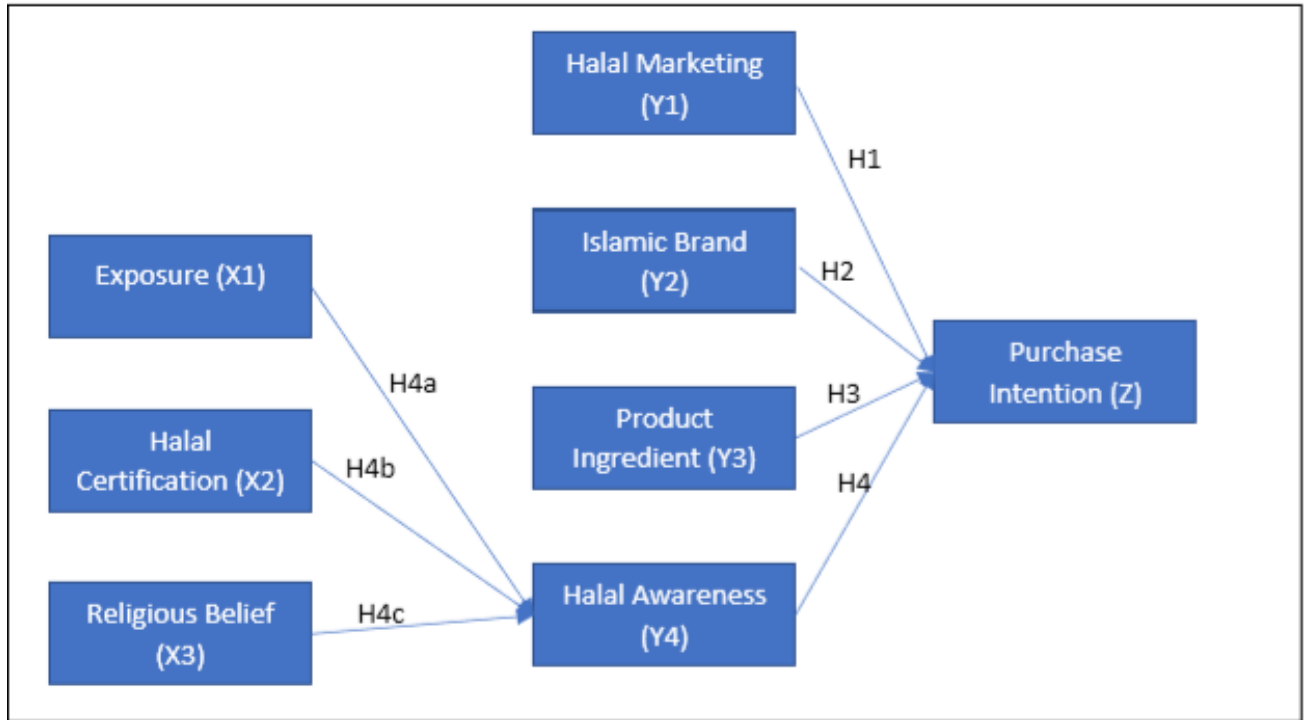
Table 3.1 – Operational definition of variables

Variable	Operational definition of variables	Indicator
Dependent Variable		
Purchase Intention (Khomariah, 2017)	Purchasing intention is the inclination of buyers to purchase something or take activities identified with purchasing and estimating with the level of probability for customers to make a buy	Intention to make a transaction Referential
Independent Variable		
Halal Marketing (Setyono, Kusumawati, & Mawardi, The effect of islamic marketing and corporate image on customer satisfaction and customer loyalty (study on customers of PT bank muamalat indonesia malang branch office), 2015).	Halal marketing is advertising idea that adaptable, as the expansiveness and adaptability of the fundamental Shariah Islamiyah	customer satisfaction and customer loyalty
Islamic Brand (Mohd Yusof & Wan Jusoh, 2014)	Halal/Islamic Brand can be defined as an item or services that meets the Sharia agreeable and any gatherings that engaged with Halal accreditations ought to be truly actualized strict techniques in getting the halal logo	Halal packaged Label products religious specialist body
Product Ingredient (Azam, 2016).	Product ingredient is the data shown, information and Shariyah which vital for Muslims to consider in settling on their sustenance decision	Quality of materials Information on product material Foreign term

Halal Awareness (Azam, 2016)	The word awareness with regards to halal actually implies having exceptional enthusiasm for or experience of something or potentially being very much educated of what is going on right now as to halal sustenances, beverages and items.	Understanding , conscious of Halal, Cleanliness and product safety
Exposure (Ambali & Bakar, 2014).	Exposure on halal food or items may incorporate marketing either on daily paper, TV, radio, web or some other channel of correspondence, it can impact Muslims' value of mindfulness about halal nourishments.	mindful of sorts of what they eat with regards to security and sterile condition
Halal Certification (Nurcahyo & Hudrasyah, 2017)	Halal certification is an assurance of safeties for Muslims to have the capacity to devour a sustenance item as indicated by the lessons of Muslim	see the safeties and hygiene healthiness food choices
Religious Belief (Ambali & Bakar, 2014).	Religious conviction or belief is the best rule to decide the food utilization in light of the fact that few religions force some food limitations e.g. restriction of pork and not customarily butchered meat in Islam and Judaism, and pork and meat or beef in Buddhism and Hinduism, and no food avoidance for Christianity	Faith Religious path

Table 3.2 – Question used in this study

Construct	Item	Indicator	Source
Purchase Intention to Halal Label Product	PI1	The probability to consider to buy halal packaged food product is high	Modified from (Azam, 2016)
Purchase Intention to Halal Label Product	PI2	I really consider buying halal packaged food product produced by non-Muslim manufacturers	Modified from (Azam, 2016)

Purchase Intention to Halal Label Product	PI3	I believe that halal food product is guaranteed with a halal certificate and is under the control of the Indonesian halal authority (LPPOM MUI)	Modified from (Haque et al. 2015)
Purchase Intention to Halal Label Product	PI4	I will recommend my friend to buy Halal package product	Modified from (Waskito, 2015)
Purchase Intention to Halal Label Product	PI5	My family prefer Halal food package product	Modified from (Waskito, 2015)
Halal Awareness	HA1	Consuming Halal food label product is so vital for me	Modified from (Waskito, 2015)
Halal Awareness	HA2	I believe halal label product is hygiene and guarantee a food safety	Modified from (Azam, 2016)
Halal Awareness	HA3	I am aware on halal label food product due to religious obligation	Modified from (Azam, 2016)
Halal Awareness	HA4	Slaughtering process of the food should follow Islamic rules	Modified from (Waskito, 2015)
Halal Awareness	HA5	I'm sure about the Halal food ingredients	Modified from (Awan, Siddiquei, & Haider, 2015)
Halal Certification	HC1	Halal logo is important in choosing food	Modified from (Shaari & Arifin, 2010)
Halal Certification	HC2	Choose halal food based on the Halal logo on the package	Modified from (Shaari & Arifin, 2010)
Halal Certification	HC3	I feel free to consume foods from non-Muslim manufacturers	Modified from (Azam, 2016)

		that have halal logo	
Halal Certification	HC4	Food products produced by non-Muslim manufactures that have halal logo are make me safe to eat	Modified from (Azam, 2016)
Halal Certification	HC5	Halal certified food is more expensive than non-certification	Modified from (Awan, Siddiquei, & Haider, 2015)
Religious belief	RB1	I only buy and consume halal edible food or product item	Modified from (Ambali et al. 2012)
Religious belief	RB2	Consuming Halal food is healthier option	Modified from (Awan, Siddiquei, & Haider, 2015)
Religious belief	RB3	Consuming Halal food it has more social and family acceptance	Modified from (Awan, Siddiquei, & Haider, 2015)
Religious belief	RB4	Consuming Halal food because of religious faith	Modified from (Awan, Siddiquei, & Haider, 2015)
Religious belief	RB5	Consuming halal food or using halal products is compliant with Islamic orders	Modified from (Ambali et al. 2012)
Halal Marketing	HM1	I will buy halal food label product when there is a discount	Modified from (Aziz & Chok, 2013)
Halal Marketing	HM2	Muslim sales promotion affecting your buying decision of Halal food label product	Modified from (Awan, Siddiquei, & Haider, 2015)
Halal Marketing	HM3	I will buy a Halal food label product with familiar brand name	Modified from (Awan, Siddiquei, & Haider, 2015)

Halal Marketing	HM4	Price is affecting me to purchase Halal food products	Modified from (Awan, Siddiquei, & Haider, 2015)
Halal Marketing	HM5	Muslim Celebrity is Influence me in purchasing the Halal food label product	Modified from (Awan, Siddiquei, & Haider, 2015)
Islamic Brand	IB1	Islamic brand affecting me in purchasing and consuming halal packaged food label product	Modified from (Azam, 2016)
Islamic Brand	IB2	I will buy halal packaged food product even is not a familiar with the brand	Modified from (Azam, 2016)
Islamic Brand	IB3	Islamic brands are enough to show "Halal" from Halal packaged food products	Modified from (Yunus, Rashid, & Ariffin, 2014)
Islamic Brand	IB4	I believe that halal brand is high quality enough	Modified from (Aziz & Chok, 2013)
Islamic Brand	IB5	I will buy halal packaged food product from the brand	Modified from (Azam, 2016)
Product Ingredients	PIG1	I confident of the composition or ingredients used in the making halal packaged food product	Modified from (Waskito, 2015)
Product Ingredients	PIG2	Knowledge of the ingredients available in the halal packaged food product is very important for me	Modified from (Waskito, 2015)
Product Ingredients	PIG3	I believe in purchasing halal packaged food	Modified from (Azam, 2016)

		product produced by non-Muslim manufacturers	
Product Ingredients	PIG4	Halal packaged food product reflecting by Product ingredients the safety and quality of the food	Modified from (Yunus, Rashid, & Ariffin, 2014)
Product Ingredients	PIG5	Foreign materials create suspicion in terms of "Halal"	Modified from (Yunus, Rashid, & Ariffin, 2014)
Exposure	E1	Knowledge about a Halal packaged food product is very necessary	Modified from (Azam, 2016)
Exposure	E2	Information about Halal packaged food product easy to get from social media such as tv, radio, magazines and Internet.	Modified from (Ambali & Bakar, 2014)
Exposure	E3	Information about Halal packaged food product I got from seller's Sales promotion	Modified from (Pramintasari & Fatmawati, 2017)
Exposure	E4	I get the information about Halal packaged food product through friends in the social media and acknowledge that the social media is a major that affecting on their awareness of halal food	Modified from (Yasid, Farhan, & Andriansyah, 2015)
Exposure	E5	I believe in non-Muslim producers who produce halal packaged food products.	Modified from (Azam, 2016)

Table 3.3 – five-point likert-type scale

Indicator	Positive	Negative
Strongly agree	5	1
Agree	4	2
Disagree	3	3
Very Disagree	2	4
Strongly Disagree	1	5

Tabel 4.1 – Outer Loading

	Expo-sure	Halal Aware-Ness	Halal Certific-ation	Halal Marke-ting	Islamic Brand	Product Ingredie-nt	Purchase Intention	Religious Belief
E1	0,728							
E2	0,822							
E3	0,719							
E4	0,789							
HA2		0,820						
HA3		0,818						
HA4		0,793						
HC4			0,880					
HC5			0,855					
HM1				0,855				
HM2				0,856				
HM4				0,829				
HM5				0,847				
IB1					0,741			
IB2					0,774			
IB3					0,743			
IB4					0,713			
PI2							0,819	
PI3							0,748	
PI4							0,742	
PI1							0,818	
PIG1						0,834		
PIG2						0,818		
PIG4						0,789		
PIG5						0,758		
RB4								0,878
RB5								0,855

Tabel 4.2 – Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Exposure	**0,586**
Halal Awareness	**0,657**
Halal Certification	**0,752**
Halal Marketing	**0,717**
Islamic Brand	**0,552**
Product Ingredient	**0,640**
Purchase Intention	**0,612**
Religious Belief	**0,751**

Tabel 4.3 – Cross Loading

	Expo-sure	Halal Awar-eness	Halal Certifi-cation	Halal Mark-eting	Islamic Brand	Product Ingredi-ent	Purchase Intention	Religious Belief
E1	**0,728**	0,540	0,557	0,325	0,552	0,480	0,604	0,561
E2	**0,822**	0,523	0,519	0,400	0,563	0,384	0,491	0,471
E3	**0,719**	0,411	0,417	0,426	0,558	0,339	0,423	0,390
E4	**0,789**	0,540	0,446	0,433	0,554	0,481	0,516	0,431
HA2	0,544	**0,820**	0,528	0,209	0,432	0,368	0,686	0,505
HA3	0,571	**0,818**	0,569	0,274	0,468	0,443	0,611	0,558
HA4	0,498	**0,793**	0,515	0,139	0,336	0,394	0,571	0,498
HC4	0,566	0,599	**0,880**	0,252	0,452	0,399	0,674	0,577
HC5	0,539	0,550	**0,855**	0,256	0,425	0,395	0,592	0,515
HM1	0,432	0,192	0,247	**0,855**	0,465	0,426	0,267	0,133
HM2	0,428	0,258	0,261	**0,856**	0,465	0,426	0,277	0,182
HM4	0,416	0,183	0,210	**0,829**	0,462	0,416	0,273	0,139
HM5	0,465	0,239	0,274	**0,847**	0,592	0,484	0,276	0,231
IB1	0,567	0,364	0,424	0,466	**0,741**	0,454	0,381	0,399
IB2	0,534	0,452	0,414	0,353	**0,774**	0,369	0,511	0,383
IB3	0,576	0,342	0,346	0,449	**0,743**	0,433	0,367	0,321
IB4	0,484	0,334	0,297	0,529	**0,713**	0,533	0,309	0,277
PI1	0,508	0,597	0,589	0,236	0,456	0,363	**0,818**	0,536
PI2	0,519	0,620	0,580	0,172	0,375	0,327	**0,819**	0,569
PI3	0,576	0,598	0,556	0,317	0,445	0,384	**0,748**	0,510
PI4	0,492	0,594	0,561	0,283	0,423	0,383	**0,742**	0,484
PIG1	0,462	0,446	0,346	0,480	0,502	**0,834**	0,401	0,310
PIG2	0,353	0,385	0,363	0,321	0,366	**0,818**	0,334	0,263
PIG4	0,479	0,410	0,441	0,340	0,489	**0,789**	0,401	0,388
PIG5	0,474	0,334	0,307	0,514	0,503	**0,758**	0,345	0,354

RB4	0,520	0,577	0,481	0,157	0,419	0,349	0,547	**0,878**
RB5	0,538	0,534	0,618	0,196	0,397	0,369	0,620	**0,855**

Tabel 4.4 – Cronbach's Alpha and Composite Reliability

	Cronbach's Alpha	Composite Reliability
Exposure	0,765	0,850
Halal Awareness	0,740	0,852
Halal Certification	0,671	0,859
Halal Marketing	0,868	0,910
Islamic Brand	0,736	0,831
Product Ingredient	0,812	0,877
Purchase Intention	0,788	0,863
Religious Belief	0,669	0,858

Table 4.5 – Respondents by Gender

Gender	Number	Percentage (%)
Male	115	45.5
Female	138	54.5
Total	253	100

Table 4.6 – Respondents by Age

Age	Number	Percentage (%)
<18	11	4.4
18-20	140	55.3
21-25	102	40.3
>25	0	0
Total	253	100

Table 4.7 – Respondents by Total Monthly Allowance

Total Monthly Allowance	Number	Percentage (%)
Less than Rp 2,000,000	78	30.8
More than Rp 5,000,000	17	6.7
Rp 2,000,001- Rp 5,000,000	158	62.5
Total	253	100

Table 4.8 – Respondents by Domicile

Where respondents live	Number	Percentage (%)
Bekasi	114	45,1
Bogor	40	15.8
Bandung	43	17.0
Depok	11	4,3
Karawang	20	7,9
Sukabumi	3	1,2
Cikarang	3	1,2
Garut	2	0.8
Majalengka	1	0,4
Banten	1	0.4
Total	253	100

Tabel 4.9 – Descriptive Statistics of Instrument

Variable			Monthly Allowance	Mean	StDev
Purchase Intention		PI1	Less Than Rp2.000.000	4.741	0.813
			More Than Rp5.000.000	5.000	0.000
			Rp2.000.001 – Rp5.000.000	4.933	0.258
		PI4	Less Than Rp2.000.000	4.037	1.091
			More Than Rp5.000.000	4.400	0.894
			Rp2.000.001 – Rp5.000.000	3.867	1.246
Halal Awareness		HA2	Less Than Rp2.000.000	4.370	1.043
			More Than Rp5.000.000	4.800	0.447
			Rp2.000.001 – Rp5.000.000	4.600	0.632
		HA3	Less Than Rp2.000.000	4.296	1.031
			More Than Rp5.000.000	5.000	0.000
			Rp2.000.001 – Rp5.000.000	4.467	0.640

Halal Certification		HC4	Less Than Rp2.000.000	4.556	0.934
			More Than Rp5.000.000	5.000	0.000
			Rp2.000.001 – Rp5.000.000	4.333	0.967
		HC5	Less Than Rp2.000.000	4.074	1.107
			More Than Rp5.000.000	5.000	0.000
			Rp2.000.001 – Rp5.000.000	4.067	1.163

Tabel 4.10 – Path Coefficients T-statistics and P-value SmartPLS 3.0

	Original Sample (O)	T-Statistics (|O/STDEV|)	P Values
Exposure -> Halal Awareness	0,314	3,542	0,000
Halal Awareness -> Purchase Intention	0,664	11,001	0,000
Halal Certification -> Halal Awareness	0,297	3,976	0,000
Halal Marketing -> Purchase Intention	0,046	0,819	0,413
Islamic Brand -> Purchase Intention	0,171	2,786	0,006
Product Ingredient -> Purchase Intention	0,015	0,236	0,814
Religious Belief -> Halal Awareness	0,264	3,794	0,000

Tabel 4.11 – R-Square (R²)

	R Square	R Square Adjusted
Halal Awareness	0,575	0,569
Purchase Intention	0,626	0,619