

# Intention To Purchase As Mediator Variable Of Halal Foods In The Penginyongan Area

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## **Abstract**

**Purpose** – To know and analyze the influence of intention, attitude, religiosity, brand awareness on halal foods. Halal foods are foods that have high levels of hygiene, quality and health content suggested by the Qur'an and Hadits.

Halal food is highly recommended because it can affect a person's mindset and can long life.

**Design/methodology/approach:** This research uses 180 students as respondents in the Penginyongan area, these respondents have a religious background and of course are Muslim. Respondents who were collected through questionnaires were analyzed using a software tool in the form of SEM –Amos.

**Findings** – The results show that all hypotheses have a significant positive effect, generally indicating that respondents consisting of students have a very strong desire to consume halal food, because consuming halal food will have a positive impact, especially for health. On the other hand, respondents believe that halal food really helps all activities more well and makes respondents behave well.

**Originality/value** – This study focuses on halal foods consumed by students, especially in the Penginyongan area where the community is Muslim.

**Keywords** – Halal Foods, intention to purchase, attitude, religiosity, brand awareness.

## **1. Introduction**

A habit is something that is not easy to change, there is a high consistency in doing this (Hofstede, 2015), this can be seen from a culture that exists in Central Java, precisely in the west, namely in the form of Penginyongan. Penginyongan is a Javanese sub-culture, precisely in the western part of Central Java. According to (Ramadhan & Masykur, 2018) Penginyongan culture has a unique identity that is different from Javanese culture in general, so this uniqueness has its own characteristics, this can be found in the form of local wisdom of the Penginyongan community which adheres to the Cablaka concept.

Cablaka in this culture appears in the way of life as an example of the habit of consuming

halal products, According to (Akın & Okumuş, 2020; Bashir, 2019) halal itself is a belief that is recognized by all Muslims by considering what is needed by Muslims to know the component information the basis of Islamic rules so that this becomes the difference between halal and not (Mohamed Ismail, 2015; Wilson et al., 2013). The concept of halal itself has developed from food, beverages, meat, beauty products, life style and even in terms of banking products (Mat, Sulaiman, Ghani, & Mohamad, 2018), so that Muslims consider it very important that the food consumed must be included in the Halal category.

Halal products of course in the processing process must also be very careful where in Law No. 33 of 2014 regarding Halal Product Guarantees in the form of locations,

places and tools for processing halal products, they must be separated from the location of places and tools for slaughtering, managing, storing, packaging, distribution, sale and presentation of non-halal products. Locations, places and tools for processing halal products, including: Maintained cleanliness and hygiene, free from najis and free from non-halal ingredients. Problems related to consumer protection of halal food safety are regulated in the Consumer Protection Law which states that business actors are prohibited from producing or trading goods or services that do not follow the provisions of halal production.

Food is anything that is eaten by humans, which can come from land and sea, food itself is a source of protein that is very useful for humans, which if the food comes from animals it is called animal protein and food that comes from plants is called vegetable protein. This is a gift from God to man. Food and drink is one of the basic human needs, from a business perspective, these two types of business will continue as long as humans are still alive and what is clear is that the main part of the food is how to serve it as a business area. In addition to the way of presentation, there are components to get halal products, which are influenced by several components, namely intention, attitude (Abd Rahman, Asrarhaghighi, & Ab Rahman, 2015; Hamdan, Issa, Abu, & Jusoff, 2013; Rajagopal, Ramanan, Visvanathan, & Satapathy, 2011), religiosity (Lada, Harvey Tanakinjal, & Amin, 2009; Swimberghe, Sharma, & Flurry, 2009) and brand awareness (Islam & Rahman, 2017; Junaidi, 2021).

## **2. Literature review**

### **2.1 Halal Food**

Halal food is a component that is allowed to be consumed because it is in accordance with Islamic rules, namely based on the Qur'an and Hadits (Akın & Okumuş, 2020; Kusnandar, 2016). Halal food grows in the midst of Muslim

and non-Muslim communities and this is a very interesting phenomenon, because people are very concerned that by consuming halal food, consumers will not feel worried about their health and level of security and have good quality (Alzeer, Rieder, & Hadeed, 2018; Sazelin Arif, 2011; Sthapit, Björk, & Piramanayagam, 2021). Halal food is a food that has a high level of value to be hygienic, healthy and of course free from things that are prohibited in the Qur'an and Hadits. On the other hand, halal food is unique in its presentation which must also be in line with conditions that must comply with Islamic sharia, this of course will guarantee the quality of taste, experiences in consuming halal food will have an impact on positive perceptions of halal food (Damit, Harun, Martin, Shamsudin, & Kassim, 2018; Mathew, Abdullah, & Ismail, 2014).

### **2.2. Intention to Purchase**

Intention is one of the antecedents of behavioral theory which is an intention that can be categorized as seeing or how big the motivation factor possessed by an individual is in influencing a person's behavior (Ajzen, 1991), this is an indication of how difficult or easy it is to behave, in this case buying. According to the opinion (Ajzen, 2001) that intention has four (4) components, namely the presence of behavior, goals, situations and time. In this context, intention to purchase is everything related to a person's plan (consumer) to buy a certain product and how large the number of products to be purchased due to the need for a certain period.

Intention to purchase (Abd. Rahim & Junos, 2012; Azam, 2016) can be a desire from consumers to buy a product because it has quality or brand so that it needs to be repurchased. On the other hand, the desire to buy is influenced by considerations due to certain characteristics. According to the opinion (Ajzen, 2001) that intention to purchase is a behavior that can occur because consumers are influenced by external factors so that it gives rise to a decision to buy

based on their personal characteristics and the process of decision making by consumers.

These indicators of intention to purchase include an interest in finding information about the product, considering buying, being interested in buying, wanting to know about the product and wanting to own or consume the product (Shah Alam & Mohamed Sayuti, 2011).

### 2.3 Attitude

Attitude is a hypothetical construction that represents a person's likes or dislikes towards an object, in general attitude is the overall feeling and condition of psychological readiness or a person's positive or negative view of other people, places, objects, etc. (Diener & Pavot, 2009). Attitude describes a result of a person's evaluation of an entity whether a person likes or dislikes in choosing (Ajzen, 1991).

Attitude towards halal food which has the meaning of evaluating from consumers whether this response has or is meaningful or profitable or not profitable or provides benefits so that it influences behavior. Attitude is a positive or negative feeling from someone that has the result as a form of a certain attitude. Someone who has a positive attitude towards halal food, then someone will enjoy it more and the desire to make a purchase (Otoum and Namri, 2015).

### 2.4 Religiosity

Religion comes from the words *re* and *ligare* which means to reconnect everything that is disconnected, which has the intention of reconnecting human relations with God which is better called Religion (Jamal & Sharifuddin, 2015). Religion itself has a bond that must be held and obeyed by every human being (Sis Nasibi et al, 2021) (Nasution, 1985). Religion is a behavior towards religion which can be in the form of an appreciation of religious values which is marked by obedience in carrying out ritual worship and the beliefs, experiences, and knowledge they hold.

Religiosity (Mehta, Singh, Mittal, & Singla, 2021; Sobari, Kurniati, & Usman, 2022) is a person's level of knowledge of the religion he adheres to in the form of a comprehensive level of understanding of the religion and sects he adheres to. So here there is a difference in meaning between religion and religiosity, where religion refers to the formal aspects related to existing rules and obligations and religiosity is a religious aspect that is more on the individual's appreciation in his heart of religious teachings or beliefs ours believes (Mangunwijaya, 1982).

Religiosity has an influence on individuals in choosing, deciding and consuming a product in terms of food and beverages (Baatwah, Al-Qadasi, & Al-Ebel, 2020; Bukhari et al., 2019; Mostafa, Hussain, & Mohamed, 2020), so that it can be said that religiosity has an important role in influencing individual behavior. Even though Muslims have different levels of obedience and obedience to religious rules, in general Muslims will have a positive attitude towards halal products.

Several dimensions of religiosity according to (Bukhari et al., 2019) include belief or ideological, religious or spiritual, appreciation or experiential, religious or intellectual knowledge, experience or consequences, while religiosity in Islam includes belief (*aqidah*), experience or appreciation. , knowledge or knowledge and experience or morals.

### 2.5 Brand Awareness

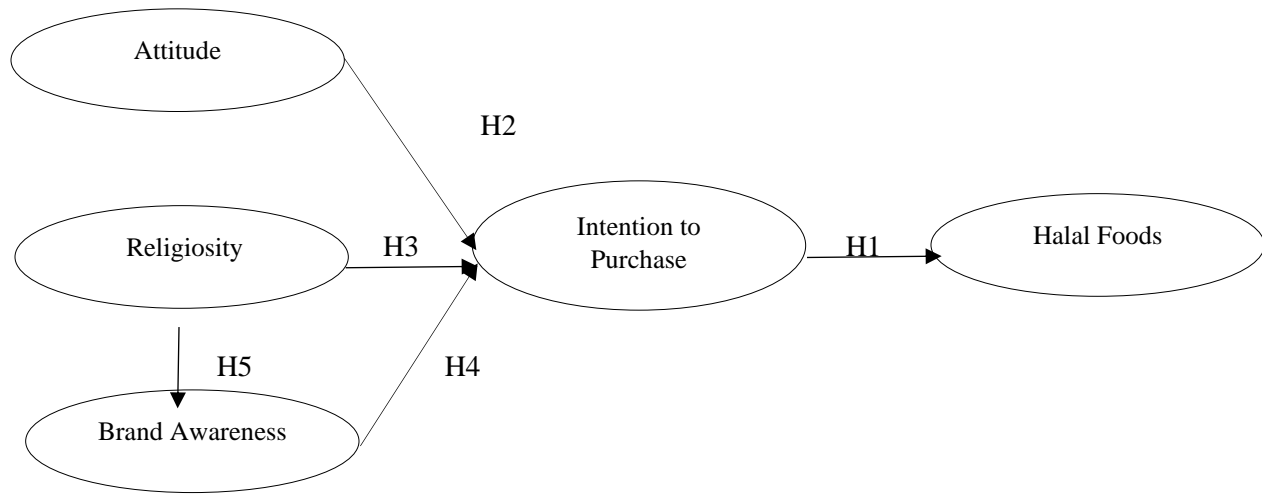
According (Ambali & Bakar, 2014; Nurhayati & Hendar, 2020) is the strength of the brand, this is reflected in what consumers identify with the name, logo, symbol, packaging and slogan attached to a product packaging. Brand awareness (Hafez, 2018) is the ability of consumers to recognize and remember brands in different situations and conditions. This is important because the brand is a condition when a person or consumer sees a product, so they can identify the brand name correctly.

Brand awareness has an important role in buying interest, because consumers or someone tend to buy a product that is already known and easy to remember. This brand awareness helps consumers to easily recognize brands from various types of products and then make a decision to buy (Romaniuk, Wight, 2071; Sasmita & Mohd Suki, 2015).

According to the opinion (Lee et al, 2018) states that there are 4 (four) indicators of brand awareness, namely consumers can recognize a brand among other brands, remember the symbol or logo of a brand, make it easier to choose a product and influence consumer choice.

### 3. Conceptual framework

Based on the literature that has been described above related to intention to purchase, attitude, awareness, religiosity and halal products, this study explores further in order to obtain results in accordance with the existing reality. The questionnaires which were distributed to a number of respondents were then analyzed using a data processing tool. This study emphasizes the intention to purchase halal products, so the most important factor is the belief that the main factor that attracts a person to consume halal products. Some hypotheses from the conceptual framework are as follows:



#### 3.1 Conceptual Framework

Hypothesis:

H1: Intention to purchase has a significant direct effect on halal foods

H2: Attitude has a significant direct effect on intention to purchase

H3: Religiosity has a significant direct effect on intention to purchase

H4: Brand awareness has a significant direct effect on intention to purchase

H5: Religiosity has a significant effect on brand awareness

A questionnaire was used to collect data and an empirical test was conducted to analyze the relationships of the conceptual framework that had been created. Each respondent can fill out the questionnaire that has been given with a time limit of 10-15 minutes, this survey was carried out for 20 days. SEM Amos is used to measure the validity and reliability as well as to measure the structural model.

a. Participants in the study amounted to 180 respondents who were in the Penginyongan area with ages between 15-30 years, good student status at the level of students from junior high school to university, Muslim.

### 4. Methodology

- b. The data analysis in this study uses AMOS, where AMOS itself is one of the methods commonly used to analyze the influence which is quite complicated, namely the structural equation modeling methods (Hair et al, 2014).
- c. Existing data were assessed through convergent validity, discriminant validity and reliability tests using the acceptance required by SEM. The assessment of the consistency of

several items, the convergent validity test was confirmed when the item contained many high factor loadings on the hypothesis, so it was expected that the loading had a value above 0.7 (Loch, Straub, & Kamel, 2008), on the other hand the AVE value itself was expected to be above 0.5 (C. Fornell & D. Larcker, 2012).

## 5. Results Analysis

**Table 5.1 Respondents Characteristics**

No	Categories	No of responden	Percen
1.	Gender :		
	Male	96	53%
	Female	84	47%
2.	Age :		
	15 – 20	87	48%
	21 – 30	93	52%
3.	Education		
	Junior high school	45	25%
	Senior high school	68	38%
	College	67	37%

Table 5.1 above shows that the respondents in this study were dominated by men, which in this case stated that men have sensitivity in answering questionnaires where this questionnaire focuses on halal products (halal food), halal food is an important part of the respondent's life. because it has many positive impacts. On the other hand, in terms of age, the age group is 21-30 years old, which means that this age not only has a high level of productivity, but also understands very

well that by wanting or consuming halal products, productivity will also increase. In terms of education level, it is dominated by high school education, which means that the high school period is a period of greater curiosity with a common thread, namely the period of consuming halal products. They understand very well that halal products really help them in doing everything, especially related to the tasks that are part of their education.

**Table 5.2 Regresi Analysis**

Hipotesis	Regresi	Std $\beta$	Unstd $\beta$	SE	P-Value	VIF	Note
H1	ITP → HP	0.382	0.431	0.082	0.000	1.241	Accepted
H2	ATD → ITP	0.311	0.327	0.083	0.000	1.238	Accepted
H3	RLG → ITP	0.431	0.391	0.062	0.000	1.245	Accepted
H4	BA → ITP	0.260	0.279	0.067	0.000	1.315	Accepted

H5	RLG → BA	0.411	0.381	0.041	0.000	1.210	Accepted
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**Table 5.3 Sobel Test**

Hipotesis	Regresi	Unstd $\beta$	SE	CR	P-Value
H6	ATD → HP HP	0.140	0.021	4.310	0.001
H7	RLG → HP HP	0.168	0.031	4.50	0.000
H8	BA → HP HP	0.120	0.012	3.16	0.011

The results show that in Table 5.2 shows that there is a direct test effect that can be accepted, from the five direct influence tests it shows that H1 has a sig value of 0.431 which indicates that the higher the intention, the higher the desire to consume halal products. a high enough value for the level of nutrition so as to make the body and mindset more positive, this is in accordance with the opinion (Ya & Ahmad, 2017) that intention has a positive influence on consuming halal products. In hypothesis h2, it shows that there is a positive influence of attitude on intention to purchase this is in accordance with the opinion (Ahmad, Rahman, & Rahman, 2015) , in hypothesis H3 shows the result that there is a direct influence of religiosity on intention to purchase this indicates a value of 0.391 so that the higher the level and belief related to religiosity, the higher the intention to buy halal products, there is a significant relationship according to opinion (Bashir, 2019), hypothesis H4 shows that there is a direct influence of brand awareness on intention to purchase, it can be seen that there is a value of 0.279 which indicates that someone who knows and understands the importance of brand awareness, then someone will tend to believe this is important because with awareness, self-confidence to use halal products is more confident because there is a clear guarantee, this is in accordance with the opinion (Ismail, Othman, Rahman, Kamarulzaman, & Rahman, 2016). Hypothesis H5 shows that there is a direct

influence between religiosity on brand awareness, namely when a person has a level of belief or in himself there is a religious value, then this person really wants a guarantee that the product to be consumed has a value for the level of halalness, this is in accordance with the opinion that religiosity has an effect on brand awareness (Rakrachakarn, Moschis, Ong, & Shannon, 2015).

In the indirect relationship, it is clear that the H6 hypothesis shows that attitude has a significant effect on halal products with intention to purchase as a mediating variable, this can be seen as a value of 0.140, this result indicates that there is an important partial mediation role, when respondents in this case students have a high attitude, the higher the desire, so that they are moved to consume high halal products, this is in accordance with the opinion (Rajagopal et al., 2011) that intention is able to be a mediating variable between attitudes towards halal products. In H7, there is an indirect effect, namely religiosity which affects halal products with intention as a mediating variable, this can be seen by a value of 0.168 which indicates that respondents with a high level of religion will have a high intention to consume halal products, by consuming halal products, this is will make the respondent more have a high level of health, the indirect influence that is received is in accordance with the opinion (Tuhin, Miraz, Habib, & Alam, 2022).



H8 shows that there is an indirect effect between brand awareness of halal products and intention to purchase as a mediating variable, this indirect effect states the result that respondents who have an understanding of the brand are confident that this will guarantee a high hygienic value when consuming from halal products, H8 is supported by opinions (Rahman, Rana, Hoque, & Rahman, 2019).

## 6. Discussion

The main purpose of this study is to investigate the effect of attitude, religiosity, brand awareness on halal foods with intention to purchase as a mediator variable. The results of this study indicate that all independent variables have a significant positive direct influence on intention to purchase and intention to purchase has a significant positive effect on halal products, for the influence of religiosity also has a significant positive effect on brand awareness. The first hypothesis which states that intention to purchase has a significant positive effect on halal products is supported by research (Marmaya, Zakaria, & Mohd Desa, 2019), which states that when a person has a strong belief that in himself, consuming halal products will have an impact, which is good for your own health and safety. Consumers really believe in the belief in themselves, high confidence will create a high desire to consume or use halal products.

The second hypothesis is that attitude has a positive effect on intention to purchase, this is in accordance with the findings made by (John J. Ireland, 2018), the results state that attitude which means the level of difficulty and ease of obtaining halal products will affect a person's intention to buy, Halal products are indeed not easy to find in various places, but someone always tries to get the halal product for certain reasons, namely related to the level of quality obtained in consuming the product. The difficulty and ease of getting this halal product depends on the habits of a person.

The third hypothesis states that a person's religiosity affects the intention to purchase, this is in accordance with previous research (Kamiyama & Kashiwagi, 2019; Tabrani, Amin, & Nizam, 2018) someone who has a strong understanding of religiosity will be close to consuming product products Halal and avoid non-halal products, this is clearly because the level of cleanliness and quality levels are prioritized, when someone consumes halal products, then someone will have health and a longer level of life.

The fourth hypothesis is that brand awareness has an effect on intentions to purchase, namely when a person's concern for the brand is high, the tendency for intention to purchase will also be higher, this is in accordance with research conducted (Kaakeh, Hassan, & Van Hemmen Almazor, 2019; Muslichah, Abdullah, & Abdul Razak, 2020). These results indicate that awareness of the brand is able to make someone that what will be consumed is guaranteed to be of a hygienic level. Someone will not easily turn away in consuming halal products.

The fifth hypothesis is that religiosity has a positive effect on brand awareness which in this case is in accordance with research conducted (Amin et al, 2017)), when someone has trust or in himself there is a strong obedience that by utilizing or consuming with focus The main focus is on brand awareness, someone in this case will not use halal products before there is a sense of brand awareness.

## 7. Implication

Overall, this research shows that as Muslims, we are required to consume halal products that are in accordance with Islamic sharia. Halal products in addition to having good quality assurance also have an impact on health. Health is something that has a very expensive value.

Halal food is currently easy to get and has different characteristics from non-halal products, the thing that really makes a difference is the logo located on each product packaging, which is

written halal. So that the research hopes that since childhood it must have been instilled in oneself to consume halal products, besides being able to increase productivity, halal products have great benefits, namely maintaining body resistance against various viruses and bacteria. Halal food consumed can increase the body's hormones so that it can develop properly and perfectly.

## 8. Limitations

This research was conducted on student respondents and only in the Penginyongan area, so it may have a less large space, on the other hand research in getting respondents is limited to 20 effective working days during the virus-19 pandemic, so researchers hope for further research to pay more attention to aspects of time and research object.

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