

## Purchase Intentions as Moderating Variables in Relationship between Halal Awareness Toward Buying Behavior

Noor Efa<sup>\*1</sup>, Muhammad Husni Mubarak<sup>2</sup>

<sup>1,2</sup>IAIN Kudus, Indonesia

Author's Correspondence: noor.efa22@gmail.com<sup>\*1</sup>

### Abstract

*This study aims to analyze buying behavior for Uliq food products by considering halal certification, halal credence, and halal awareness through a mediating role of purchase intention. The study employed a survey method and data were collected from 101 respondents. Structural equation modeling was employed as a data analysis tool. The results show that halal certification and halal credence do not have a significant effect on the purchase intention. However, halal awareness has a significant impact on purchase intention. Then, purchase intentions have a significant effect on buying behavior.*

**Keywords:** Halal Certification, Halal Credence, Halal Awareness, Purchase Intention, Buying Behavior

### A. Introduction

Halal food has emerged across the nation, with Indonesia—a nation with a predominantly Muslim population—considering halal food to be a religious idea when Muslims purchase goods and services. Due to the fact that these states view halal food as a commercial opportunity, they are inversely proportionate to nations with non-Muslim majorities (Indrawan et al., 2022). The Muslim community is becoming aware of the significance of eating halal food for themselves, as halal food products will have quality and production in compliance with the provisions of the MUI (Indonesian Ulema Council). However, halal certification, halal trust, and halal awareness in Muslim communities are also taken into account when deciding whether or not to purchase halal food items, especially food products and it is also seen that people, especially Muslims, also pay attention to the food they eat which is expected to have halal certification so that people are safe and not worried about the food. The high consumption need for halal products also drives a high level of demand, so that incentives for halal production also increase (Kusumastuti, 2020). Food is considered to be able to relate a group, social, ethnicity that is different for all societies (Vongurai, 2022). Halal products are now recognized by both Muslim and non-Muslim communities. And knowledge of halal products is very important because actions greatly affect halal food.

Businesses and the industrial sector, particularly small business owners who are crucial to the food industry and industry, must appropriately leverage on state accomplishments in building a Halal food system (Hanzala et al., 2021). Every business has challenges in terms of creating innovations and creations so that people are interested in the products we sell, and have the intention to buy. Competition in taste and aesthetics is a requirement for creativity for every food business. However, consumer guarantees actually refer to the halal certification of the products produced (Budiman, 2019). Halal awareness is required to explain such behavior. However, personal standards or moral standards are needed to activate halal awareness, because without them Muslims have no goals and feel guilty if they do not buy halal products. In this situation, the intention to purchase a product—especially halal products—is also influenced by the consumer's awareness of halal issues (Bachmid, 2022). For Muslims, the availability of halal items is crucial. As a result, the government has made the provision of halal items mandatory. Raising halal knowledge is crucial because it affects Muslim consumers' decisions to purchase halal-certified goods and teaches them how to identify the qualities of such goods. The Indonesian government has established halal certification guidelines and uses them for a variety of items. According to Nasrullah (2020), the findings of this study support the significance of halal certification and halal awareness on consumer buying intentions. Customers that purchase halal food do so with assurance, considering the products to be wholesome and pure. There is a strong conviction that non-Muslim consumers' understanding of halal is building norms of trust, safety, quality, and hygiene. To fulfill the gap in research, the following research questions were posed:

RQ1. Is there a relationship between halal certification, halal trust, and halal awareness on one's intention to buy Uliq Food products?

RQ2. Is there a connection between Uliq Food product purchasing intentions and behavior?

Research gap in earlier studies, halal believe was found to be ineffective in predicting respondents' intentions to purchase halal food with a p-value of halal trust of greater than 5%, indicating that this variable had no bearing on respondents' plans to buy halal food (Indrawan et al., 2022). This study focuses on the variables that affect people's purchasing decisions and intentions. This study aims to determine and assess the impact of halal

certification, halal belief, and halal awareness on halal food product purchasing intentions and behavior in holy communities. It is anticipated that this research would provide light on all sacred societies, particularly Muslim ones.

## **B. Literature Review**

### **Theory of Planned Behavior**

The intention of a person to buy anything is what determines their readiness to do so, and intention is influenced by attitude, subjective norms, and perceived behavioral control. The Grand Theory states that a person's belief in a Theory of Planned Behavior will result in a belief that influences their intention to make a purchase. Halal food purchases are evaluated according to the Theory of Planned Behavior, which also specifies how to evaluate whether a product is liked or hated. Religious opinions regarding the significance of eating halal food influence the choice to purchase it.

### **Halal Certification**

The process of receiving a halal certificate is known as halal certification. It demonstrates in a number of phases that the components, manufacturing procedure, and halal assurance system (SJH) all adhere to LPPOM MUI criteria. 2008 (LPPOM MUI). After the Halal Product Guarantee Law No. 33 of 2014 went into effect, a halal product could only be certified as such by the BPJPH based on a written fatwa from the Indonesian Ulema Council (Warto & Samsuri, 2020). Halal certificate is also interpreted as a written statement of permission given by an authorized official to do business as: restaurant/restaurant, butcher and other food (Zakia et al., 2020).

Most of Indonesia's population is Muslim, therefore the government has acknowledged in the global Islamic report that the government has provided information about the importance of a halal brand industry in Indonesia, and this has also been supported by the existence of the MUI (Indonesian Ulema Council) institution, the Muslim community does not need to worry about the food they buy, because many MSMEs and restaurants are already halal certified, in research conducted Nasrullah (2020) that halal certification and halal awareness have a beneficial influence on consumers' intentions to buy halal food products.

H1: Halal certification and halal awareness have a positive and considerable impact on consumers' intentions to buy halal food products.

### **Halal Credence**

Credence is the ability to predict how the other party in a relationship will behave and the certainty that they won't act opportunistically if given the chance to, according to Hasan (2014:712). Relationships are built on a foundation of trust. (Okta, 2022) The independent variable HC was examined in the study by Indrawan et al. (2022) in order to better understand the variables that affect PI behavior while making halal food purchases. The findings of this study showed that the PI (halal food purchasing behavior) variable for the halal credence variable (halal belief) was rejected.

H2: It is hypothesized that the intention to purchase halal food products is negatively and insignificantly impacted by halal credence.

### **Halal awareness**

Halal awareness is the degree to which Muslims comprehend issues pertaining to the idea of halal. This knowledge entails knowing what constitutes halal and how to handle a product in accordance with Islamic principles (Maryam & Sumar'in, 2022). According to research by (Vongurai, 2022) despite the fact that consumers' understanding of the significance of buying halal food is one of the elements influencing their decision to purchase, it is noted that halal awareness does not significantly affect Thai Muslim consumers' intents to purchase halal food goods.

H3: It is hypothesized that halal awareness has no appreciable impact on consumers' intentions to purchase halal food items.

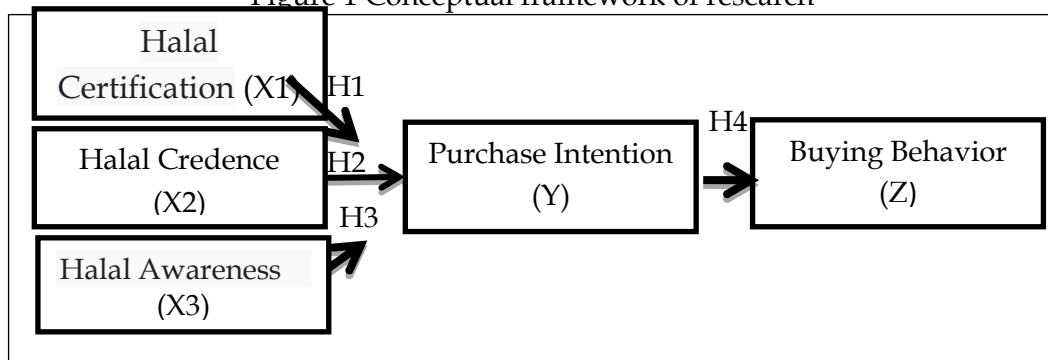
### **Buying behavior**

Purchase intention is the propensity to acquire a product, typically determined by how well the intended use of the product fits with the qualities or characteristics of the indications that must be taken into account. Instead, the second opinion refers to the intention to buy behavior that happens when customers are stimulated under the effect of external variables and subsequently make decisions about purchases based on features, personality, and customer decision-making processes (Efendi & Bahrin, 2020).

Buying behavior is behavior exhibited by the public designing, purchasing and using financial goods and services. But it is said that buying behavior is an important part or not apart from people's behaviour. (Suparyanto dan Rosad (2015, 2020). According to research by Bashir (2019), factors such as halal awareness, halal logos, and attitudes significantly influence purchase intention and purchasing behavior. According to the study's findings, halal knowledge is second in importance to halal logos and attitudes with the same values when it comes to influencing consumers' intention to buy halal food products. These findings support the notion that these variables are useful for forecasting and assessing purchase intention and consumer behavior.

H4: Purchase intention influences halal food product purchasing behavior in a positive and significant way.

Figure 1 Conceptual framework of research



### C. Research Methods

The Likert scale is employed as a means of gauging research instruments in this study. This research has also been characterized in terms of the employment of quantitative research methodologies. The comment drew responses from the audience. The demographic for this study is the saints who have purchased uliq food goods. Primary and secondary data were employed in this study, and questionnaires were distributed to the population. Probability sampling utilizing simple random sample is the sampling method used in this investigation. Because the sort of population in this study was unknown when the authors took the number of samples.

Halal certification in a business is really needed as a consideration when consumers buy, and the indicators of halal certification in this study come from (Wibowo et al., 2021) regarding the selection and understanding of the halal logo on a food product. The halal

belief in the indicators used comes from (Wibowo et al., 2021) regarding the methods and processes for making and packaging a food product. Indicators of halal awareness come from (Nurhayati & Hendar, 2020) about buying products that have halal labels and reading about halal labels before buying these halal products. The buying behavior indicator comes from (Nurhayati & Hendar, 2020) that the intention to buy has an item to transact, recommends. Then indicators of buying behavior come from (Soesilowati & Yuliana, 2010) regarding someone's desire so that they are encouraged to buy, before making a purchase the label on a product must also be clear, and check the goods before buying, on indicators.

In this study, the authors used Roscoe's theory in sampling by calculating  $5 \times$  variable indicators and the result was 101 out of  $5 \times 20 = 100$ , then for calculations that were not perfect, 1 respondent was added. This study's data management method makes use of SEM (Structural Equation Modeling) analysis with the AMOS 24.0 program. Respondent data collected by respondents who have made purchases at Uliq Food in Kudus Regency. The distribution of open questionnaires was carried out using a Likert scale of 1 - 5, there were 4 indicators for each variable, this study used 5 variables. This study uses a quantitative method by collecting data by distributing questionnaires. In this quantitative data which becomes the independent variable taken from several factors from previous studies that influence purchase intention and purchase behavior. This study took samples of all holy people who did not limit their age and people who had bought at Uliq Food.

## **D. Result and Discussion**

### **Respondent Profile**

Customers with a variety of traits, such as their age, gender, level of education, employment situation, and income who have purchased Uliq Food goods were included in this study. To describe the characteristics of the respondents more clearly, a table showing the number of respondents, from the results of the data it is known that the composition based on the age of the respondents is as follows: <21 years of 15.8%, 21-25 years of 64.4%, 26-30 years by 9.9%, <31 years by 9.9%, based on female and male sex, that female sex was 72.3% of respondents while male was 27.7%. Respondent criteria also

include the worker sector. From the respondent's criteria data on work, there are the following results including the private sector, 1%, self-employed 10.9%, laborers 9.9%, students 65.3%, and housewives 1 % and others by 11.9%. Then another criterion, namely income that consumers have different income here the income criterion obtained is <Rp. 500,000 by 43.6%, then Rp. 1,000,000 - Rp. 2,500,000 by 46.5%, and > IDR 3,000,000 by 9.9% of respondents.

### **Data analysis**

The research used in this research is planned and structured to solve a problem to get an answer to the events that occurred. This research has also been defined in the use of quantitative research methods which are expected to solve events / phenomena that occur and use explanatory methods. SEM (Structural Equation Modeling), also known as analysis of linear structural relations (Lisrel), confirmatory factor analysis, latent variable analysis, and covariance structure analysis, is an analytical technique used in this study to manage data. These definitions make it clear that SEM is a method of analysis that integrates path analysis, structural models, and factor analysis methodologies into a single analytical framework. The outcomes of the SEM test and the SEM feasibility test are as follows:

Only one of the five index measures does not fall within the predicted value range, namely the AGFI value, which is >0.90 and is outside the tested value range of 0.854. This does not mean that the relationship between the variables is strong or that the exogenous variables have an effect on the endogenous ones, because the model measures are very weak. The feasibility test of the SEM model has met the acceptance requirements for the Goodness of Fit SEM test because Chi-Square, Probability, Cmindf, DF, AGFI, GFI, CFI, RMSEA and has met the criteria for the Goodness of Fit and Marginal tables with that data. SEM model feasibility check complete with modification indices tested using Chi-Square, Probability, GFI, AGFI, DF, and CFI. The Perceived Value variable can be accepted as an intervening variable. Following are the results of the feasibility test of the Structural Equation Modeling (SEM) model listed

The effect of halal certification on purchase intention.

Table 1.1  
Structural Equation Modeling (SEM) feasibility test results

Goodness Of Fit	Indeks Cut Off Value	Evaluation Analysis	Model Results
X <sup>2</sup> - Chi Square	<Chi square table	1,718	Big
Probability	>0,05	0,946	Good
GFI	>0,90	0,913	Good
AGFI	>0,90	0,854	Marginal
DF	<0,300	125	Good
CFI	>0,90	1,000	Good
RMSEA	<0,08 - 0,08	0,000	Good

Source: Processed primary data (2023)

Table 1.1 test results show that the model used is acceptable. Of the seven index measurements, there is only one measurement that is not in the expected value range, namely the AGFI value has not yet entered the expected range, which is >0.90, while the tested value is 0.854. This does not mean that the relationship between the variables is strong or that the exogenous variables have an effect on the endogenous ones, because the model measures are very weak. The feasibility test of the SEM model has met the acceptance requirements of the Goodness of Fit SEM due to Chi-Square.

Table 1.2  
Hypothesis Testing Results Regression Weights

Variable	c.r	p	Label
Halal Certification → Purchase Intention	-,168	0,867	No Accepted
Halal Credence → Purchase Intention	1,349	0,178	Accepted
Halal Awareness → Purchase Intention	2,061	0,039	Accepted
Purchase Intention → Buying Behaviour	-5,641	0,000	Accepted

Source: Processed primary data (2023)

The meaning of Regression weights gives the value of the regression coefficient. The critical value (CR) is more than 1.96 and P is less than 0.05. of 0.168 which means less than 1.96 and the P value is more than 0.05 which is 0.867, these findings show that the factor halal certification has no appreciable influence on buying intention. Due to the fact that the CR value is less than 1.96, or 1,349. And the P value is greater than 0.05, or 0.178, halal trust has a considerable impact on purchase intention. Purchase intention is significantly impacted by understanding about halal products, because the CR value is more than 1.96,



which is 2.061 and the P value is more than 0.05, which is 0.039. Purchase intention has a significant effect on perceived value because the CR value is less than 1.96, namely -5.641 and a P value of less than 0.05, namely 0.00 (\*\*\*).

1. The effect of halal certification on purchase intention

In accordance with the findings of testing Hypothesis 1, the cr value for halal certification on purchasing intention was cr -0.168 and p 867, indicating that the cr value is less than 1.96 and p above 0.05 which means it is not supported, and halal certification for purchase intention is very unsupported. Influential/not significant. Due to its low value, halal certification has no influence on consumers' intentions to purchase uliq food goods.

The impact of halal certification and halal awareness on Indonesian consumers' intention to buy halal food products in 2020 is a study by Devi Septiani et al. that is quantitative in nature and includes a sample of 105 Muslim respondents. It was completed by delivering questionnaires to Muslim respondents in the Surabaya region. and this study's findings support the assertion that halal awareness and certification influence consumers' intentions to purchase halal food products favorably (Nasrullah, 2020).

2. The Credence of halal beliefs on purchase intentions

The results of the second hypothesis state that the halal belief variable (X2) has a positive influence on purchase intention (Y) for uliq food products. This result is evidenced by the CR value of halal belief on the influence of purchase intention, as shown in Table 4.15 which is 1.349 with a P value of 178. These results demonstrate that the core hypothesis of the study is supported because the CR value is less than 1.96 and the P value is more than 0.05. According to the research, the halal belief variable has a favorable but small impact on consumers' intentions to purchase Uliq Food items, implying that consumers' intentions to purchase are higher the more aware they are of halal. The findings of earlier halal study, however, were not substantial and had no impact on buying intention.

In their 2022 study the impact of attitude and the requirement for cognition on students' behavior on their desire to purchase halal food: a perspective from school clustering, Bobby Indrawan et al. This study examines the variables,

specifically the HC independent variable, that affect PI behavior when making halal food purchases. According to the study's research findings, the PI of halal food rejected the HC variable with a p-value of more than 5%. This indicates that the respondent's PI toward halal food is unaffected by these variables (Indrawan et al., 2022).

### 3. The effect of halal awareness on purchase intention

The results of testing hypothesis 3 found that the cr value for halal awareness of purchase intentions has cr 2.061 and p .039, which means that the cr value is more than 1.96 and p is above 0.05 which means it is supported, and halal certification is for purchase intentions very influential/significant. This makes halal awareness have an influence on the intention to buy uliq food products, a high value makes it significant. And this is the same as previous research which had equally significant and positive results.

Using a questionnaire and a multi-stage sampling approach from the probability and non-probability sampling techniques, data analysis was used in the study by Rawin Vongurai to demonstrate that halal awareness has no discernible impact on Thai Muslim consumers' intentions to purchase halal food products. This study's goal was to represent Thai Muslims throughout the country of Thailand. The data analysis for this study utilized both structural equation modeling (SEM) and confirmatory factor analysis (CFA) (Vongurai, 2022).

### 4. The influence of purchase intention on buying behavior

The results of the fourth hypothesis state that the variable purchase intention (Y) has a positive influence on buying behavior (Z) on uliq food products. This result is evidenced by the CR value of purchase intention on the influence of buying behavior, as shown which is -5.461 with a P value of \*\*\*. These findings show that the P value is more than 0.05 and the CR value is less than 1.96, indicating that the hypothesis in this study is supported. In the research that has been done, it shows that the variable of purchase intention has a positive and not significant effect on the buying behavior of Uliq Food products, meaning that the higher the intention to buy a consumer, the buying behavior increases, the results of previous research are

the same, which has significant results and has a positive effect on a person's buying behavior.

According to Bdalla Mohamed Bashi's study, attitudes, halal awareness, and the halal emblem all significantly influence consumers' desire to buy and actual purchasing behavior. According to the study's findings, halal knowledge is second in importance to halal logos and attitudes with the same values when it comes to persuade them to purchase halal food items. In light of these findings, it can be said that these variables are useful for forecasting and measuring purchase intention and behavior. In particular, decision-makers in the food business sector benefit from international consumers' buying intent and behavior with relation to halal food goods in comprehending these characteristics, which have a significant impact on foreign halal consumption behavior (Bashir, 2019)

### **Direct and Indirect Effects**

The output results show that purchase intention is unrelated to purchase behavior with a ratio value of  $> 1.96$  or  $0.597$  where halal certification for purchase intention is  $1,000$  which states significant results, halal certification for purchase intention is  $-0.035$  which states insignificant results, halal trust in intention buying by  $0.442$  means not significant, halal awareness of intention to buy the result is  $0.609$  meaning not significant, so it can be concluded that buying behavior is an intervening variable (mediation).

### **E. Conclusion**

Based on the research conducted, a result has been found, the research was carried out through a questionnaire on uliq food buyers, while the conclusions from the results of this study include: Halal certification has a positive but not statistically significant impact on consumers' intentions to buy uliq food products, as do halal credentials and consumers' purchase intentions. Halal certification also has a positive but not statistically significant impact on consumers' decisions to buy uliq food products.

### **Limitations and Future Research**

Researchers can conduct studies using a qualitative methodology in the future to acquire more in-depth study data regarding the intention to buy Uliq Food products

expand the number of respondents, and distribute questionnaires not just in one city but numerous cities.

This research is not far from the limitations of researchers, therefore the researchers explained the limitations in this research: The sample in this study was only 101, which is likely to be a lack of respondents, so that the retrieval was not optimal enough. The access used in the research is through a questionnaire which is likely to have more respondents. This researcher refers to buyers of uliq food products and does not reach Central Java. The researcher only uses the variables in the actual journal and there has been no further change or improvement of the variables.

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