

Mediating Role of Socio-Religious Behavior to Changes in Selection of Imported Food Among Millennial Muslims

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Abstract

The aim of this research is to reveal the influence of attitudes, subjective norms and perceived behavioral control on interest in purchasing imported food and beverage products labeled halal through religiosity as a moderating variable (Study of Generation Z, Bone Regency). The type of research used is explanatory research or explanatory research. The analysis technique used in this research is Partial Least Square (PLS) and the data is processed using SmartPLS software. This method is used as an alternative to variance-based SEM and has the advantage that this method can be estimated with a small number of samples. This research uses the help of SmartPLS software which was built with the aim of measuring variant-based structural equations. There are several steps that must be carried out in this method with the help of SmartPLS software. There are analysis stages using the Partial Least Square (PLS) method, namely: 1) Creating a model concept, 2) The specified algorithm analysis method, 3) The specified resampling method, 4) Drawing a path diagram, 5) Evaluating the model. The conclusions of this research: 1) Attitude has a positive and significant influence on interest in purchasing imported food and beverage products labeled halal; 2) Subjective norms have no effect on interest in purchasing imported food and beverage products labeled halal; 3) Perceived behavioral control has a positive and significant influence on interest in purchasing imported food and beverage products labeled halal; 4) Religiosity has a positive and significant influence on interest in purchasing imported food and beverage products labeled halal; 5) Religiosity does not moderate the influence of attitudes on intention to buy imported food and drinks labeled halal; 6) Religiosity does not moderate the influence of attitudes on intention to buy imported food and drinks labeled halal; 7) Religiosity does not moderate the influence of perceived behavioral control on interest in buying imported food and drinks labeled halal.

Keywords: Religious; Millennial Muslims; Socio-religious behavior; Imported food; Indonesia

A. Introduction

Indonesia is home to the world's largest Muslim population. Indonesia's Muslim consumers are some of the most adherent to their Islamic faith in the world, with 98% of surveyed Muslims considering religion very important. The country's Muslims are predominantly young, digitally native, and fiercely loyal to domestic brands, although they are also price-sensitive, creating substantial opportunities for new market entrants to reap significant rewards.

Many Indonesian consumers prefer to buy imported packaged food and beverage products because imported products have guaranteed quality and taste at prices that are quite affordable and commensurate with their quality. Apart from that, the more attractive

the packaging for imported food and drinks can attract consumers to buy them. There are only a few imported products that have halal labels, there are also imported food products that enter Indonesia illegally, the halalness and safety of these products are still questionable.

Even though the majority of Indonesian people are Muslim, their behavior does not necessarily lead to awareness of consuming halal food. In other words, individuals who are Muslim do not necessarily act according to the Shari'a as explained in the Koran and Hadith. This phenomenon can be seen when people buy food and drinks without paying attention to the halal awareness of these products. This usually happens because people do not see the halal label on the packaging sold in several shops. In addition, many people's lives still prioritize taste, interest in a product, and other variables in choosing food, which influence people's purchasing choices more than whether the food is halal or not.

Purchase intention is essentially motivated by the availability of a product and can also be influenced by other factors. Intention to buy can be generated by the urge to buy or from encouragement from family or the surrounding environment. Apart from that, purchase intentions can also arise from the knowledge an individual has about a product, or the desire to try the product. Intention itself is a combination of consumer beliefs and attitudes towards a product or service.

Apart from factors such as product availability, purchase intentions can be influenced by attitudinal factors, subjective norms and behavioral control. Individual attitudes in purchasing a product can be described using the Theory of Planned Behavior. The Theory of Planned Behavior describes that an individual's attitude towards behaviour is an important point that is able to predict an action, but it is also necessary to consider a person's attitude in testing subjective norms and measuring the individual's perceived behavioral control.

B. Literature Review

1. Theory of planned behavior (TPB)

TPB was first developed by Ajzen in 1985, and it is the most widely used theory in understanding and predicting behavior. TPB has been used and tested under various

circumstances to predict rational intention and actual behavior (Kautonen et al., 2015). In TPB, intention is predicted by individual beliefs about attitude, SNs, and PBC toward actual behavior. Attitude is a psychological deviation that is shown by assessing the likes and dislikes of certain entities (Eagly & Chaiken, 1995).

SNs are social pressures on people to perform or not perform a behavior. PBC describes the perceived behavior that is considered controllable (Liou & Contento, 2001). However, Ajzen then dichotomized the construction of PBC into separate constructs such as internal and external controls (Ajzen, 2002). The internal control is usually equated with one's self-efficacy, while the external control refers to one's beliefs about the support or opposition he/she will find in the environment (Hockerts, 2017). In this study, TPB is used to investigate the mediating effect of socio-religious behavior on consumption halal imported food of the Indonesian middle-class Muslims in the new normal era.

2. Socio-Areligious behavior

Religious social behavior refers to participation in social religious activities and involvement in religious networks (Bloom & Arikan, 2013). In the context of Indonesia, the socio-religious behavior is the act of carrying out religious teachings with full faith and sincerity and implemented in the social area of the community (Syaparuddin & Nuzul, 2021). This act is a form of appreciation of the teachings of Islam that is learned and practiced. Not just doing daily worship routines but also doing the activities that have a strong motive in carrying out religious teachings which are interpreted as worship in the form of concrete and meaningful social action decisions for others and the environment (Dermawan, 2014). This is what religious social behavior means in this study and is the behavior of most millennial Muslim who dominate the Muslim population in Indonesia (World Population Review, 2022) with a total of 64.5 million or 27.5% of the total Muslim population (Riska Rahman, 2020).

Socio-religious behavior has played an important role in shaping cafe selection patterns Muslim- friendly as a place to relax for millennial Muslims in Indonesia. This behavior is a form participation in religious social activities and involvement in religious networks (Bloom & Arika, 2013) which is the behavior of the majority of the millennial Muslim population in Indonesia (World Population Review, 2022) with a

total of 33.75 percent of the total population (Nurhidayat, 2020). Referring to BPS data for 2019, Indonesia's population in 2020 is projected to reach 270 million people. Of these, the Muslim population is 229.62 million. Of these, 66.07 million people aged 0-14 years and 15-64 years old amounted to 185.34 million people. In 2020 it is estimated that the productive age of 15-64 years old amounted to 185.34 million people. In 2020 it is estimated that the productive age of decisive role and contribution. In the Indonesian context, social religious behavior is an act of carrying out religious teachings with full faith and sincerity and is carried out in the social area of society (Syaparuddin & Nuzul, 2021). The habit of visiting cafes to just sit and talk among society (Syaparuddin & Nuzul, 2021). The habit of visiting cafes to just sit and talk among

3. Millennial Muslim

Millennial muslim generation is a young generation of Muslims who are bound by a way of looking at the world that faith and modernity can go hand in hand. Talking about the millennial Muslim generation means talking about today's the M geeration. The Muslim generation has similar characteristics, namely those who belive in faith as well as modernity who deserve to be called the millennial Muslim generation.

4. Purchase Intention

Buy intention refers to a person's propensity to acquire a specific product, which is typically based on the fit between the product's traits and the buyer's motivations¹⁵. Purchase intention is a process where a consumer analyzes their knowledge of the product, compares the product with other similar products and makes a decision on the product to be purchased¹⁶. Purchase intention can be measured through three dimensions, among others likely namely consumer purchasing plans for a product, definitely would that refers to consumer satisfaction in a product, and probable that refers to the possibility of consumers buying a product.

5. Buying Behavior

Buying behavior is the process of decisions and actions of a person involved in buying and using a product that includes a social process¹⁸. Studying consumer purchasing behavior is crucial for anyone working in marketing for a business or

organization, as doing so can help them better understand customers and win their loyalty. Because by looking at consumer shopping behavior, a company can find out what a company will produce and market, how many companies will produce these products, and so on. So that from the market demand, the company can get benefits and loyalty from consumers. Consumer buying behavior is the process of individuals, groups and organizations in selecting, purchasing, using and disposing of products, services, ideas or experiences to meet consumer demands.

6. Hypothesis

A hypothesis is an initial assumption that still requires proof. ⁵² It is said to be an initial assumption, because the answer given is said to be significant, because it is based on applicable theory and has not been obtained empirically from data collection. So the hypothesis must be stated in the form of a question and linked to the problem. From the framework of thinking above, the temporary answer to the research problem formulation put forward in this study is as follows:

a. Attitudes influence interest in buying imported food and drinks labeled halal

In research conducted by Garcia et al. found that there was a significant and positive relationship between attitude and interest in purchasing a product. ⁴³ It was explained that a person's attitude tends to influence that person's behavior in choosing a product. This research is in line with the results of Widyarini and Gunawan's research which found that attitude can be described as an important element in predicting and describing human behavior or actions. ⁴⁴ In this case attitude was also found to have a positive effect on buying interest. This reveals that the positive attitude that consumers have towards a product will increase consumers' buying interest in that product. Therefore the following hypothesis can be proposed:

H1: Attitudes influence interest in purchasing imported food and beverage products labeled halal.

b. Subjective norms influence interest in buying imported food and drinks labeled halal

Subjective Norms are individual perceptions regarding social pressure to carry out activities in the form of purchasing a product. According to Nur Ashlih

Irvani, subjective norms have a significant positive effect on the intention to purchase halal food products. This finding is in line with the results of research by Khalek entitled "Young consumers' attitude towards halal food outlets and JAKIM's halal certification in Malaysia" which states that subjective norms have a positive relationship with purchase intention. 45 Therefore the following hypothesis can be proposed:

H2: Subjective norms influence interest in purchasing imported food and beverage products labeled halal.

- c. Perceived behavior influences interest in buying imported food and drinks labeled halal

Research by Armitage & Conner entitled "Efficacy of The Theory of Planned Behavior: A Meta-Analytic Review" states that there is a positive relationship between perceived behavioral control and purchase intention. 46 This finding is in line with the results of research by Romizah Rofifah which states that perceived Behavioral control has a positive influence on interest in purchasing halal certified cosmetic products. Therefore the following hypothesis can be proposed:

H3: Perceived Behavioral Control influences interest in purchasing imported food and beverage products labeled halal.

- d. Religiosity influences interest in buying imported food and drinks labeled halal

Religiosity is one of the factors that drives consumer attitudes towards purchasing products. Apart from that, religion also has an important role, such as in consuming food for a Muslim in an Islamic or non-Islamic country. Research conducted by Mukhtar & Butt shows that religiosity has a positive effect on purchase intention. 47 In addition, research conducted by Astuti Mutoharoh shows that there is a simultaneous and significant influence between religiosity on the consumption of halal products. Therefore the following hypothesis can be proposed:

H4: Religiosity influences interest in purchasing imported food and beverage products labeled halal.

- e. Religiosity moderates the influence of attitudes on intention to buy imported food and beverage products labeled halal

Religion can influence a person in deciding to purchase goods or services. One of the factors that influences consumer purchasing behavior is social factors which contain religious elements in them. Religious activities are closely related to religiosity, not only occurring when carrying out rituals (worship) but also other activities that are driven by inner strength. Responses, observations, thoughts, feelings and attitudes towards obedience that are colored by religious feelings are called religiosity. Religiosity can be seen from religious activities in daily life which are carried out routinely and consistently. Religion is the most important foundation of culture that influences consumer habits, attitudes and values. Religion has an impact on daily life both in terms of consumption and culture. Research conducted by Niswah shows that religious commitment and belief influence a person's feelings and attitudes towards consumption. 48 The higher or lower the level of a person's religiosity can influence their attitude towards purchasing foreign products. Therefore the following hypothesis can be proposed: H5: Religiosity can moderate the influence of attitudes on intention to buy imported food and drinks labeled halal

- f. Religiosity moderates the influence of subjective norms on intention to purchase imported food and beverage products labeled halal

A good environment will influence good actions, conversely, a bad environment can have an unfavorable influence on interest in purchasing products. The strength of religion's influence on values and norms in daily life will vary between various types of religion and depends on the ideology of the people who adhere to that religion. 49 The higher the influence of religiosity, the higher their moral interest in purchasing a product. Therefore the following hypothesis can be proposed:

H6: Religiosity can moderate the influence of attitudes on intention to buy imported food and drinks labeled halal

- g. Religiosity moderates the influence of perceived behavioral control on interest in purchasing imported food and beverage products labeled halal

Several sharia economic experts have made interesting conclusions regarding the relationship between economic behavior and the level of public confidence. According to Omer, economic behavior is largely determined by the level of faith of a person or society.⁵⁰ This behavior then forms trends in consumption and production behavior in the market. Factors that influence the ability to control oneself include religious orientation. Bergin argued that religious orientation can have several positive consequences including personality variables such as anxiety, self-control, irrational beliefs, depression and other personality traits.

H7: Religiosity can moderate the influence of perceived behavioral control on interest in buying imported food and drinks labeled halal

C. Research Methods

This research was conducted in Indonesia. The research location was chosen purposively (purposive sampling) based on certain criteria adapted to the objectives or formulation of the problem in this study. The considerations chosen by the researchers are that Indonesia is a country with the largest Muslim population in the world, reaching 229,620,000 people⁴⁷. Meanwhile, the criteria for the sample chosen were the Millennial Generation (born 1982-2000), were Muslim, and had bought imported food labeled Halal. The number of samples used in this study were 98 respondents. This is supported by Chin who stated that the minimum sample used in the SEM-PLS study was 30-100 samples. When the research itself took place in October-December 2022. This study used primary data as main data and secondary data as supporting data. Primary data sources were obtained from distributing online questionnaires to respondents, while secondary data were obtained from relevant literature such as journals, books, websites, reports and other sources. The method in this study uses Structural Equation Modeling - Partial Least Square (SEM-PLS) to analyze the data.

D. Result and Discussion

1. Result

Convergent Validity testing stage where there are two stages for evaluating, namely the loading factor value and the AVE value. The evaluation stage of the Convergent Validity measurement is carried out in order to determine the validity of the relationship between indicators and constructs on the underlying variables. The loading factor produced in this research shows that the relationship between the indicators and the latent variables has a strong relationship. The loading factor value > 0.70 is the result of the analysis output in this evaluation and it can be said that all indicators are valid and can measure the variables they form.

Validity and Reliability Result

	Cronbach's Alpha	Composite Reliability		Average Variance Extracted (AVE)
Attitude	0.905	0.929		0.725
Norma subjective	0.829	0.886		0.661
Perceived Behavioral Control	0.874	0.914		0.726
Interest in buying	0.870	0.906		0.659
Religiosity	0.886	0.916		0.686

At this stage, Internal Consistency is intended to measure the level of suitability of the research instrument for each latent variable. To determine the Internal Consistency value, Composite Reliability and Cronbach's Alpha evaluations were carried out. The purpose of Composite Reliability testing in this research is to obtain measurement results for the reliability value of a variable. The Composite Reliability value that must be produced is > 0.70 . The Composite value can be found in the SmartPLS software using the Path Algorithm procedure.

Based on table Validity and reliability shows that the Composite Reliability value resulting from each variable is > 0.70 , so it can be concluded that all variables are reliable.

The next stage is Cronbach's Alpha testing. Cronbach's Alpha testing was carried out to measure the reliability of all indicators used in the research. The value requirement that must be generated from Cronbach's Alpha is > 0.70 . Based on the

table above, all indicators used have a Cronbach's Alpha value > 0.70 , which indicates that all indicators are reliable.

Inner model testing is the next stage. The Inner Model is a model that explains the influence of the relationship between latent variables which is built according to the content of the research. The evaluations contained in this Inner Model evaluation stage are R-Square, Path Coefficient, Predictive Relevance (Q-Square) and Goodness of Fit (GoF).

a. R-Square

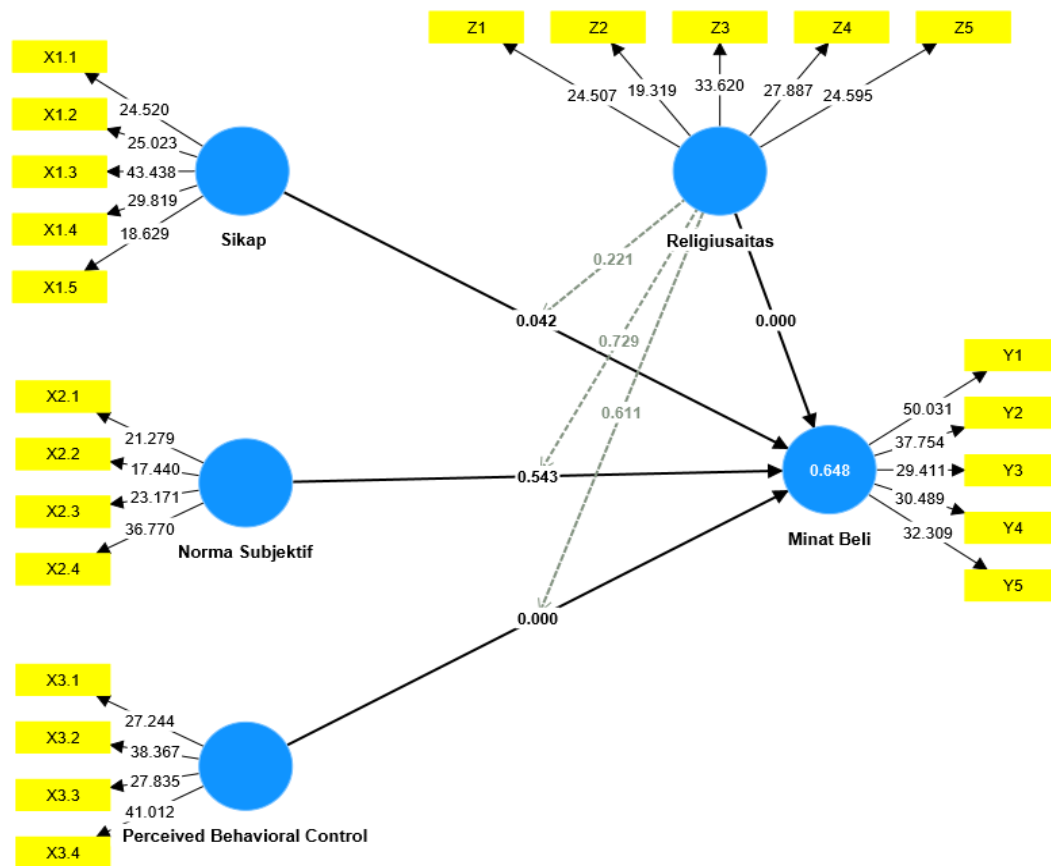
The R-Square testing stage is carried out to determine the magnitude of the influence of the independent (exogenous) variable on the dependent (endogenous) variable. The R-Square value criteria for the dependent (endogenous) latent variable are 0.75, 0.50, 0.25, meaning that the value criteria can be said to be a strong, medium and weak model.

R- Square	
Item	R-Square
Interest in buying	0.648

The table shows that the R-Square value is 0.676, so this value shows that the variables Attitude, Subjective Norms, Perceived Behavioral Control, and Religiosity have an effect on the purchase interest variable by 64%.

The Predictive Relevance (Q-Square) stage was carried out to determine the effect of the relationship between the structural model and the measurement of the dependent (endogenous) variable through a blindfolding procedure. The Predictive Relevance (Q-Square) value criteria are 0.02, 0.15 and 0.35 which indicates that the value criteria are said to be weak, medium and strong models. A value of $Q^2 > 0$ gives the result that the observation provides a good value, but if $Q^2 < 0$ it indicates that the observation results are bad.

Predictive Relevance (Q- Square)	
Item	Q-Square (Q^2)
Interest in buying	0.604



The Path Coefficients, T-Statistics and P-Values values are the values used in testing the hypotheses that have been determined in this research. The way to do this is by knowing the significance value between the variables. Hypothesis testing is carried out to determine whether a hypothesis is accepted or rejected. If the Path Coefficients value > 0 indicates that the hypothesis has a positive effect, conversely if the Path Coefficients value < 0 indicates that the hypothesis has a negative effect. The T-Statistics value in hypothesis testing must produce a value > 1.96 , then the P-Values value in hypothesis testing must produce a value < 0.05 so it can be said to have significant influence. The test results presented in the form of a path diagram in Figure 4.2 in stating the existence of a relationship between variables can be concluded in table form as follows:

Hypothesis Result

Attitude>Interest in Buying	0.196	2.034	0.042	Positive and significant
Norma Subjektif > Interest in Buying	0.059	0.609	0.543	no effect
Perceived Behavioral	0.376	4.992	0.000	Positive and

Control > Interest in Buying				significant
Religiosity > Interest in Buying	0.387	3.533	0.000	Positive and significant
Religiosity X Attitude> Interest in Buying	0.109	1.223	0.221	no effect
Religiosity X norma subjective> Interest in Buying	-0.038	0.347	0.729	no effect
Religiosity X Perceived behavioral Control > Interest in Buying	0.046	0.509	0.611	no effect

2. Discussion

The results of the research that has been conducted show that attitude has a positive and significant effect on interest in purchasing imported food and beverage products labeled halal. According to the Theory of Planned Behavior (TPB) which states that attitude is an evaluation of a person's positive or negative beliefs and feelings in carrying out a certain behavior. The results of this research are in line with previous research by Garcia et al. which states that attitude has a positive and significant influence on buying interest. Someone will tend to have more interest in buying if it is something they like.

The results of the research that has been conducted show that subjective norms have no effect on buying interest. According to Nur Ashlih Irvani who stated that subjective norms have a positive and significant effect on the intention to purchase halal food products. And according to Idris & Kasmoo which shows that subjective norms do not influence customers' interest in having a bank credit card. 75 This shows that subjective norms do not always influence a person's buying interest.

Perceived behavioral control has a positive and significant influence on interest in purchasing imported food and beverage products labeled halal. The results of this research are in accordance with the Theory of Planned Behavior (TPB) which states that behavioral control is the extent to which an individual believes or feels they have the ability to carry out something. 76 Behavioral control influences

intentions on the assumption that behavioral control perceived by a person will provide a motivational connection to the person. The

Religiosity has a positive and significant influence on interest in purchasing imported food and beverage products labeled halal. The results of this research are in accordance with Astuti Mutoharoh who shows that there is a simultaneous and significant influence between religiosity on the consumption of halal products.⁷⁷ This shows that religiosity can be used as an independent variable on buying interest, not only as a moderating variable.

Religiosity does not moderate the influence of attitudes on intention to buy imported food and drinks labeled halal. According to Nasrullah's research which compares the results of his research with research conducted in Malaysia.⁷⁸ That in consumption activities, people in Malaysia apply religiosity as a way of life, namely considering everything by looking at whether a product is halal or not.

Religiosity does not moderate the influence of attitudes on intention to buy imported food and drinks labeled halal. The results of this research mean that if a person has a good personal perception of other people regarding consuming imported food and beverage products labeled halal and then that person is perceived to have high religiosity then this does not affect a person's interest in consuming imported food and beverage products labeled halal. This is because someone with high religiosity will not influence someone to consume imported food and beverage products labeled halal based on the views of their religion but rather on the experience they have gained. This is in line with research conducted by Dwi Pujiastuti which states that religiosity is unable to moderate the relationship between subjective norms and tax evasion⁷⁹, this also turns out to apply to interest in buying imported halal food and beverage products.

Religiosity does not moderate the influence of perceived behavioral control on interest in buying imported food and drinks labeled halal. The results of this research are in line with Rofi Puspitaningtias' research, interpersonal religiosity does not moderate the relationship between attitudes, subjective norms and perceived behavioral control on the intention to purchase halal products.⁸⁰ The greater the perceived behavioral control regarding the availability of facilities and infrastructure in purchasing imported food and beverage products with labels.

halal, the stronger the interest in buying imported food and beverage products labeled halal.

E. Conclusion

The conclusion of this research: 1) Attitude has a positive and significant influence on interest in purchasing imported food and beverage products labeled halal; 2) Subjective norms have no effect on interest in purchasing imported food and beverage products labeled halal; 3) Perceived behavioral control has a positive and significant influence on interest in purchasing imported food and beverage products labeled halal; 4) Religiosity has a positive and significant influence on interest in purchasing imported food and beverage products labeled halal; 5) Religiosity does not moderate the influence of attitudes on intention to buy imported food and drinks labeled halal; 6) Religiosity does not moderate the influence of attitudes on intention to buy imported food and drinks labeled halal; 7) Religiosity does not moderate the influence of perceived behavioral control on interest in buying imported food and drinks labeled halal.

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