Non-Moslem Consumers Perception Toward Purchasing Halal Food Product

Hana Meka Madinah

Department of Management, Faculty of Business and Economics University of Surabaya, Indonesia
madinah.meka.hana@gmail.com

Indarini

Department of Management, Faculty of Business and Economics University of Surabaya, Indonesia
inda@staff.ubaya.ac.id

Dudi Anandya

Department of Management, Faculty of Business and Economics University of Surabaya, Indonesia
dudi@staff.ubaya.ac.id

Abstract

This thesis aims to analyze how Non-Muslim consumers' perceptions of purchasing halal food products. This type of research is Basic research with causal objectives and uses a quantitative research approach. This study also uses a purposive sampling approach which is a sampling technique based on the aim of getting samples from people who have met established criteria. The analysis in this study was SEM (Structural Equation Modeling) which processed data using SPSS 20 and AMOS 18 software. This software was used for testing the Measurement Model and Structural Model. The results of this study stated that the attitude, subjective norm and perceived behavioral control of non-Muslim consumers in Surabaya had a positive influence on the purchase intention of halal food products. Thus providing opportunities for businessproducts to expand its reach by selling halal food products.

Keywords: Attitude, Subjective Norm, Perceived Behavioral Control, Purchase Intention, Halal Product, Halal Food

INTRODUCTION

Indonesia is a country of 268 million people, with the majority being Muslim. As a country with a large number of Muslims, there are various regulations that ensure that various products meet halal requirements.

Wilson and Liu, (2010) in Garg and Joshi, (2018) explain that Halal is anything that is allowed to be consumed according to the rules Islam, whereas Haram is anything that is not allowed to consumed according to Islamic rules. Alserhan, (2010) in Garg and 2 Joshi, (2018) said that halal products would be made following Islamic principles with comply with halal haram in cosmetics, food, clothing, banking and others.

The large number of Muslims in Indonesia has caused many employers to seek halal certification in order its products can be consumed by all Muslim or Non-Muslim consumers Indonesia. From 2012 to 2018 the number of products declared halal as many as 688,615 units, with the number of companies that are certified as halal 55,626 units and 65,116 halal certification holders obtained from the Food and Drug Evaluation Institute for the Assembly Indonesian Ulema (LPPOM MUI). (Source: https://ekonomi.bisnis.com. Downloaded on Thursday, September 12, 2019).

Some studies on halal products have different results. Research conducted by Haque et al. (2015) shows that the attitude component influences purchase intention. This research was conducted in Malaysia which has a large number of Muslims. However this result is different from the research of Garg and Joshi (2018) conducted in India. Although there is high concern among Muslims in India for purchasing halal products, subjective norm does not affect purchase intention.

All previous studies mostly use respondents from the moslem consumers, but research needs to be done from the non-moslem side. Halal product is also considered as a guarantee of the quality of the product. Golnaz et al., (2010) in Haque et al., (2015) found that in Non Moslem consumers in Russia there was a good perception and interest in buying halal food products. They believe halal food producers can be trusted in terms of food processing and procedures according to Islamic rules, so as to reduce the problem of food poisoning in Russia. This research will look at from the perspective of non moslem and how the perception of halal products. This thesis aims to analyze how Non-Muslim consumers' perceptions of purchasing halal food products. The approach in this study uses attitude, subjective norm and perceived behavioral variables control, and purchase intention.

The main concept used in this study is attitude. According to Ajzen (1991, p.188) in Garg and Joshi (2018) "Attitude is the degree to wich a person has a favorable or an unfavorable evaluation of a behavior in question ". Ajzen's thinking (1991) also defines a person's attitude towards certain products, so the more profitable an attitude then the greater the individual's intention to perform certain behaviors.

According to Azmawani et al., (2015): Mukhtar and Butt, (2012): Norazah, (2014): Nature and Sayuti, (2011): Norazah and Abang, (2016) in Garg and Joshi (2018) emphasize that attitude has a positive influence on purchase intentions to buy products labeled "Halal".

Haque *et al,* (2015) stated that "Subjective norms can then be seen as the perceived social pressure from his/her family and surrounding community will affect his/her intent towards the purchasing of halal food products". For Muslims food products with the label "Halal" become an important parameter in buying a product. Muslim consumers will tend to look for subjective norms such as food products with the label "Halal" to convince themselves in making product purchases. While non-Muslim consumers in making the decision to buy halal food products will be more influenced by the surrounding conditions such as the influence of family, friends or the surrounding community.

Subjective norms can be measured by several instruments such as: (1) I think halal food products have better quality, (2) My family members prefer halal food products, (3) My friend recommends consuming halal food products, (4) I experienced halal food as part of a natural way of life, (5) I read good things about halal food products in the newspaper. contained in the journal Haque et al. (2015).

Haque et al, (2015) states "A perceived behavioral control represents the individual's perception to conduct a intended behavior". However his/her favourable will only translate itself into behavior when the perceived behavior control is strong. The intention to buy halal food products will be higher and realized if Non-Muslim consumers feel more control over purchases such as product availability, cleanliness and price.

According to Wu et al., (2011) in Watanabe et al., (2019) "Purchase intention represents the possibility for consumers to plan or be willing to buy a specific product or service in the future". Explaining intention to buy is the possibility or intention of consumers to plan or be willing to buy a product or service in the future. In addition, Kotler (2002) explains the intention to buy arises when consumers are stimulated by external factors that can influence the decision to buy based on the personal characteristics of each consumer.

In Azmawani et al., (2015) and Haque et al., (2015) found that attitude had a positive influence on the intention to purchase "Halal" food products. Consumer attitude influences behavior in considering things that are beneficial and detrimental, so the more positive an attitude will be the greater the purchase intention of halal food products by non-Muslim consumers, therefore the first hypothesis is

H1. *Attitude has a positive effect on the purchase intention of halal food products for non-Muslim consumers.*

Subjective norm is a variable that can affect purchase intention. Non-Muslim consumers will be influenced by subjective norms such as the social environment to convince themselves that the intention to purchase halal food products is greater (Haque et al, 2015).

H2. *Subjective norms have a positive effect on the purchase of halentiom halal food products on non-Muslim consumers.*

According to Wilson and Grant (2013) in Haque et al., (2015) perceived behavioral control will have a positive influence on purchase intention. It can be assumed that the intention to buy halal food products for Non-Muslim consumers will be higher when Non-Muslim consumers feel more control over the purchase of halal food products.

H3. *Perceived behavioral control has a positive effect on the purchase intention of halal food products for non-Muslim consumers.*

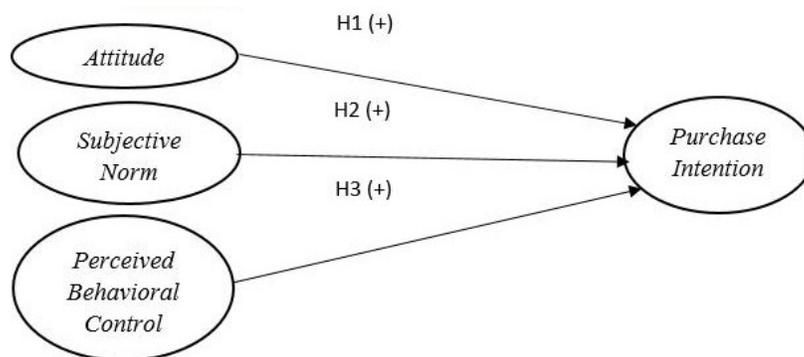The model of this research is depicted in figure 1.

Figure 1. Rsearch Model

RESEARCH METHOD

Based on the problems that have been formulated, the type of research includes the type of basic research because the research is a replication of Haque et al., (2015) and Garg and Joshi (2018) which discusses the influence of attitude, subjective norm and perceived behavioral control variables on the purchase intention variable in halal food products. The results of this study aim to explain the effect of attitude on purchase intention, subjective norm on purchase intention and perceived control behavior on purchase intention.

This research belongs to the category of causal research that examines the relationship between attitude, subjective norm and perceived behavioral control variables to purchase intention. causal research is research that aims to determine the relationship of a cause and effect

/ causal of a thing. The approach in this study is quantitative because data processing produces numbers and data collection using survey methods by collecting data directly from respondents through submission of questionnaires. In this study consisted of 3 exogenous variables and 1 endogenous variable. Exogenous variables consist of attitude, subjective norm and perceived behavioral control. And the endogenous variable is purchase intention.

The type of data used in this study is primary data obtained directly from respondents. This data was obtained from distributing offline questionnaires about "Non-Muslim consumers perception towards purchasing halal food products in Surabaya" with exogenous variables consisting of attitude, subjective norm and perceived behavioral control. And the endogenous variable is purchase intention. Data sources in this study are individuals who provide data related to the perception of Non-Muslim consumers towards the purchase of halal food products in Surabaya.

The level of interval measurement used in this study was arranged based on a numerical scale with a scale of 1-5, namely 1 = strongly disagree to 5 = strongly agree. The target population in this study is Non-Muslim respondents in Surabaya who consume halal food products. Population characteristics are respondents who are non-Muslims and consume halal food products in the last 6 months who live in the city of Surabaya, aged 20 years and over with the consideration of researchers so that respondents can understand and fill out questionnaires with valid data, respondents understand the criteria for food products Halal, respondents have read good things about Halal food products in newspapers (offline / online)

The number of respondents needed in this study is at least 200 respondents, so researchers must spread more than 200 to avoid questionnaire answers that are less valid. 200 respondents needed Indicates that the number of samples in accordance with the provisions set by Heir et al., (2010: 637) is for a model that uses a construct ≤ 5, then the minimum sample required is 100 respondents while in this study the number of respondents was 224 .
The sampling technique uses non-probability sampling, with the type of non-probability sampling used is purposive sampling where researchers select samples based on certain characteristics that have been determined.

RESULTS & DISCUSSION
Table 1 shows the results of the fit test of the measurement model.

Tabel 1.
Goodness-of-fit Measurement Model

No	Index	Result	Note
1	CMIN/DF	1.982	*Good fit*
2	RMSEA	.066	*Good fit*
3	GFI	.861	*Marginal fit*
4	CFI	.920	*Good fit*
5.	TLI	.907	*Good fit*

Measurement model test results are in accordance with specified requirements. The CR results of each measured variable indicate a value that has exceeded the criteria, while the value of the AVE is still below the criterion of 0.5. According to Verhoef et al. (2002) AVE values below 0.5 can be accepted if the loading factor is above 0.5. After doing the AVE and CR test it will proceed with structural testing and hypothesis testing. The result for structural model and hypotheses testing can be seen in table 2 and table 3.

Table 2
Goodness-of-fit Structural Model

No	Index	Result	Note
1	CMIN/DF	1.982	*Good fit*
2	RMSEA	.066	*Good fit*
3	GFI	.861	*Marginal fit*
4	CFI	.920	*Good fit*
5.	TLI	.907	*Good fit*

Tabel 3
Hasil Uji Hipotesis

Hipotesis		Std. Estimate	CR	*P-Value*	Note
H1(+)	A →PI	0.314	3.216	**	supported
H2(+)	SN→PI	0.387	3.629	***	Supported
H3(+)	PBC → PI	0.419	3.879	***	supported

Tests on the effect of attitude on purchase intention showed significant results, so attitude had a positive effect on purchase intention with a CR value of 3,216 that was in accordance with the criteria which was greater than 1.96 and the value of the P-

Value was ** (p <0.05) which also corresponding. It can be concluded that the first hypothesis (H1) of research has been supported.

Tests on the influence of subjective norms on purchase intention showed significant results so that subjective norms had a positive effect on purchase intention with a CR value of 3,629 that was in accordance with the criteria which was greater than 1.96 and the value of the P-Value was *** (p <0.1) which means this second hypothesis (H2) of this research has also been supported.

Tests on the effect of perceived behavioral control on purchase intention shows that perceived behavioral control has a positive effect on purchase intention with a CR value of 3,879 which is in accordance with the criteria which is greater than 1.96 and the P-value is *** (p <0.1) which means the third hypothesis (H3) of this study has also been supported.

Of the three endogenous variables above the attitude variable towards purchase intention has the lowest standardized estimate value of 0.314 compared to the others, but these three variables have a positive effect on purchase intention. This shows that the attitude, subjective norm and perceived behavioral control of each non-Muslim consumer in Surabaya has a positive influence on the purchase intention of halal food products. Further explanation of the hypothesis will be described and elaborated in Chapter 5 which includes the discussion of hypothetical descriptive data, description of the hypothesis and the influence of the research variables.

CONCLUSIONS

Based on the results of hypothesis testing and discussion of research results, it can be concluded that all hypotheses that have been tested using the Structural Equation Modeling (SEM) method using AMOS 18 software have all supported results. Following is the full explanation.

1. Attitude has a positive effect on the purchase intention of halal food products for non-Muslim consumers in Surabaya (H1).

2. Subjective norm positively influences the purchase intention of halal food products for non-Muslim consumers in Surabaya (H2).

3. Perceived behavioral control has a positive effect on the purchase intention of halal food products for non-Muslim consumers in Surabaya (H3).

The implications of this study are divided into 2 parts, namely theoretical and practical implications. Following are the theoretical implications, this study is a replication of the research model conducted by Haque et al. (2015) using Structural Equation Model (SEM) analysis using Analysis is Moment of Structures (AMOS 18)

software. Based on the results of calculations that have been done, the structural model in this study shows a good match between the hypothesis and reality on the ground.

There is a positive influence on the relationship of attitude towards the purchase intention of halal food products for non-Muslim consumers in Surabaya. The results of this study are consistent with studies previously conducted by Haque et al. (2015). Haque et al., (2015) states that attitude has a positive effect on purchase intention.

There is a positive influence on the subjective norm relationship on the purchase intention of halal food products for non-Muslim consumers in Surabaya. The results of this study are in accordance with previous studies by Haque et al., (2015). Haque et al., (2015) states that subjective norm positively influences purchase intention.

There is a positive influence on the perceived behavioral control relationship on the purchase intention of halal food products on non-Muslim consumers of halal food products in Surabaya. The results of this study are in accordance with previous studies by Haque et al., (2015). Haque et al., (2015) states that perceived behavioral control has a positive effect on purchase intention.

While the practical implications of the researchers indicate that the variable attitude positively influences the purchase intention of halal food products for Non-Muslim consumers in Surabaya. Non-Muslim consumers in Surabaya tend to have a high attitude (like) halal food products so that the interest to buy (halal intention) halal food products will also be even greater.

In this study shows that the subjective norm variable has a positive effect on the purchase intention of halal food products for non-Muslim consumers in Surabaya. Non-Muslim consumers in Surabaya have a high subjective norm. The height of the subjective norm is influenced by respondents 'confusion such as families who prefer halal food products or respondents' friends recommend halal foods to positive articles read by respondents through newspapers (online / offline). Because of these motivating factors, the purchase intention of halal food products is also higher.

Other results show that there is a positive influence on the perceived behavioral control relationship on the purchase intention of halal food products for non-Muslim consumers in Surabaya. Non-Muslim consumers in Surabaya have high behavioral control so that it can influence the purchase intention of halal food products. The high behavioral control of respondents is usually influenced by requests from the environment, meaning people from respondents who prefer halal food products and respondents who have confidence that halal food products are safe in terms of source or origin.

Based on the results of the study, it shows that the attitude, subjective norm and perceived bahvioral control of non-Muslim consumers in Surabaya have a positive influence on the purchase intention of halal food products. That means halal food products are not only specialized or consumed by Muslim consumers. Halal food products are also popular and consumed by Non-Muslim consumers, this is a profitable opportunity for food product businesses to increase sales results. One way is to sell food products that are free of ingredients that are not permitted by the Islamic Religion or even better if businesses register the company with LPPOM MUI to get halal certification. If the food businesses do not have halal certification, the consumer coverage is not large because Muslim consumers will tend to choose halal products. If a food product company has a halal food certification, it is clear that Muslim consumers will have a large purchase intention, plus according to the results of this study Non-Muslim consumers have attitude, subjective norm and perceived behavioral control which have a positive influence on halal food products, so that non-Muslim consumers also have a high purchase intention on halal food products, this can be used by businesses to create strategies in an effort to increase sales.

The perceived behavioral control variable has a standardized estimate value that is greater than the other 2 variables, which is 0.419, then followed by subjective norm with 0.387 and the last is attitude for 0.314. It can be concluded that the high behavioral control and influence of the environment can have a positive influence on the purchase intention of halal food products for non-Muslim consumers in Surabaya.

After seeing the acquisition of data processing results, it was found that non-Muslim consumers in Surabaya have high behavioral control. Perceived behavioral control is the most powerful variable that can have a positive influence on purchase intentions, so business actors must maintain or enhance factors that can influence the perceived high behavioral control of respondents. Efforts that can be carried out by business actors are to always ensure the cleanliness of halal food products produced, respondents believe that halal food products are products that have beneficial effects on health so that businesses must ensure that the contents of food products are of good quality so as not to cause effects aside which is detrimental to health, and businesses must ensure that halal food products are produced from sources that are safe for consumption.

While the recommendation for further research is to expand the reach by using respondents in Surabaya but also in other regions and future research using other objects in addition to halal foods such as medicine, drinks and others.

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