

### DETERMINANTS FROM INTENTION TO PURCHASE HALAL PRODUCTS TO A CUSTOMER IN A PRIVATE CAMPUS IN EAST JAVA

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#### Abstract

This study focuses on the intention to buy halal products, where the intention has a very important role in influencing the sustainability of behavior, the sample of this research is students in one of the campuses in East Java, this is because students are one part who has an understanding will consume halal products. This research uses quantitative research methods. Data collection techniques using questionnaires and documentation. Halal products are products that have a level of hygiene, quality and are clearly in accordance with Islamic Sharia. Respondents in this study amounted to 100 students consisting of 66 women and 34 men. The results showed that all the influence tests had a significant value because they met all the criteria and assumptions in the SEM and Sobel Test. The results show that the role of halal certificates is very important for a product, especially since the majority of the population in East Java is predominantly Muslim, so there needs to be an important emphasis that food packaging must have or have a halal certificate., the intention to buy the product has a fairly good impact.

#### INTRODUCTION

The Muslim population in Indonesia can be said to have a very large number, this can be seen from the existing data that the majority of Indonesia's population is Muslim . Based on data from *Global Religious Futures*, the total population of Indonesia in 2010 who were Muslims (Muslims) was 209.12 million people or equivalent to 87.17% of the total population which reached 239.89 million people. In 2020, Indonesia's Muslim population is predicted to increase to 263.92 million people and increase to 256.82 million in 2050. However, the percentage of the population who are Muslim will shrink to 86.39%. According to research at the Pew Research Center (2017), the global Muslim population is estimated at around 1.8 billion and that is equal to 24 percent of the world's population. By 2025, it is estimated that the Muslim

population will reach 30 percent of the world's population (Roberts, 2010).

The Halal market is considered very profitable and is one of the biggest industries in the world, however, the industry itself is heavily touched (Abdul Talib & Abd-Razak, 2013). In the Middle East, there is no jurisdiction or country that powers the presence of Halal certification or Halal labeling for all food products on the market (Neiburg, 2013). Many of the ingredients used in food products are imported without the presence of Halal certification and this issue makes it even more difficult to ensure that products have the proper Halal status. The reason is that products are often presented with inadequate documents to make a proper review (Stone & Regenstein 2014).

Reuters (2016), stated that globally the industry in the halal food division was able to reach a value of around \$ 1.17 trillion, revenue generated from food and beverage products with halal certification was able to reach a value of around \$ 415 billion in 2015. As for in Indonesia. In Indonesia, Law No. 33 of 2014 concerning the halal sign of a product based on a halal certificate issued by LPPOM MUI applies. Understand the requirements of the halal certification process for MUI halal certification through the halal policy which means establishing and socializing related to HAS and producer operating standards.

According to Surabaya, Kompas.com. The total expenditure or consumption of Indonesia for halal food throughout 2017 shows quite a fantastic value. Waluyo as the Deputy Governor of Bank Indonesia revealed that according to the 2018/2019 Global Islamic Economic data, Indonesia spent around 170 billion US dollars on halal food products, or the equivalent of Rp. 2,465 trillion (exchange rate Rp. 14,500). This data shows that Indonesia is in the first position or number one in the 10 countries with the largest amount of halal food expenditure in the world.

The government through the Halal Product Assurance Agency (BPJPH) which is under the Ministry of Religion (Kemenag) requires that all products in Indonesia have halal certificates starting October 17, 2019. Even though more than 93 percent of the population in Indonesia adheres to Islam, the Ministry of Religion must of course look at the rest who are not Muslim. In other words, it accommodates the needs of the Indonesian population who are not Muslim.

When Halal certification is not attached to a food product, no one is responsible for guaranteeing the Halal status of the product as the obligation of the producer is only to the list of ingredients used during the production of the food product (Hussaini, 2010). In most cases, product manufacturers list many trivial names of ingredients that consumers are not familiar with (Adams, 2007). Without Halal certification, Muslim consumers are supposed to check the ingredients to ensure that Haram substances are not present in the food product. This may cause confusion and may turn into a purchase cancellation intent. The purchase cancellations ended up causing huge losses for manufacturers of food products.

*Intention to purchase* is a desire from consumers to buy a particular product or it can be said as an action or behavior from someone related to a transaction or buying activity which is measured by the level of desire to buy the product again. According to Barata (2007) *intention to purchase* is a condition or something that has a relationship with a plan from consumers to make transactions or buy certain products, which are accompanied by a number of units or the number of results needed at a certain time, so

in other words that *Intention to purchase* is a statement in a consumer's self that reflects on the expectation to buy some amount of goods or services (Barata, 2007).

Intention is a good predictor of a behavior that will be carried out by an individual. Thus, purchase intention is a consumer's preference for buying a product or service (Younus, Rasheed, & Zia, 2015). On the other hand, the opinion of Assael's research (2001) is that *intention to purchase* is a strong desire from consumers to use or consume a product or it can be said to be a form of behavior or action that is related to buying or using the goods or services that have been offered.

*Attitude towards halal certificate* as a form of review and expectation that is desired by consumers to actively and consistently react and be able to become an influence on something, be it goods or services, so that this section has 2 (two) important things that can influence the formation of attitudes, consisting of beliefs in behavior or judgments both in terms of benefits or not usefulness that consumers have towards consumer behavior itself and *a review of consumer behavioral beliefs* (Ajzen, 2005).

Halal certification in this case is a factor that has an important role that is able to influence the intention of consumer behavior. Aziz *et al* (2013) stated that halal certification is a security guarantee for consumers, in this case for Muslims and Muslim women in terms of using everything that has great benefits for users. On the other hand, the halal logo has become an icon as proof that the products produced have halal values, so that they become a differentiator from other products. According to previous researchers, Lada *et al.*, (2009) stated that a product in the form of processed products that can be consumed directly or indirectly that has a logo (certificate) is an item that in the process of processing or producing it follows the basics or components specified. has been standardized, this is both in terms of cleanliness and security and is free from things that are prohibited in Islam. In this case, in Indonesia, it shows that logos that become product icons that are free from things that are prohibited in Islam or (Halal certification) are things that have been officially issued by the MUI which become goods or services that are free from things that are prohibited in Islam or are often said to be lawful. Goods that have a halal logo (Halal certification) are goods that have been officially tested as halal, healthy and hygienic so that they can be consumed by consumers (HalalMUI.org). In products, quality becomes something that has important value which is the main concern for consumers.

The halal logo has an important role which is something that can be accepted and consumed by consumers that Halal-certified products should go through a gradual process with a free scheme from things that are prohibited in Islam. So for non-Muslim consumers, it means or considers that the Halal logo can be a guaranteed hygienic proof so that they have the desire or become consumers to consume consistently (Aziz *et al*, 2013). In this case, guaranteed quality includes several criteria consisting of being free from impurities (blood), hygienic, served in a place that is in accordance with Islamic law (Aziz *et al*, 2013). One of the studies that ever existed by Marzuki *et al.*, (2012) mentioned an important part (leadership) in a serving place is able to organize and give important warnings to all members in the restaurant (serving place) this is because the serving place this has actually used the halal logo as a form of the hallmark of Muslim food.

A brand is defined as a name or symbol that distinguishes (such as a symbol,

characteristic or a unique creation as a design) to explain or make it easier for the goods or services of a seller or trader or anything that explains one item to another. another sword or competitor (Aaker, 1991). Users of the product should be able to distinguish goods that have a brand (a brand attached to goods/services). Understanding or understanding related to the halalness of the product (goods or services) is reflected in the existing logo in the form of or symbolizing quality, hygiene which is clearly free from haram, of course this halal brand is in accordance with Islamic teachings and has been recognized by existing standards (Lada et al . *al .*, 2009)

A study by Perdana and Altunişik (2017) states that there is a high demand for the issuance of halal certification for Turkish food products. The results showed that 82.2 percent of respondents felt high or extreme importance to the presence of Halal certification in at least one type of food. On average, respondents felt high or extreme importance in about 4.98 of the 9 food categories studied. After the attachment of Halal certification, McDonald's, Taco Bell, KFC and Burger King have enjoyed around a 20% increase in their number of new customers (Sabri, 2006). In Malaysia, a frozen food company experienced a 100% increase, in terms of increasing their target market, in attaching halal certification to their products (Liow, 2012). The same researcher also conducted several studies regarding European companies showing success in strengthening their market to Asian market because of their efforts to apply for halal certification on their food products. Ahmadi (2009) stated that suppliers, manufacturers, and investors have taken the Halal industry seriously. Countries that comply with their Halal integrity, produce high quality products, improve Halal standards and Halal marketing will finally be the countries that gain great success in taking control of the Halal market. The Islamic Food and Nutrition Council of America (IFANCA) states, "when a product is Halal certified, consumers can buy the product with the guarantee that it does not contain anything haram or questionable .

The results of research conducted by (Awan *et al.*, 2015) state that the intention of product users in the form of goods to consume, in this case, can be influenced by the brand of the food, of course this is due to the promotion of sales and the support of people who has a positive influence (Cloud *et al.*, 2015). Promotion carried out by people who have influence ( *followers* ) as a form of event for providing information (promotion) so that it can make users of goods or services interested and there is a desire to buy either now or in the future. So that this becomes an important part for a product (goods) to have an attractive brand and can have quality value. Research conducted by Aziz and Chok (2013) states that every brand or brand has characteristics and characteristics that make a difference and consumers will choose a brand or brand that has everything that is unique and has positive strengths. As a form of consumer perception of a brand or brand, this can have a positive influence on desire. The research results of Aziz and Chok (2013) state that users (consumers) prefer certain foods that have certain brands, which in this case are halal.

Elseidi's previous research (2018) explained that there was a Muslim consumer who had a more positive attitude towards a greater intention to buy food products that had a halal brand, this had happened that Arab Muslim consumers in the UK were aware and had a strong attitude and positive towards products that have a halal brand in supermarkets in England, it can be said that there is a positive influence on the desire (intention) to consume halal goods. *Attitude* can be influenced by the existence of a

person's or user's perception regarding the implications of cleanliness and of course the halalness of goods that will be consumed by consumers (Elseidi, 2018).

According to research by Hellier *et al.*, (2003) regarding the intention to purchase a product, the results show that the desire to consume or use a product is influenced by the quality of service, equity and value, customer satisfaction, past loyalty, expected *switching* costs and brand preferences. Research conducted by Alfred (2013) states that quality has an influence on purchase intentions. Whereas in the concept of halal cosmetics, the results of research by Hussin *et al* (2013) also found that there was a significant influence between *quality* and purchase intention of halal cosmetics.

The purpose of this paper is to propose a framework with Planned Behavior Theory as the basic theory and the addition of Halal Motives (Animal Welfare, Health, Food Safety, and Religiosity) as determining factors to predict purchase intentions. This is important to understand because a strong construction will explain *purchase intention*. This research aims to help food industry players in East Java develop a halal food business. The benefit of this research is to contribute to the development of knowledge and provide input to companies in making policies, especially regarding the *intention to purchase* halal products, *attitude toward*, product types and halal certificates for *customers* .

### RESEARCH METHODS

This research uses quantitative research methods. Data collection techniques using questionnaires and documentation. The questionnaire method is a method that measures the attitudes, opinions and perceptions of a person and a group of people about social phenomena by agreeing or disagreeing with certain subjects, objects or events. Questionnaires are a way of collecting data by distributing a list of statements to respondents, with the hope that they will respond to the list of questions, and can be said to be a primary data collection method that uses oral and written questions. Meanwhile, Documentation is a method of collecting data by finding data about things or variables in the form of notes, books, newspapers and so on. There are 4 variables to be studied, namely halal certificate, brand, attitude toward, and intention to purchase halal products.

### Sample and Research Data

The population is the entire unit of analysis whose characteristics will be estimated (Sekaran, 2003). The sample in this study is 100 people, which are customers (students). The sampling technique uses the census method, where the existing samples will be used as research respondents. In the opinion of (Sugiyono, 2018a) the sample is part of the number and characteristics possessed by the population. If the population is large, and it is impossible for the researcher to study everything in the population, for example due to limited funds, manpower and time, the researcher can use samples taken from that population. What is learned from the sample, the conclusion will be applicable to the population. This means that samples taken from the population must be truly *representative* . Two things must be considered in sample selection, namely the number of samples and the sampling technique. According to (Ghozali & Ratmono, 2017:64) that:

1. The number of samples using the estimation method in the form of *maximum likelihood* (ML) requires a minimum of 100 samples, but not more than 400 or 500 samples.
2. SEM analysis requires a sample of at least 5 (five) times the number of indicator variables.

### Sampling Technique

The research sample was determined by *probability sampling*. *Probability sampling* is a sampling technique that gives equal opportunities to members of the population to be selected as members of the sample, so this method is often referred to as random sampling, or a random sampling method. In the sampling technique based on the concept of *proportional random sampling*, it is a sampling procedure where each element of the population has the same opportunity to be sampled (Sugiyono, 2018a).

*Proportional sampling* is proportional sampling carried out by taking subjects from each stratum or each region determined in balance with the number of subjects in each stratum or region. Sampling in this study used the slovin formula (Sevilla et al, 1960). Where the size or sample size is very dependent on the level of accuracy or error tolerance *that* the researcher wants, in this study the error rate taken is 5% (0.05), the greater the error rate, the smaller the sample size, and vice versa the smaller the error rate, the greater the number of samples obtained.

$$n = N/(1+ Ne^2) \quad (1)$$

Where

n = sample size/number of respondents

e = error rate (error tolerance limit).

N = Total population

### Data analysis technique

This technique is used to answer the formulation of the problem and to test the proposed hypothesis, then the data obtained is then processed according to the needs of the analysis. The analysis technique used in this research is *structural equation modeling* (SEM) using the Amos 22 software program. *Structural equation modeling* is a multivariate analysis technique that is able to analyze a series of multiple dependency relationships between latent variables simultaneously so that it is statistically more efficient (Hair et al., 1995).

According to Byrne (2001) *structural equation modeling* has several advantages including an exploratory process that does not allow the null hypothesis to be raised and tested, so with confirmatory techniques from SEM this can be resolved, SEM techniques can assess and correct "measurement errors", models are analyzed with observable and latent variables, making it easy to carry out multivariate multivariate analyzes simultaneously. The assumptions underlying the *structural equation modeling analysis technique* are (Hair et al., 1995) and Ferdinand Augusty (2014), namely:

1). Sample size

The sample size that must be met in this modeler is a minimum of 100.

2). Normality and Linearity

The distribution of the data is analyzed to see whether the normality assumption is met so that the data can be further processed for SEM modeling. Normality can be

tested by looking at the histogram data or can be tested by statistical methods. The linearity test can be carried out by observing the scatterplots of the data by selecting pairs of data and looking at the distribution patterns to predict whether there is linearity.

### 3). *Outliners*

These are observations that appear with extreme values both univariately and multivariately, namely those that arise because of a combination of unique characteristics that they have and look very much different from other observations.

### 4). *Multicollinearity and singularity*

*Multicollinearity* can be seen from *the determinants of the covariance matrix*, the very small (*extremely small*) value of *the determinant of the covariance matrix* gives an indication of a multicollinearity or singularity problem.

## **Test Models**

The analysis technique in this study uses *structural equation modeling* (SEM) with *the Analysis of Moment Structure* (AMOS) program. SEM is an analysis consisting of a measurement model and a structural model.

### 1. *Measurement models*

*The measurement model* describes a direct relationship between latent variables and observed variables that measure these latent variables. Measurements of all latent variables displayed in the model were evaluated using *confirmatory factor analysis* (CFA). The reason is that evaluation in this way allows more specific hypothesis testing of all relationships between latent variables in the model.

There are two (2) measurement models in this study, namely exogenous latent variable measurement models and endogenous latent variables. Based on the model proposed in this study, there are two models measuring exogenous latent variables and two measuring models endogenous. The loading factor value from the indicator to the latent variable is called lambda ( $\lambda$ ). The symbol for indicators of exogenous variables is  $x$  and the error value is called delta ( $\delta$ ). While the symbol for the indicator of the endogenous variable is  $y$  and the error value is called epsilon ( $\epsilon$ ).

### 2. *Structural models*

In addition to describing the relationship between latent variables and observed variables, the structural model mainly describes the causal relationship between observed latent variables based on theory. The strength of the causal relationship between variables refers to the theoretical justification. The basic principle that guides the development of structural models is the principle of parsimony, which means that a simple model with a *concise theoretical model* (Hair et al., 1995).

## **Determination of Construct Validity and Reliability**

Validity shows the accuracy and accuracy of all measuring instruments to test each item of the statement that has revealed the indicators examined. The reliability of the measurement scale is an attempt to determine how precisely the scale that is made gives consistent results if measurements with the same scale are repeated (Malhotra, 2010: 276). Reliability describes how much the measurement results obtained through a certain scale are free from error.

Reliability can be known by looking at the internal consistency of the item and calculating the alpha reliability coefficient (Hair et al., 1995). The construct reliability

coefficient level in this study was measured by Cronbach's Alpha in accordance with the opinion (Hair et al., 1995) which determined the value of the reliability coefficient > 0.7.

*The unidimensionality* of the scale is how precise the measurement scale used can measure variables through formulated question items (Hair et al., 1995). *Unidimensionality* is a condition which must be met in order for further testing to be carried out. *Unidimensionality* occurs when each indicator formulated has the same basic factors (Anderson and Gerbing, 1988). With a correlation value above 0.50, it can be stated that the question items in question really measure the construct they are measuring.

### ***Intervening Relationship Testing Procedure***

This research model displays one variable that acts as a mediator variable. There are several methods that can be used to test the intervening relationship. (Sobel, 1982) proposed a significance test for the indirect effect of the independent variable on the dependent variable through the intervening variable. The test method with the Sobel Test uses the direct path coefficient that has been obtained in the *structural equation modeling analysis technique* used in this study. The formula for testing the intervening relationship is as follows:

$$z - value = \frac{ab}{\sqrt{b^2 S_a^2 + a^2 S_b^2 + S_a^2 S_b^2}} \quad (2)$$

Information:

*Z-Value* is the significant indirect effect of the independent variable on the dependent variable through the intervening variable

*a* is the coefficient of the relationship between the independent variable and the dependent variable

*b* is the coefficient of the relationship between the intervening variable and the dependent variable

*S<sub>a</sub>* is the standard error of path *a*

*S<sub>b</sub>* is the standard error of path *b*

The results of calculations with the Sobel Test formula will produce a calculated *Z* value. The calculated *Z* value is used as a basis to see the significance level of the intervening relationship being tested. Does the calculated *Z* have a greater value than the table *Z*, then it can be stated that the intervening variable has an influence as an intervening.

Determination of Intervening Relationship Type

Once it is known that the intervening variable performs the intervening function on the indirect relationship between the independent variable and the dependent variable, the next step is to determine the type of intervening played by the intervening.



### Hypothesis

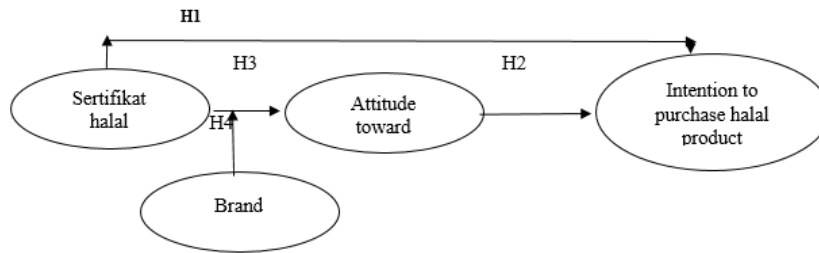


Figure 1 Framework of Thinking

With reference to the formulation of the problem and the results of previous research, the hypothesis of this study is:

1. Halal certificates have a significant effect on *the intention to purchase halal products*
2. *Attitude toward* significantly influences *the intention to purchase halal products*
3. Halal certificates have a significant effect on *the intention to purchase halal products* with *attitude toward them* as a mediator variable
4. Halal certificate has a significant effect on *attitude towards the brand* as a mediator variable.

## RESULTS AND DISCUSSION

### Description of Respondent Characteristics

Table 1 Respondent Demographics by Gender

The number of respondents in this study were 100 respondents consisting of men and women. The composition of respondents

No.	Gender	Frequency	Percentage (%)
1.	Man	34	34
2.	Woman	66	66
	Total	100	100

Source: Processed questionnaire data, 2021

Based on the data in Table 1 it can be explained that the respondents in this study totaled 100 people who were dominated by 66 female respondents (66%) and 34 male respondents (34%).

Table 2. Demographics of Respondents by Study Program

No.	Gender	Frequency	Percentage (%)
1.	Management	77	77
2.	Accountancy	22	22
	Total	100	100

Source: processed questionnaire data, 2021

Based on the data in Table 2 it can be explained that the respondents in this study totaled 100 people who were dominated by management study programs 77 people (77%) and accounting 22 people (22%).

### Description of Respondents' Responses Through the Questionnaire

Description of respondents' responses to provide an overview of the contents of the questionnaire. This description consists of minimum, maximum and average values

and percentages. Description of the answers will be transformed to be able to facilitate the analysis. The transformation of the average value in the category, the description of the respondents' answers were analyzed for each indicator and variable. The rule used in categorizing is that the highest score is 5 minus the lowest score is 1 divided by the number of classes is 5.

$$\text{Interval} = \frac{\text{Highest score} - \text{Lowest score}}{\text{Number of classes}} \quad (3)$$

The value of 0.8 is the class interval distance in each category, so that the category provisions apply with the following results:

Table 3 Rating Categories

No.	intervals	category
1.	1.00 – 1.80	Very low
2.	1.81 – 2.60	Low
3.	2.61 – 3.40	Enough
4.	3.41 – 4.20	Tall
5	4.21 – 5.00	So tall

### Assumption Test

#### 1. Normality

Table 4 Table of Normality

Variable	Min	Max	Skew	cr	kurtosis	cr
Y4	2,000	5,000	-,417	-1,694	-,665	-1,351
Y3	3,000	5,000	-,618	-2,512	-,940	-1,910
Y2	2,000	5,000	-,923	-3,749	-,037	-,076
Y1	2,000	5,000	-,776	-3,154	-,057	-,116
X34	2,000	5,000	-,857	-3,483	,000	-,001
X33	3,000	5,000	-,864	-3,510	-,520	-1,057
X32	2,000	5,000	-,686	-2,786	-,194	-,394
X31	2,000	5,000	-,661	-2,683	-,033	0,066
X21	2,000	5,000	-,362	-1,472	-,788	-1,601
X22	1,000	5,000	,103	,418	-,397	-,807
X23	3,000	5,000	-,190	-,773	-1,267	-2,573
X24	1,000	5,000	-,092	-,375	-,109	-,222
X11	3,000	5,000	-1,445	-5,869	1,083	2,199
X12	3,000	5,000	-1,053	-4,277	-,128	-,259
X13	2,000	5,000	-,960	-3,898	-,019	-,040
X14	3,000	5,000	-,370	-1,502	-,782	-,1,588
Multivariate					40,813	8,460

Source: Processed questionnaire data, 2021

In Table 4 above it can be seen that the cr value for kurtosis is between -2.58 to 2.58, so it can be indicated that the normal distribution assumption has been fulfilled.

### 2. Data Multicollinearity Testing

The results obtained show that the value of the determinant is 0.000, meaning that there is multicollinearity between indicators and allows mediation and moderation relationships to occur.

### Results of Goodness of Fit (Structural Model)

In Figure 2 and Table 5 below it can be shown that almost all of the indicators stated *goodness of fit* meet the criteria, so that it can be indicated that the model is fit.

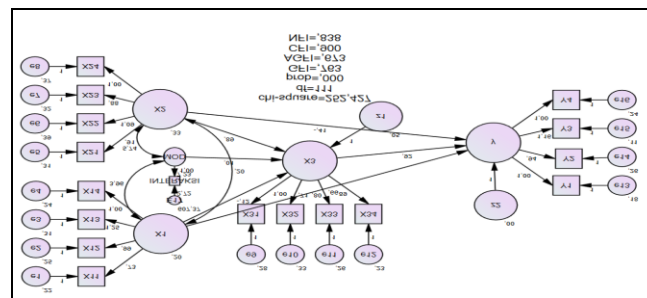


Figure 2 Structural Model

Table 5 Goodness of Fit

Goodness of Fit Index	Cut Off Value	Results	Information
Chi-Square Prob	≥0.00	0.001	Unwell
GFI	≥0.90	0.763	Marginal Fit
AGFI	≥0.90	0.673	Model Not Fit
CFI	≥0.90	0.900	Fit models
NFIs	≥0.90	0.838	Marginal Fit

Source: Processed questionnaire data, 2021

Table 6 Significance Table

		Estimates	SE	CR	P	Label
X3	<--- X1	-,124	,245	-,507	,612	par_17
X3	<--- X2	,890	,197	4,518	***	par_18
X3	<--- MOD	,008	,002	4,636	***	par_21
Y	<--- X3	,920	,135	6,823	***	par_13
Y	<--- X1	,658	,226	2,907	,004	par_14
Y	<--- X2	-,407	,136	-2,988	,003	par_15
X14	<--- X1	1,000				
X13	<--- X1	1.255	,155	8,108	***	par_1
X12	<--- X1	,994	,127	7,816	***	par_2
X11	<--- X1	,729	,103	7,068	***	par_3
X24	<--- X2	1,000				
X23	<--- X2	,881	,110	7,997	***	par_4
X22	<--- X2	1,090	,130	8,366	***	par_5
X21	<--- X2	,908	,111	8,150	***	par_6

		Estimates	SE	CR	P	Label
X31	<--- X3	1,000				
X32	<--- X3	,713	,122	5,828	***	par_7
X33	<--- X3	,803	,121	6,655	***	par_8
X34	<--- X3	,895	,120	7,483	***	par_9
Y1	<--- Y	1,000				
Y2	<--- Y	,938	,120	7,813	***	par_10
Y3	<--- Y	1,161	,114	10.203	***	par_11
Y4	<--- Y	,996	,120	8,291	***	par_12
INTERACTION	<--- MOD	7,228				
INTERACTION	<--- E17	2,725				

Source: processed questionnaire data, 2021

From Table 6 above it can be concluded that:

1. Halal certificates have an effect on *intention to purchase* because they have a p-value of less than 5% (hypothesis 1)
2. *Attitude toward* influences the intention to purchase because it has a p-value of less than 5% (hypothesis 2)
3. Halal certificate has an effect on *attitude toward* brand as a moderator variable because it has a p-value of less than 5% (hypothesis 4)

### Hypothesis testing

Table 7 Sobel test results of more than 5% (hypothesis 3)

Input:	Test statistic:	Std. Error:	p-value:
a -0.124	Sobel test: -0.50473238	0.22602077	0.61374682
b 0.920	Aroian test: -0.49941342	0.22842798	0.61746617
s <sub>a</sub> 0.245	Goodman test: -0.51022499	0.22358764	0.60989385
s <sub>b</sub> 0.135	Reset all	Calculate	

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusions

This research shows the results that the role of halal certificates is very important for a product, especially since the majority of the population in East Java are Muslim, so there is a very important emphasis on packaging in food that must have or have a halal certificate, on the other hand the intention to buy the product has an impact which is pretty good. *Attitude toward* in this study is able to be a good intermediary.

### Suggestions

Suggestions for this research can contribute to further research so that other variables can be given from external or internal motivation which are more clarified, of course adjusted to the research object to be examined. The existence of intrinsic motivation is a phenomenon that can have a good impact.

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