

Effect of Halal Awareness, Halal Certification, Food Ingredients Composition, Halal Marketing and Religiosity on Purchase Intention of Imported Food Products

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ABSTRACT

Muslims are required to always consume halal food in accordance with Islamic teachings. Halal awareness, halal certification, food ingredients composition, halal marketing and religiosity can influence consumer behavior, especially on product purchase intention. Not all food products have been labeled halal, especially imported products. This study aims to look at the effect of halal awareness, halal certification, food ingredients composition, halal marketing and religiosity on the purchase intention of imported food products in Muslim consumers in the city of Semarang by using the Structural Equation Model (SEM). The results of the study show that halal awareness, halal certification, food ingredients composition, halal marketing and religiosity have a positive and significant effect on imported food products purchase intention.

Keywords: Halal Awareness; Religiosity; Halal Concept; Imported Food Products; Structural Equation Model.

ABSTRAK

Umat Islam dituntut untuk selalu mengonsumsi makanan halal sesuai dengan ajaran Islam. Kesadaran halal, sertifikasi halal, komposisi bahan makanan, pemasaran halal dan religiusitas dapat mempengaruhi perilaku konsumen, terutama pada niat beli produk. Tidak semua produk makanan sudah berlabel halal, terutama produk impor. Penelitian ini bertujuan untuk melihat pengaruh kesadaran halal, sertifikasi halal, komposisi bahan makanan, pemasaran halal dan religiusitas terhadap niat beli produk makanan impor pada konsumen muslim di kota Semarang dengan menggunakan Structural Equation Model (SEM). Hasil penelitian menunjukkan bahwa kesadaran halal, sertifikasi halal, komposisi bahan makanan, pemasaran halal dan religiusitas berpengaruh positif dan signifikan terhadap niat beli produk makanan impor.

Kata kunci: Kesadaran Halal; Religiusitas; Konsep Halal; Produk Pangan Impor; Model Persamaan Struktural.

INTRODUCTION

The projection of Indonesia's population in 2020 will reach 271,066.40 people and will continue to grow (BPS, 2014). The population growth rate in Indonesia is 1.36% per year (BPS, 2017). The large number of population causes the increasing needs of the community. The government seeks to conduct international trade activities to help the community in meeting their daily needs. In the Islamic view, meeting human needs is divided into three, namely primary, secondary and tertiary. Likewise, Imam Ghazali divides human needs into three things namely needs that occupy emergency positions or primary needs, needs that occupy positions of necessity or secondary needs and needs that occupy positions of *tahsiniyyat wa al-zinat* or complementary needs. These *tahsiniyyat* intentions relate to the appropriateness and fitness with customs and habits. The purpose of the level of need is something that must exist to beautify life and most importantly how every human being meets his needs in life solely in order to worship God.

Kotler (2009) said that human needs consist of clothing, food, shelter, security, a sense of belonging and also self-esteem. Islam explains that needs are determined based on the concept of *mashlahah*. The concept of needs is part of the study of consumer behavior so it cannot be separated from the *maqashid shari'ah* framework (Chapra, 2002). Something is considered a human need if it has *mashlahah* value (Muhammad, 2004). In meeting their needs, individuals will choose a product that can provide satisfaction; and each individual has different satisfaction factors such as factors of the product itself, the price factors, and the ease of getting the products.

Soegiono (2012) said that goods consists of domestic products or local products; and foreign products or imported products. Local products are products originating from domestic industries while imported products are products originating from foreign industries. Currently imported food products are increasingly in demand due to the changes in consumption patterns so that these products become very easy to find. Most imported products are consumed in the form of food and beverages. From 2013 to 2017, imported processed household products were US \$ 13,362. From 2015 to 2016 there was an increase of 67% and from 2016 to 2017 it decreased from US \$ 3,016.30 to 2,084.20 millions (BPS, 2017). The large number of imported products in circulation makes consumers choose products with good quality. However, Muslim consumers are also looking for halal status of the products.

Mas'ud (2017) said that when consuming and enjoying food or drinks in order to meet their daily needs, it is very important to pay attention to the halal status and benefits. The halal aspect is related to delicacy, comfort, health and safety. Consumers' awareness of halal food was triggered by the cases of pork fat in food content; and the use of rat meat in meatballs; and imported food products such as biscuits that have not been declared halal in a supermarket.

As an effort to protect consumers, in 1989 the government established the Food, Drug and Cosmetics Assessment Agency (LPPOM) of the Indonesian Ulema Council (MUI). LPPOM MUI has the duties to research, study and analyze whether a product contains dangerous substances or substances that are not safe for consumption. Products that pass the assessment stage will receive certification. According to the Indonesian Halal Advocacy Institute Halal Watch (IHW) there are 11 imported food products circulating in Indonesia that do not yet have a halal label. In addition, there are also 17 products whose halal quality is still in doubt; so there are still many Muslim consumers,

especially the people of Semarang, who buy imported food without paying attention to its halal status.

Semarang is the capital of Central Java as well as the fifth largest metropolitan city in Indonesia after Jakarta, Surabaya, Bandung and Medan. As one of the developing cities in Java, in 2018 there were 1,815,729 residents in Semarang City (Semarang City Population and Civil Registry Office, 2018). The majority of the population of Semarang City is Muslim with a total of 1,350,310 people (BPS, 2017). The import value by type of food, beverage and tobacco commodities in Central Java has increased with a value of US \$ 391.40 in 2016 to US \$ 505.84 in 2017 (BPS, 2017). With the large number of Muslim residents in the city of Semarang, it is feared that many Muslim consumers choose and buy the wrong food products so that they can harm themselves. According to MUI the majority of people in consuming food tend to only consider the expiration date label instead of considering the halal label. There are still many of them who do not understand the importance of the halal label on imported food.

LITERATURE REVIEW

Halal Awareness

Awareness is defined as knowledge or understanding relating to a particular subject or condition (Randolph, 2003). Halal is defined as everything that is permitted or accepted by Muslims (Eliasi & Dwyer, 2002). When consumers have the intention, attention or experience and information about food that is allowed in Islamic law, it is an awareness in the context of halal food (Ambali & Bakar, 2014). Awareness reflects the initial stage of the purchasing process, in which consumers who previously did not know the product began to aware (Yasid et al., 2016). Verberke & Roosen (2006) said that now consumers are increasingly aware of the importance of food security, health, comfort and information. Aziz & Chok (2012) said that halal awareness has an influence in explaining intention to buy halal products.

Halal Certification

Halal certification is a major factor in determining whether a product is halal or not (Awan et al., 2015). Halal certification refers to official recognition of the processes of regular preparation, slaughtering, cleaning, handling and management practices (Aziz & Chok, 2012). Foods that have halal certification means that they meet the rules set (Lada et al., 2009). At present many imported food brands are appearing in the Muslim countries market, thus encouraging the need for halal product certification to guarantee that the product is safe and can be consumed by Muslim consumers. So it can be said that halal certification is a significant factor in product purchasing decisions (Awan et al., 2015).

Food Ingredients Composition

In general, consumer purchase intention for food is closely related to individual and environmental factors such as marketing information, situations, and certain characteristics that include food ingredients composition (Golnaz et al., 2012). In the Islamic view, food ingredients

composition may include several issues that need to be considered. Among them are consumer familiarity with ingredients, and quality and food safety. Consumers are quite serious in understanding and knowing what they consume, and product information obtained through labels on food (Wandel, 1997). Some producers use different names in describing chemical or non-chemical additives contained in the product so it is difficult to understand (Davies & Wright, 1994). The knowledge consumers have of food ingredients composition illustrates how their purchasing behavior (Azam, 2016).

Halal Marketing

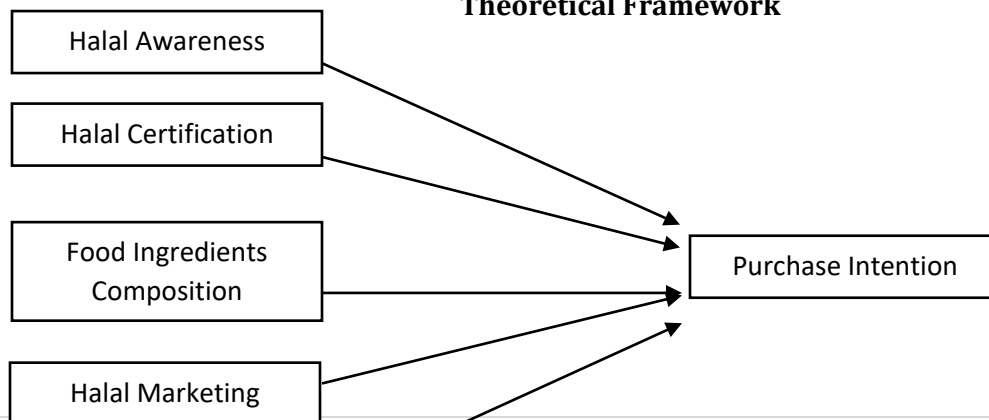
Understanding consumer behavior is very important in marketing halal products (Awan et al., 2015). Therefore, it can be seen through four marketing mix tools that can be described in meeting the desires of consumers (Carla Power, 2009). This is a way for marketers to evaluate consumers and how they make marketing strategies (Awan et al., 2015). Laroche et al., (1996) show that brand variables can be used in estimating consumer purchase intention. Aspects related to marketing also play an important role in predicting intention to buy halal products (Aziz & Chok, 2012). In order for the goals to be to be achieved marketers must improve their orientation in meeting consumer needs by building consumer confidence in producing halal products through promotion in marketing (Verbeke, 2000). Merely knowing halal certification of a product is not enough for consumers but marketing communication is needed through brands and promoting products with greater branding (Rajagopal et al., 2011). Marketers must develop marketing strategies to build international brands in various countries aimed at Muslims (Temporal, 2011).

Religiosity

Islam defines religion not only related to spirituality, but religion is a set of beliefs, rules and regulations that are used as moral guidelines in every aspect of life, including the rules in the consumption of food and drinks in accordance with Islamic teachings (Yasid et al., 2016). The level of individual religiosity positively influences attitudes towards halal products (Mukhtar & Butt, 2012). Research by Pettinger et al. (2004) supports that individual beliefs influence consumer attitudes and behavior in terms of food choices and consumption patterns (Steenkamp et al., 1999). The influence of religion on food consumption depends on the religion itself and on the level of individual religiosity (Awan et al., 2015).

Figure 1

Theoretical Framework



Religiosity

Sources: Afshan Azam (2016) and Hayat M. Awan, Ahmad Nabeel Siddiquei and Zeeshan Haidar (2015).

H1: Halal Awareness has a positive effect on purchase intention of imported food with halal label.

H2: Halal Certification has a positive effect on purchase intention of imported food with halal label.

H3: Food ingredients composition have a positive effect on purchase intention of imported food with halal label.

H4: Halal Marketing has a positive influence on the purchase intention of imported food with halal label.

H5: Religiosity has a positive effect on purchase intention of imported food with halal label.

RESEARCH METHOD

The population in this study was the Semarang City Muslim consumers who have bought imported halal food products. Non-probability sampling was used in this study which did not provide equal opportunities to the sample population members. This type of sample selection uses purposive sampling through deliberate self-deliberation. Consideration of sample selection in this study included the people of Semarang City, Muslims and have purchased imported halal food products. Each construct was measured using open and closed questions that were distributed to Muslim consumers in the city of Semarang. The instrument used in measuring each construct was a scale adopted from previous research which was then modified to fit this research, namely the purchase intention of Semarang Muslim consumers to imported halal-labeled food products. Data analysis using Structural Equation Modeling (SEM).

This study used a measurement scale with a 5-point Likert item scale (1 = strongly disagree to 5 = strongly agree). Reliability testing was done to measure the questionnaire which is an indicator of a variable or construct. A questionnaire is reliable if the respondent's answer to the question is consistent over time. Data analysis procedures began with testing of data quality, confirmatory testing of research variables, structural model testing and analysis. To test the hypothesis is to pay attention to the results of standardized coefficient path, critical ratio and probability value. According to Ghozali (2014) the cut of value for construct reliability is 0.70 and the cut of value for variance extract is 0.50.

RESEARCH RESULTS AND DISCUSSION

Structural Equation Model

Purchase Intention = β_1 Halal Awareness + β_2 Halal Certification + β_3 Food ingredients composition + β_4 Halal Marketing + β_5 Religiosity + e

Measurement Model Analysis

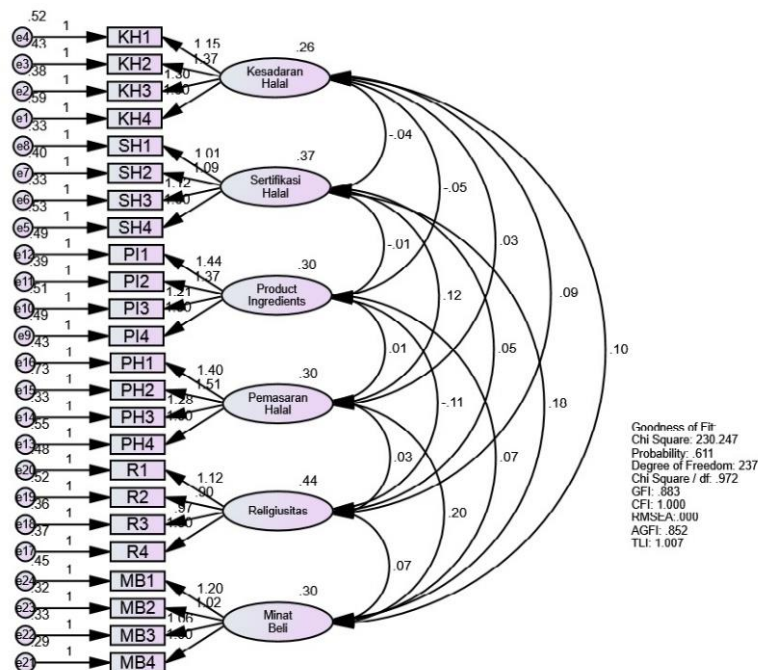
Measurement Model is a measurement model to test the suitability or confirm the indicators or manifest of a latent variable with two or more research variables (Hair et al., 2014). In this study there were (6) latent variables consisting of Halal Awareness, Halal Certification, Food ingredients composition, Halal Marketing, Religiosity and Purchase Intention. Each variable has (4) indicators. Goodness-of-fit measurement model results are shown through the values found in Chi-Square, Probability, CMINDF, RMSEA, AGFI, TLI and CFI that have met the cut of values.

Confirmatory Factor Analysis Test

The results of the Confirmatory Factor Analysis Test chi-square value of 230.247 is smaller than the chi-square table (sig. $\alpha = 0.05$ and $df = 237$) of 273,911. Then other results show a CMIN / DF value of 0.972, a probability of 0.611, a GFI of 0.883, an AGFI of 0.852, a TLI of 0.1007, a CFI of 0.1000 and an RMSEA of 0.0000 according to the specified cut of value. The GFI and AGFI values are smaller than the cut of value values so that they are categorized as marginal, but according to Kline (2011) if the GFI value is 0.883 and the AGFI value is $0.852 \leq 0.06$ then it has been said to be good.

Figure 2

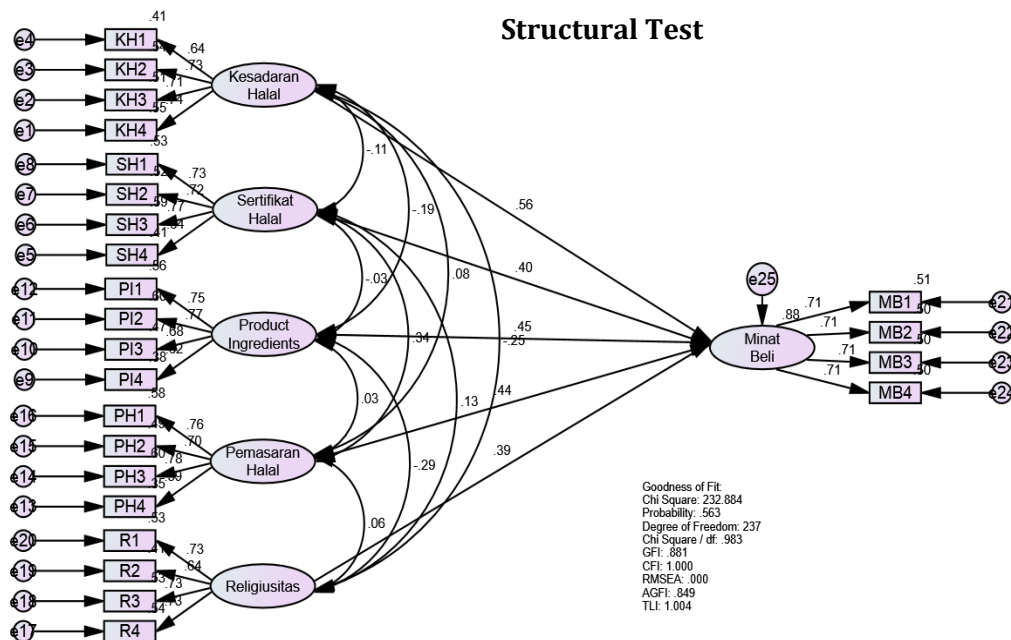
Confirmatory Factor Analysis



Results of Analysis of Structural Equation Models and Hypothesis Tests

The test begins by connecting between variables according to the model being built. The following research data was calculated using SEM analysis tool Amos version 22. Figure 3 explains the structural test diagrammatically and the magnitude of the regression coefficient numbers and the Goodness-of-fit coefficient figures are as follows:

Figure 3
Structural Test



Source: Primary data processed, 2019.

Structural Model Test Results

The purpose of this structural model test is to provide an assessment of the suitability of the variable through goodness-of-fit. The assessment is done by looking at and comparing the cut of value figures from the outputs. The analysis results are presented in Table 1 below.

Table 1
Goodness of Fit Test

<i>Goodness of Fit Index</i>	Cut of Value	Results of Analysis	Model Evaluation
Chi-Square	<273.911	232,884	Good
	p = 0,05;df = 237		
CMINDF	<2.0	0.983	Good
Probability	>0.05	0.563	Good
GFI	>0.90	0.881	Marginal
AGFI	>0.90	0.849	Marginal
TLI	>0.90	1.004	Good
CFI	>0.90	1.000	Good
RMSEA	<0.08	0.000	Good

Source: Primary data processed, 2019.

Goodness-of-fit test results are Chi-Square value of 232,884; probability value = 0.563; CMIN / DF = 0.983; RMSEA = 0.000; GFI = 0.881; AGFI = 0.849; TLI = 1,004 and CFI = 1,000. Thus the theoretical structural model is suitable and can be accepted for use in analysis.

Hypothesis testing

The research hypothesis testing is carried out by taking into account the structural model, the results of the test numbers through significance, and the numbers and signs of the regression coefficient. Values contained in the standardized regression coefficient, t value or Critical Ratio (CR) value and sig. (probability value) is explained in Table 2.

Table 2
Hypothesis Testing Results

		Estimate	S.E.	C.R.	P	Label
Purchase Intention	← Halal Awareness	.534	.101	5.275	***	par_19
Purchase Intention	← Halal Certification	.444	.110	4.023	***	par_20

		Estimate	S.E.	C.R.	P	Label
Purchase Intention	← Halal Marketing	.542	.129	4.216	***	par_21
Purchase Intention	← Religiosity	.397	.101	3.918	***	par_22
Purchase Intention	← Food ingredients composition	.551	.127	4.331	***	par_23

Source: Primary data processed, 2019

The influence of halal awareness (HA) on purchase intention (PI), the results in the calculation showed a positive regression coefficient of 0.101 with a positive critical ratio (CR) of 5.275 and a significance value of 0.000. These results provide an explanation that there is a positive and significant effect so that hypothesis 1 is accepted. The influence of Halal Certification (HC) on purchase intention (PI), the results in the calculation showed a positive regression coefficient of 0.110 with a positive critical ratio (CR) of 4.023 and a significance value of 0.000. These results provide an explanation that there is a positive and significant effect so that hypothesis 2 is accepted. The influence of Food ingredients composition (FIC) on purchase intention (PI), the results in the calculation showed a positive regression coefficient of 0.127 with a positive critical ratio (CR) of 4.331 and a significance value of 0.000. These results provide an explanation that there is a positive and significant effect so that hypothesis 3 is accepted. The influence of Halal Marketing (HM) on purchase intention (PI), the results in the calculation showed a positive regression coefficient of 0.129 with a positive critical ratio (CR) of 4.216 and a significance value of 0,000. These results provide an explanation that there is a positive and significant effect so that hypothesis 4 is accepted. The influence of Religiosity (R) on purchase intention (PI), the results in the calculation showed a positive regression coefficient of 0.101 with a positive critical ratio (CR) of 3.918 and a significance value of 0.000. These results provide an explanation that there is a positive and significant effect so that hypothesis 5 is accepted. Thus, in this study all hypotheses were accepted.

Data Quality Testing

Data normality, outlier and multicollinearity approaches are used in testing and measuring data quality in studies where the results of data normality are seen through its critical skewness figures. Figures below the 1% significance value of ± 2.58 can be declared normal (Ferdinand, 2006). From Table 3, the data obtained means that the data meets the normal requirements. Outlier test results show mahalanobis distance (distance χ^2) is 37.880 to 49.762. Declared no problem if the value of χ^2 is below the critical value (Ghozali, 2014). In accordance with Table 4, the number of indicators in this study and the level of significance of the test at the value of χ^2 was 51,174 so that there are no outlier in this data. Whereas for multicollinearity testing, if the value of the covariance

matrix is 0 or the absolute value of 0, the data is indicated to have multicollinearity or singularity problems. The AMOS output results show the output results: Determinant of sample covariance matrix = 0,000001241 so that it can be concluded that there is no multicollinearity or singularity problem so the data in this study are feasible to use.

Table 3
Normality Test

Variable	min	max	skew	c.r.	kurtosis	c.r.
MB4	2.000	5.000	-.178	-.870	-.682	-1.671
MB3	2.000	5.000	-.515	-2.521	-.140	-.344
MB2	2.000	5.000	-.378	-1.852	-.414	-1.015
MB1	1.000	5.000	-.504	-2.471	.217	.532
R1	1.000	5.000	-.370	-1.814	-1.447	-3.545
R2	2.000	5.000	-.231	-1.132	-1.703	-4.170
R3	2.000	5.000	-.435	-2.131	-1.392	-3.409
R4	2.000	5.000	-.319	-1.564	-1.552	-3.802
PH1	1.000	5.000	-.178	-.870	-1.116	-2.734
PH2	1.000	5.000	.021	.103	-.806	-1.974
PH3	1.000	5.000	-.332	-1.625	-.474	-1.162
PH4	2.000	5.000	-.263	-1.286	-.840	-2.058
PI1	1.000	5.000	-.186	-.911	-1.396	-3.420
PI2	1.000	5.000	-.052	-.257	-1.392	-3.409
PI3	1.000	5.000	-.376	-1.840	-1.290	-3.160
PI4	3.000	5.000	-.511	-2.503	-1.554	-3.806
SH1	3.000	5.000	-.280	-1.373	-1.532	-3.752
SH2	2.000	5.000	-.204	-.997	-1.439	-3.524
SH3	1.000	5.000	-.466	-2.281	-.562	-1.376
SH4	1.000	5.000	-.400	-1.960	-.686	-1.681
KH1	3.000	5.000	-.194	-.950	-1.817	-4.450
KH2	2.000	5.000	-.142	-.698	-1.612	-3.948

Variable	min	max	skew	c.r.	kurtosis	c.r.
KH3	3.000	5.000	-.437	-2.140	-1.641	-4.020
KH4	3.000	5.000	-.425	-2.084	-1.755	-4.298
Multivariate					30.953	5.257

Source: Primary data processed, 2019

Table 4
Outliners Test

Observation number	Mahalanobis d-squared	p1	p2
91	49.762	.002	.196
130	46.406	.004	.112
56	45.887	.005	.029
140	45.701	.005	.005
6	41.811	.014	.047
9	41.510	.015	.020
40	40.712	.018	.016
74	38.513	.031	.077
137	38.460	.031	.037
68	37.880	.036	.034

Source: Primary data processed, 2019

Validity and Reliability Analysis

The convergent validity test and the construct reliability test are carried out by looking at the results of the loading factor and also the probability value. The indicator is declared valid if the probability number is smaller than 0.05 (Hair et al., 2014). For the construct reliability test, it can be seen from the reliability index of the instrument used or composite reliability. It is said to be good if the value is 0.70 (Ferdinand, 2006). Table 5 shows that the reliability and validity of this study are good so that they meet the valid and reliable criteria.

Table 5
Validity and Realibility Test

Variable	Reability	Variance Extracted
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Halal Awareness	0.800	0.500
Halal Certification	0.808	0.513
Food Ingredients Composition	0.800	0.502
Halal Marketing	0.802	0.506
Religiosity	0.800	0.501
Purchase Intention	0.801	0.502

Source: Primary data processed, 2019

Discussion

The focus of this research is to investigate the behavior of Muslim consumers in the City of Semarang related to their purchase intention of imported food products labeled as halal. This study uses a structural model with the variables of halal awareness, halal certification, food ingredients composition, halal marketing and religiosity towards purchase intention of imported food products. The structural relationship between all the variables contained in this study was tested using data obtained through a questionnaire with Muslim consumer respondents in the City of Semarang. The results of the study provide a number of useful knowledge regarding the importance of the concept of halal in predicting consumer purchase intention.

Analysis of structural relationships shows that halal awareness has a positive and significant effect on purchase intention of imported food products labeled as halal. This is in accordance with the research of Yunus et al. (2013) which shows that halal awareness is positively related with purchase intention. It can be said that a person's attitude towards purchase intention is determined by their level of awareness of the concept of halal products (Aziz & Chok, 2012). One of the attitudes of Muslim consumer awareness is shown by always maintaining food safety and cleanliness. Awareness to buy and consume halal products is very important for Muslim consumers, especially in buying and consuming imported food products, which are mostly produced by non-Muslim producers. This encourages Muslim consumers' awareness of the importance of halal food which in turn will have an impact on the rise of the halal food industry, and prove that Muslim consumers are increasingly aware to consider this issue more seriously. Therefore, it is important for Muslim consumers to have an understanding and knowledge of what is halal and how to measure halal awareness. Based on previous research, the researchers also found that a multiracial Muslim in Malaysia was aware of halal food (Golnaz et al., 2009). Therefore, the measurements used (Golnaz et al., 2009) are applied in measuring the level of awareness of Muslims.

In addition, this study also shows that halal certification has a positive and significant effect on purchase intention of imported food products labeled as halal. This is in accordance with the research of Shaari & Arifin (2010) which states that halal certification has a positive effect on purchase intention. The inclusion of halal certification and label on the packaging tends to convince consumers that the product is indeed halal (Awan, 2017). Consumers especially Muslims want food products that have a halal label licensed by a trusted halal authority. In Indonesia, LPPOM MUI is a

halal authority institution that has the task of examining, studying and analyzing whether a product contains dangerous substances or substances that are harmful or not, so it is safe for consumption. Products that pass the assessment stage will receive certification. Products that have been certified halal are shown through the halal label on the product packaging. Based on Aziz's research (2012), it appears that not only Muslim consumers but also non-Muslim consumers think that halal certification has a significant effect on the intention to buy halal products. This proves that the certification of halal products has provided strong recognition of the quality of food products (Aziz, 2012). It is important for consumers to: have knowledge about halal labels; select halal products based on halal labels; know products that use halal certification from other countries; and always be cautious when choosing products with halal labels. Therefore, halal certification plays an important role in influencing future consumer behavior intentions.

In general, consumer purchase intention for food is closely related to individual and environmental factors such as marketing information, the situation, and special nature of food that includes food ingredients composition (Golz et al., 2012). In this study, food ingredients composition have a positive and significant effect on purchase intention. This is consistent with research conducted by Afshan (2016) which states that food ingredients composition has a positive effect on purchase intention. Abdul-Latif et al. (2013) consider the ingredients contained in food as very important which have a significant value on consumer behavior in terms of purchasing. In the Islamic perspective, there are several issues that must be considered regarding food ingredients composition (Yunus et al., 2013); one of them is consumer knowledge of ingredients, quality, and safety of food. In addition, producers must also provide information on food ingredients in a language that is easy for customers to understand. This result is in line with the findings of Davies & Wright (1994) which states that buying attitudes and behavior come from the knowledge consumers have about a product such as knowledge about the content or ingredients contained in food products. Therefore, Muslim consumers need complete information about the ingredients contained in the product to convince them to buy.

Halal marketing has a positive and significant relationship to purchase intention. Awan (2016) said that halal marketing had the strongest contribution to the factors of intention to buy halal products. Thus, it can be said that advertising and marketing related to halal food products can ultimately lead to halal awareness because the design related to products or service awareness is one of all objectives related to marketing (Awan, 2017). Thus, good marketing and advertising will benefit halal awareness. Apart from the fact that the purchase of halal products is generally related to people's religious beliefs, this study shows that religiosity has a positive and significant effect on purchase intention of halal products. This is consistent with research conducted by Ahasanul Haque (2018) which states that religiosity has a positive effect on purchase intention. According to Said & Hassan (2014) religiosity plays an important role in shaping purchase intention. The research shows between religious commitment to halal consumption so that it can be said that religion influences consumers in purchasing halal labeled products.

In determining consumer intentions to buy imported food products labeled as halal, this study shows that the Muslim community in Semarang City has a positive intention to buy these products. Therefore, this implies a good signal for imported food producers, the majority of which come from non-Muslim producers, to continue to serve and expand the Muslim market. This study also provides a good determinant for imported food producers in persuading Muslim consumers to

buy imported foods labeled as halal. High awareness of halal status and food ingredients will significantly affect their intentions to buy imported food that is labeled halal. Hence, imported food producers are encouraged to always pay attention to this issue.

CONCLUSION

The results of the study concluded that halal awareness, halal certification, food ingredients composition, halal marketing and religiosity had a positive and significant influence on purchase intention. The positive relationship between halal awareness and purchase intention is consistent with research conducted by Aziz & Vui (2012). In addition, a positive and significant relationship between halal certification and purchase intention is also consistent with research conducted by Shaari and Arifin (2010). On the other hand, the significant relationship that exists between food ingredients composition and purchase intention is also consistent with Abdul-Latif, Mohamed, Rezai & Kamaruzzaman (2013). The positive and significant relationship between halal marketing and purchase intention is also in accordance with Awan's research (2017). The positive and significant relationship between religiosity towards purchase intention is also in accordance with Ahasanul Haque (2018). Thus, the overall implication of this study will provide valuable and important information for imported food producers in identifying the right strategy to meet the needs and desires of Muslim consumers. This will also facilitate producers to identify areas of improvement as expected by Muslim consumers thereby increasing the ability of imported food product producers to serve their consumers both now and in the future.

Limitations in this study raise several questions for the future. First, this research is carried out in the Semarang City food sector and in certain cultural contexts; applying the same model in different sectors can produce mixed results. Secondly, respondents from this study are halal food consumers; it would be intentioning to obtain data from other stakeholders such as halal food producers or retailers. Third, moderating/mediating the effects of certain variables such as attitude and word of mouth (WOM) can be explored in future studies on purchase intention of halal food using structural equation models.

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Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah

Volume 3 No 2 (2021) 177-191 P-ISSN 2656-2871 E-ISSN 2656-4351

DOI: 10.47467/alkharaj.v3i2.319

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