

Decisions on Purchasing Halal-Certified Products among "Pantura Muslims"

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Abstract

The halal industry is becoming a business trend in various countries worldwide, both in Muslim and non-Muslim countries. Indonesia is a country that actively participates in its development, even though developments in society have yet to be maximized. This article aims to explore the perceptions of the people of Pekalongan who have a religious character towards the decision to purchase halal-certified products. The research was conducted within a quantitative framework, and the data was collected through a questionnaire with a purposive sampling strategy obtained from 92 respondents. The collected data were analysed with the E-Views analysis tool. The decision to buy halal products is influenced by religiosity, halal knowledge, halal behaviours, and halal awareness by 48.5% simultaneously. Halal awareness and religiosity positively and significantly affect the decision to purchase halal products. The opposite condition is shown by the halal behaviours and knowledge variables, which have a positive but insignificant effect. This research implies that people with Islamic religious characteristics, awareness, and religiosity, which are internal, greatly influence purchasing decisions. The weakness of this research is that the respondents need to be expanded and added so they can produce more comprehensive conclusions.

Keywords : Purchase Decision; Halal Products; Pantura Community; Pekalongan

JEL Classification : (conform to the JEL klasifikasi classification)

1. INTRODUCTION

Halal products are a business trend in various countries because they have excellent prospects (Saputro et al., 2019), such as in Slovenia (Jeglič, 2021). Singaporean Muslims have also considered halal products as a consumption option with various considerations (Abu-Hussin et al., 2017). Halal products are increasing in countries because they are related to halal tourism, such as in Malaysia and Singapore (Mohd Nawawi et al., 2020; Saputro et al., 2019). Halal products are increasingly finding their urgency because they can be accepted by non-Muslims (Wibowo & Ahmad, 2016). Moreover, halal meat products are produced by non-Muslim countries (Kalam, 2015). The halal product industry is significant for a country because it can contribute to the country (Mujahidin, 2020). Halal products can also be accepted by the people of China (Hong et al., 2020) and Japan (Yamaguchi, 2019). So, halal products as part of the halal industry are the main products.

Previous researchers with various theories and approaches have studied the decision to purchase halal-certified products. Singaporeans' purchasing decisions for halal products are influenced by behavior, subjective norms, and controlled behavior (Abu-Hussin et al., 2017; Sriprasert et al., 2016). A person's religiosity influences buying halal products (Mukhtar et al., 2012; Shaari & Arifin, 2009). Halal attributes are a consideration in selecting halal destinations (Battour et al., 2011; Yaakop et al., 2017). Studies on purchasing halal products in Indonesia have been carried out by previous researchers, such as chicken products (Ma'rifat et al., 2015), halal products with Google analysis (Nurbaiti, 2019), pharmaceuticals (Kasri et al., 2021), psychological factors and culture (Dianti, 2015). So, the decision to purchase halal products has

been studied by previous researchers, especially on the northern coast of Central Java, but it has yet to be carried out comprehensively.

This study aims to analyze the factors that are considered in purchasing halal-certified products among the "Pantura Muslims." Among the factors taken into consideration are religiosity, halal behavior, halal knowledge, and halal awareness. This study was carried out simultaneously or partially by taking the Pekalongan area as the research location. The Pekalongan area was chosen as the research location because it is known for its religious people, and Muslims make up most of the population (Hidayat & Atya, 2015). Generally, a religious society will make religious values, halal behavior, awareness, and knowledge wrong.

2. LITERATURE REVIEW

Buying Decision

The purchasing decision is the stage in the buying decision process where the consumer buys. *Purchasing decision* is an individual activity directly involved in obtaining and using the goods offered. According to Kotler & Armstrong (2014), there are five purchasing decision processes that each individual goes through in making a purchase, namely: 1) Need recognition, 2) Information search, 3) Alternative evaluation, 4) Purchase decision, and 5) post-purchase behavior. Factors that influence consumers in making buying decisions: a) Environmental Factors, b) Social Factors, c) Technological Factors, d) Personal Factors consisting of Schiffman and Kanuk (2010) state that there are several indicators to measure consumer purchasing decisions, namely: 1) Fast in deciding to buy, 2) Steady in deciding to buy, 3) Not considering other products, 4) Confidence in purchasing. The decision to purchase halal products is influenced by many factors, such as behavior, subjective norms, controlled behavior, and health (Suleman et al., 2021), individual, social, and cultural factors (Wulandari & Handayani, 2021), product knowledge, religiosity, and behavior (Abd Rahman et al., 2014; Sadeeqa et al., 2013).

Religiosity

Religiosity is the level of one's conception of religion and the level of one's commitment to their religion, while what is meant by the level of commitment is something that needs to be understood as a whole so that there are various ways for individuals to become religious (Glock & Stark, 1996). Religion is the foundation that forms a person's personality to behave according to law and culture. Religion is an essential indicator for making decisions in all matters. Religion has a significant influence on consumer behavior patterns. Because basically, religion regulates what is permissible and what is not, such as provisions for consuming products (food) that will be consumed (Shafie & Otman, 2008). Tantowi (2009) states a religiosity is a form of the human relationship with its creator through religious teachings that have interacted with a person and are reflected in his attitudes and behavior daily. Delener (1994) states that religiosity is one of the most important cultural aspects influencing consumer behavior. That is why religiousness, as an essential value in the cognitive structure of individual consumers, can affect one's behavior. The research results by Sadzalia (2015) show that religiosity positively and significantly affects purchasing decisions. It indicates that a person's level of religiosity can influence a person in making purchasing decisions. So that when individuals have a high level of religiosity and are consistent with the religion they adhere to, consumers tend to stick to what has been ordered and prohibited in religion and consistently buy clearly halal products.

Halal Awareness

Consciousness is the ability to perceive, feel, and be aware of events and objects. Consciousness implies understanding and perception of events or subjects (Aziz & Vui, 2013). Awareness of something is a fundamental part of human existence. Above all is self-awareness. Self-awareness means being aware as an individual with personal thoughts about the state of things related to halal. Shaari and Arifin (2010) state that halal awareness is the knowledge Muslim consumers possess to seek and consume halal products following Islamic law. According to Golnaz et al. (2010) that awareness of halal products is determined by a positive attitude.

A positive attitude is a favorable perception of halal awareness. Muslim awareness is marked by knowledge of slaughtering, food packaging, and food hygiene following Islamic law. Muslim consumers will tend to choose products declared halal by an institution authorized to provide halal guarantees for a product because they tend to be safer and avoid the content of hazardous substances or materials. Factors that become indicators of consumer awareness in choosing halal products are as follows: 1) Halal Raw Materials, 2) Religious Obligations, 3) Production Process, and 4) Product Hygiene (Shaari & Arifin, 2010).

Halal awareness can be conceptualized as obtaining information to increase awareness of what is permissible for Muslims to eat, drink, and use (Ambali & Bakar, 2013). Aulia's (2018) research results state that halal awareness has a positive and significant effect on purchasing decisions. It indicates that a person's level of halal awareness can influence a person in making purchasing decisions. Awareness of Muslim consumers is high because they are required to consume halal products according to religious orders, so they prefer to buy labeled halal products.

Halal Knowledge

Knowledge is a fact, truth, or information obtained through experience or learning called posterior or introspection called priori. Knowledge is information that someone knows or is aware of. Knowledge is information or information that is known or realized by someone (Maier, 2007). Knowledge includes, but is not limited to, descriptions, hypotheses, concepts, theories, principles, and procedures that Bayesian probabilities are correct or valuable. Knowledge generally refers to facts, feelings, or experiences owned by individuals or groups. However, it can also be interpreted as awareness or a habit acquired from experience or learning.

Specifically, knowledge means experience and expertise acquired by individuals or groups through a theoretical or practical understanding of a subject (Sinclair, 2010). Halal knowledge influences purchasing of halal drugs (Sadeeqa et al., 2013). This conclusion is supported by Abd Rahman et al. (2014) and Nurhayati & Hendar (2020). Halal product knowledge is a collection of various information consumers hold about products related to categories, brands, product terms, product features, prices, and beliefs (Nurhayati & Hendar, 2020).

3. RESEARCH METHOD

In order to make it easier to understand the framework of this research, an image of the framework is made (see figure 1). In this study, there is one dependent variable, purchasing decision (Y), and four independent variables: religiosity (X_1), halal awareness (X_2), halal behavior (X_3), and halal knowledge (X_4). From various previous studies, it has been shown that the four independent variables have a positive effect on the decision to purchase halal-certified products.

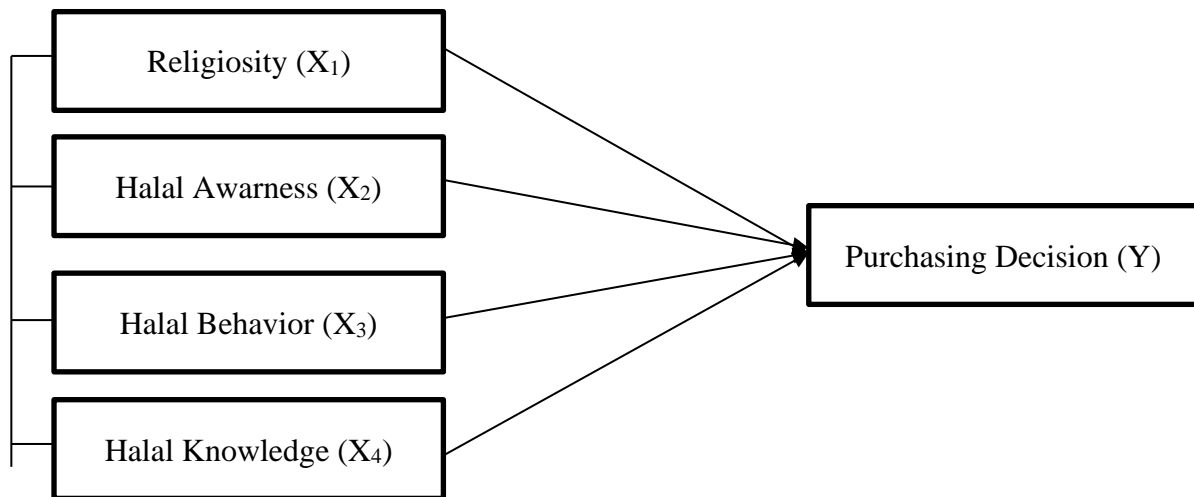


Figure 1. Framework

This research on purchasing decisions of halal-certified products in the Pekalongan area by Pantura Muslims was carried out as a quantitative study. According to Silalahi (2015), quantitative research is systematic scientific research on parts and phenomena and the causality of their relationships. The purpose of quantitative research is to develop and use mathematical models, theories, or hypotheses related to a phenomenon. This type of field research was chosen because it describes the condition of the community based on primary data (Singh, 2007). So, field research with a quantitative approach to explore the opinions of the Pantura community in purchasing halal products is considered an appropriate method.

The research data is in the form of the opinion of the Pantura Muslim community regarding their decision to buy halal-certified products. The research data was obtained by distributing questionnaires to the public using a purposive sampling technique. Sekaran & Bougie (2011) explain that purposive sampling involves specific considerations. This technique was chosen because it has flexibility in its implementation. Researchers distributed questionnaires via Google Forms, which contained questions prepared according to variables and indicators. From distributing the questionnaires, data were obtained containing age, profession, education, income, and knowledge sources of halal products (see table 1).

Table 1. Profile of Respondents

Aspek	Item	Jumlah	Prosentase
Jenis Kelamin	Laki-laki	27	29,3%
	Perempuan	65	70,75%
Usia	16-25	76	82,6%
	26-35	12	13%
	36-45	3	3,3%
	46-55	1	1,1%
	56-65	0	0
Profesi	Student	75	81,5%
	Teacher	6	6,5%
	Pegawai Pemerintah	4	4,3%
	Pekerja BUMN/Swasta	2	2,2%
	Ibu Rumah Tangga	1	1,1%

Pendidikan	Pengusaha/Wirausaha	4	4,3%
	Sekolah Pertama	67	72,8%
	Diploma	1	1,1%
	Sarjana	14	15,2%
Penghasilan	Pascasarjana	10	10,9%
	< 2 juta	74	80,4%
	2 – 4 juta	5	5,4%
	4 – 6 juta	6	6,5%
	6 – 8 juta	3	3,3%
	> 8 juta	4	4,3%

Source: data processed 2023

The collected data were analyzed descriptively quantitatively using the statistical tool E-Views. Data are presented in tables, pictures, and descriptions to be easily understood (Cramer, 2003). The analysis includes the F-test and t-test. The F test is used to analyze the effect of the independent variables simultaneously, and the t-test is used to test the independent variables partially. The data processing results are then interpreted, reflected, and compared with the theory and results of previous studies. From this analysis, conclusions were drawn, and recommendations were made for the beneficiaries of the research.

4. RESULTS AND DISCUSSION

This study uses the decision to purchase halal-certified products as the dependent variable. There are also variables of halal knowledge, religiosity, halal behavior, and halal awareness which are the independent variables. From the results of data processing on 92 respondents using E-Views, which were dominated by those aged 16-25 years and by profession as students, the data description was obtained as follows:

Dependent Variable: Y Method: Least Squares Date: 01/30/23 Time: 09:36 Sample: 1 92 Included observations: 92				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	1.043230	0.421060	2.477629	0.0152
X1	0.127144	0.084480	1.505018	0.1359
X2	0.395304	0.106472	3.712751	0.0004
X3	0.180494	0.077016	2.343585	0.0214
X4	0.097475	0.063564	1.533492	0.1288
R-squared	0.507648	Mean dependent var	4.723913	
Adjusted R-squared	0.485011	S.D. dependent var	0.366561	
S.E. of regression	0.263054	Akaike info criterion	0.219901	
Sum squared resid	6.020178	Schwarz criterion	0.356955	
Log likelihood	-5.115443	Hannan-Quinn criter.	0.275217	
F-statistic	22.42573	Durbin-Watson stat	1.744856	
Prob(F-statistic)	0.000000			

The regression test results were carried out to examine the effect of halal knowledge, halal awareness, behavior, and religiosity on purchasing decisions of halal-certified products. The regression test results show that the coefficient on the variable halal knowledge is 0.127. It can be interpreted as the influence of halal knowledge having a positive effect. However, if seen from the probability value that is more than 0.05, namely 0.13, it can be interpreted that the effect is not significant. The same is also shown in the influence of religiosity on purchasing decisions. It shows a positive coefficient value of 0.09 but with a probability value of 0.12 which can be interpreted that the effect is positive but not significant. The results on other variables show a positive coefficient value of 0.39 on the halal awareness variable and a probability value of 0.0004, so it can be interpreted that the influence of halal awareness on purchasing decisions of halal-certified products is significantly positive. The behavioral variable in the regression test shows a positive coefficient value of 0.18 and a probability value of 0.02, which means that the effect is significantly positive.

The coefficient of determination shows an adjusted r-squared value of 0.485. From this, it can be interpreted that religiosity, halal knowledge, behavior, and awareness can explain 48.5% of the purchasing decision variable. The rest, 51.5%, is explained by other variables outside the framework of this study. The four independent variables, in the form of halal awareness, halal behavior, religiosity, and halal knowledge, have a significant effect on the decision to purchase halal-certified products, as indicated by the significance value of the F test of $0.00 < 0.05$.

5. DISCUSSION

The decision to buy halal products influenced religiosity, halal knowledge, halal behavior, and halal awareness by 48.5% simultaneously. Halal awareness and behavior positively and significantly affect the decision to purchase halal products. The opposite condition indicated that the variables of religiosity and halal knowledge have a positive but insignificant effect. The decision to purchase halal products for the Pantura Muslim community is more influenced by other factors outside the variables defined in this study. So, other factors need to be seriously explored by subsequent research.

This research implies that people with religious characteristics have an attitude toward halal behavior, and awareness of halal products is a significant consideration factor in the decision to buy halal products. If halal awareness becomes a consideration in purchasing halal products, then the parties need to carry out activities related to it. Likewise, halal behavior is in line with the increasing halal lifestyle for Muslims worldwide. So, halal is no longer just a necessity but has become a lifestyle.

The results of this study also illustrate that most respondents are students or university students who purchase halal products based on their awareness of them. They feel the halal product is important, realizing that certain foods such as pork and alcoholic beverages are haram. The Pantura Muslim community also realizes that consuming halal products is clean and healthy, so they buy them. This research also illustrates that the Pantura Muslim community agrees that the main priority for buying halal products is that there is a halal logo on the packaging. They tend not to buy products when the packaging does not say a halal logo, likewise, in places or locations that do not have a halal certificate.

This study's results corroborate previous research, especially the factors of religiosity and halal awareness in considering buying halal products (Abu-Hussin et al., 2017; Nurmaeni et al., 2020; Sobari et al., 2022; Syari'ah et al., 2017). However, the factor of halal knowledge does not have a positive and significant effect on the purchase of halal products in contrast to the results of previous studies (García-Milon et al., 2020; Syari'ah et al., 2017). Halal behavioral factors also do not affect the purchase of halal products, which contradicts the results of previous research (Al-Kwafi et al., 2019; Shah Alam & Mohamed Sayuti, 2011). The results of this study provide

information that the Pantura Muslim community considers halal products more on religious values and halal awareness.

6. CONCLUSION

This study shows that the decision to purchase halal-certified products for the Pantura Muslim community is more influenced by halal behavior and halal awareness. These two variables are considered the main internal and external factors for the Pantura Muslim community. The Pantura Muslim community, which is religious in nature, is considered to have Islamic religious militancy. This is different from the variables of religiosity and halal knowledge, both of which are considered internal and external factors as well.

The results of this study are also evidence for previous research that factors originating from the individual Muslim are the main factors. The source of halal knowledge that comes from online news and social media is quite a surprising aspect. Supposedly, for the Pantura Muslim community, religious knowledge comes from Islamic educational institutions, kyai, clerics, or Habib, not from the media and online news. This research has a number of weaknesses, including the small number of respondents. Therefore, it can be expanded so that it can describe a complete Pantura Muslim community. In the future, respondents can be specifically for students at Islamic boarding schools or specifically for religious teachers or ustadz in the Pantura area. In addition, the independent variables can also be added so that the variety of studies is wider.

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